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ORGANIZATION OF INTERNATIONAL FREIGHT TRANSPORTATION IN EXTREME CONDITIONS OF TODAY: PROBLEMS AND TRENDS

ОРГАНІЗУВАННЯ МІЖНАРОДНИХ ВАНТАЖНИХ ПЕРЕВЕЗЕНЬ В ЕКСТРЕМАЛЬНИХ УМОВАХ СЬОГОДЕННЯ: ПРОБЛЕМИ ТА ТЕНДЕНЦІЇ

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Today, road transport in Ukraine remains among the leaders in terms of the share of cargo transportation both in domestic and international traffic. In the current conditions of globalization, increasing the efficiency of cargo delivery is one of the priority areas for reducing the costs of industrial organizations, trade and services. Stable and efficient operation of the transport complex is an important condition for the life support of the diversified economy and the implementation of the main directions of programs for the socio-economic development of Ukraine. The international transport market is characterized by strict requirements for the quality of transport services, which causes the high complexity of transportation process management. That is why enterprises in the transportation industry must constantly work on improving the international transportation of goods by road. The main aspect of these studies is freight transportation, methods and methods of organizing the integration of the Ukrainian economy into the world economy under modern conditions. The purpose of the study is to study theoretical, scientific and methodological approaches and practical aspects of solving the problems of organizing freight transportation in the context of deepening international cooperation between Ukraine and Poland. Achieving this goal involves solving a set of interrelated tasks: to study the experience of Poland in the organization of freight transportation in the context of deepening international cooperation; to study the essence of the organization of freight transportation and to analyze the indicators of production and economic activity and international economic relations of the enterprise and to study the state and quality of the organization of freight transportation in the context of deepening international cooperation, in particular FOP "Alekseevets S.M."; to identify the problems of organizing freight transportation in the context of deepening international cooperation and to provide recommendations for the organization of freight transportation in the context of deepening international cooperation".

Keywords: enterprise, transport, freight transportation, management, organization, international activity, production, international cooperation.

На сьогоднішній день в Україні автомобільний транспорт за часткою перевезень вантажів залишається серед лідерів як у внутрішньому, так і в міжнародному сполученні. Транспорт є серед найкрупніших галузей господарства, які впливають на всі сфери діяльності людини та розвитку суспільства в цілому. Вона характеризується підвищеним ступенем техногенності, технічної забезпеченості та має стратегічне значення для забезпечення життєдіяльності людей та держави. В сучасних умовах глобалізації підвищення ефективності доставки вантажів входить в пріоритетні напрями скорочення витрат промислових організацій, торгівлі та

сфери послуг. Тому останнім часом явно намітилася тенденція виділення транспортно-експедиційної діяльності в окрему самостійну галузь транспортного комплексу. Стабільна та ефективна робота транспортного комплексу є важливою умовою життєзабезпечення багатогалузевої економіки та реалізації основних напрямків програм соціально-економічного розвитку України. Лібералізація зовнішньоекономічних взаємозв'язків, демонополізація зовнішньої торгівлі країни збільшили обсяг міжнародних перевезень. Експорт транспортних послуг став для країни вигідною сферою зовнішньоекономічної діяльності, оскільки він не пов'язаний з продажем за кордон матеріальних цінностей і сировинних ресурсів. Міжнародний транспортний ринок відрізняється жорсткими вимогами до якості транспортних послуг, що обумовлює високу складність управління перевізними процесами. Саме тому підприємства галузі перевезень повинні постійно працювати над удосконаленням міжнародних перевезень вантажів автомобільним транспортом. Головним аспектом даних досліджень є вантажні перевезення, методи і способи організування за сучасних умов інтеграції економіки України у світове господарство. Метою дослідження є вивчення теоретичних, науково-методичних підходів та практичних аспектів вирішення проблем організування вантажних перевезень в умовах поглиблення міжнародної співпраці між Україною та Польщею. Обґрунтування та розробка рекомендацій щодо вирішення проблем організування вантажних перевезень в умовах поглиблення міжнародної співпраці. Досягнення поставленої мети передбачає вирішення комплексу взаємозв'язаних завдань: оглянути наукову та навчально-методичну літературу щодо організування вантажних перевезень в умовах поглиблення міжнародної співпраці; ознайомитися із законодавчим регламентуванням організування вантажних перевезень в умовах поглиблення міжнародної співпраці; проаналізувати макроекономічні показники України та Польщі; вивчити досвід Польщі в організуванні вантажних перевезень в умовах поглиблення міжнародної співпраці; вивчити сутність організування вантажних перевезень та проаналізувати показники виробничо-господарської діяльності і міжнародних економічних відносин підприємства та дослідити стан та якість організування вантажних перевезень в умовах поглиблення міжнародної співпраці, зокрема ФОП «Алексєєвець С.М.»; визначити проблеми організування вантажних перевезень в умовах поглиблення міжнародної співпраці та надати рекомендації щодо організування вантажних перевезень в умовах поглиблення міжнародної співпраці».

