

INTEGRATION OF ENTERPRISES TRANSPORT SECTORS AS A NEW DEVELOPMENT PARADIGM OF TRANSPORT COMPLEX

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The current stage of economic development of the transport sector is characterized by the expansion of the scope and scale of globalization in the world economy, leading to increased competition both in the domestic markets of individual countries and at the global market. Under these conditions the efficiency of major transport systems in the international market depends on their ability to respond quickly and correctly monitor changes occurring in the global environment. Therefore there is a need to develop integration strategies of large transport complexes in an uncertain global environment.

The purpose of research is to develop theoretical and methodological foundations of strategic integration of transport structures in the context of globalization and on this basis – an integrated scientific concept of organizational development of large transport complexes in the conditions of global transformations.

Diversification of production of transport services, the use of redundant transport resources occurs when important source of

positive synergies is to increase the diversification of transport sector (regarding proposed transportation services and geographically), which reduces the overall risk of transport operations and ensure stable revenues. This is itself an incentive for mergers, specializing in the transport sector.

In terms of the efficiency of the transport system integration can be seen as economic unification of the transport industry and the expansion of links between transport companies or as a dynamic process of creating favorable conditions for each other economic activity and enhance cooperation for better use of exclusive competitive advantages transport sector and obtain a synergistic effect.

Sequence of development innovative strategies integrated structure provides a constant review of the strategic imperatives of economic entities in the transport sector in order to increase the flexibility and adaptability of their life that will adjust the strategy worked out with international transport requirements.