Ключові слова: підприємство, транспорт, вантажні перевезення, управління, організування, міжнародна діяльність, виробництво, міжнародне співробітництво.

Staging problems. The aim of this article is to study theoretical, scientific and methodological approaches and practical aspects of solving the problems of organizing freight transportation in the context of deepening international cooperation between Ukraine and Poland.

Analysis of the latest research and publications. Issues of international logistics, in particular freight transportation, have been repeatedly raised at international conferences and studied by both domestic and foreign scientists. Including Vlasenko D. O. [1], Luts V. V., Samoilenko G. V., Fedorchenko N. V., Livshits V. N. believes that freight forwarding (TED) is an activity in the logistics industry, covering the entire range of operations and services with the delivery of goods from the manufacturer of products to the consumer. P. I. Yefremov [2] emphasizes that forwarding activities should be understood not only as the moment of physical movement of goods, but also as operations or works related to the transportation process, which are often related to warehousing, storage, packaging, loading and unloading, consulting activities in the field of registration of shipping documents (especially in the context of international transportation), customs clearance, etc. Eganov O. Yu., Dumenko K. M [3] emphasizes that without a developed network of freight forwarding

enterprises of various forms of ownership, it is extremely difficult, if not impossible, to form a full-fledged market for transport services and ensure high quality logistics services. Bandura V.M emphasizes that the essence of the activity of freight forwarding companies is to provide, first of all, high-quality logistics services.

Highlighting previously unresolved parts of the general problem. It should be noted that it is becoming more and more difficult for Ukrainian carriers to compete with leading foreign enterprises. The international transport market is characterized by strict requirements for the quality of transport services, which causes the high complexity of transportation process management. That is why enterprises in the transportation industry must constantly work on improving the international transportation of goods by road. Although Ukrainian road transport in terms of the share of cargo transportation remains among the leaders in both domestic and international traffic, from an organizational point of view, domestic transportation does not cause significant difficulties for national carriers, which cannot be said about international transportation, which has their own characteristics depending on the direction of their implementation. At present, the growth of international freight traffic to Western countries is still constrained by many factors, including significant competition in the European

market and high technical and environmental requirements for vehicles. As for transportation in the eastern direction, it is much easier to carry them out, because there are fewer requirements for rolling stock and transport documentation and there are no significant restrictions on the use of highways. At the same time, the socio-economic transformations of recent years have had a significant negative impact on economic cooperation with the countries of the Customs Union, which also affected the transport industry. Taken together, the current situation forces motor transport enterprises (MTEs) to look for ways and means of attracting new customers, because since the beginning of the crisis, the number of customers of transport services has decreased, and the costs of enterprises have increased. This is especially true for motor transport companies that do not have long-term contracts and are engaged in the transportation of goods on a one-time basis. In this case, the question always arises of determining the most promising areas of transportation, because when delivering cargo in one direction, the decision on its expediency depends on many random factors. Therefore, there is a need to allocate individual factors that affect the level of efficiency of the transport system as a whole.

Formulation of the goals of the article (statement of the task). The purpose of the study is to highlight the essence of freight transportation, namely international freight transportation, to determine the capabilities of Ukraine and its enterprises in establishing international freight transportation with Polish enterprises. Substantiation and development of recommendations for solving the problems of organizing freight transportation in the context of deepening international cooperation.

Presentation of the main material of the research. The need for the development of the transport services market is obvious. Modern requirements of cargo owners, a high level of competition and relations with the external environment force companies in the transport industry to search for new tools and ways of development, to use new approaches to attract and retain customers. Recently, this problem has become more and more urgent. Taking into account the trend towards globalization of the world economy, increasing the efficiency of freight transportation is one of the priority areas for the development and optimization of costs of industrial enterprises, companies in the fields of trade and services, etc. The peculiarities of the technical and operational characteristics

of certain types of transport determine the expediency of their use in the implementation of various stages of product transportation, in particular:

- it is recommended to use rail transport mainly for long-distance and mass transportation of almost all types of products and consumer goods;
- sea transport should be used mainly for the transportation of various cargoes – objects of international economic operations for the export and import of goods, the export of fish and fish products from fishing places, as well as for international mass transportation of bulk and liquid cargoes;
- river transport is used to ensure mass transportation of goods along the main waterways, if these are not urgent deliveries;
- urgent transportation of goods is carried out by air transport, especially to hard-to-reach areas;
- road transport is used at different stages of transportation and, as a rule, over short distances;
- pipeline transport supplies gas, oil, fuel and lubricants.

A detailed list of operations related to the freight forwarding process includes the following types of work: preparation of goods for transportation (packing, marking, sorting of goods, their packaging and storage until shipment, etc.); weighing of goods and/or vehicles; calculation and selection of a rational option for loading vehicles, schemes for placing and securing cargoes; loading onto transport at the point of departure, securing them in the vehicle, covering the cargo; acceptance of cargo for transportation at the carrier's or customer's warehouse; registration of transportation, verification of transport and accompanying documents; the process of transportation, which includes the creation of the necessary regime, escort of goods on the way and their protection; unloading and delivery of cargo to the consignee's warehouse at the point of destination or to another carrier for: further delivery to the destination; registration of the task of cargo acceptance; making payments for the transportation performed; cargo insurance, customs procedures during international transportation, passport and visa services; information support of transportation, including notification of the location of the cargo, the timing of its dispatch and arrival, information about the types of services, tariffs and working hours of carriers and freight forwarders; keeping records and reporting on transportation, filling

out documents, issuing certificates related to transportation, etc.

An important task of the organization of cargo transportation is the selection of efficient vehicles that would fully meet the specific conditions of transportation. When choosing a mode of transport, you also need to take into account such factors as the reliability of compliance with the delivery schedule; time (duration) of delivery; cost of transportation, etc.

Freight road transport is also characterized by a wide variety of types and types of vehicles. Freight road transport by type is divided into: trucks; tractors for towing trailers; car trailers and semi-trailers.

The choice of vehicles for transportation is completed by determining their capacity, that is, the carrying capacity, which depends on the amount of goods to be transported. In modern conditions, many enterprises own their own means of road transport and carry out the transportation of goods with them. At the same time, the transport of specialized motor transport enterprises, which belong to the category of public transport, is often used for these transportations. Enterprises put forward specific operational and technological requirements for the rolling stock of road transport. In particular, freight transport should: be specialized; meet the optimal conditions for the transportation of specific groups and names of goods; to ensure mechanization of loading and unloading operations when performing freight forwarding operations; meet the requirements for the development of advanced transport systems, in particular the container transport system; be highly maneuverable, have a wide range of carrying capacity; have high cross-country ability for the delivery of goods in the conditions of trade in rural areas; provide for the possibility of increasing the dimensions of the body and

its adaptability for multi-tiered stacking of goods in order to effectively use the carrying capacity of vehicles. Such enterprises carry out centralized transportation of goods, provide freight forwarding services for shippers and consignees, carry out direct, mixed rail-road and water-road transportation of goods. The services provided by forwarding companies are not just the physical delivery of goods from one point to another, but a whole range of actions and operations, the purpose of which is to ensure high-quality transportation according to the most economical, safe and fast scheme.

One of the main tasks of TED in modern conditions is to find the most effective option for the customer to deliver goods, using one mode of transport, or a combination of different ones. Forwarding activity should be understood not only as the moment of physical movement of cargo, but also as operations or works related to the transportation process, which are often related to warehousing, storage, packaging, loading and unloading, consulting activities in the field of registration of shipping documents (especially in the context of international transportation), customs clearance (Tab. 1).

It is shown in Figure 1. The classification clearly shows the level of dependence of efficiency on all factors and allows to track the impact on the overall level of efficiency of both individual factors and their individual assessment.

For example, let's focus on the sole proprietor "Alekseevich S. M.", which has 29 of its own trucks and 21 cars of partner companies that provide transport for use for a long-term period. Figure 2. reflect the income structure of FOP "Alekseevets S. M." for the period 2021–2023.

For modern Ukrainian freight forwarding enterprises, including FOP "Alekseevets S. M." Risks are caused by many factors: high level of

Table 1

General Functions of a Freight Forwarding Company

Providing the client with information services related to the delivery
Provision of transport / storage space / loading equipment
Escort of goods along the route
Coordination and coordination of actions of participants in the transport process to ensure delivery with maximum efficiency for customers and carriers
Execution of shipping documentation
Facilitation of customs clearance of goods
Making payments for the delivery of goods
Consolidation and deconsolidation of consignments

Notes: developed on the basis of [2–3]

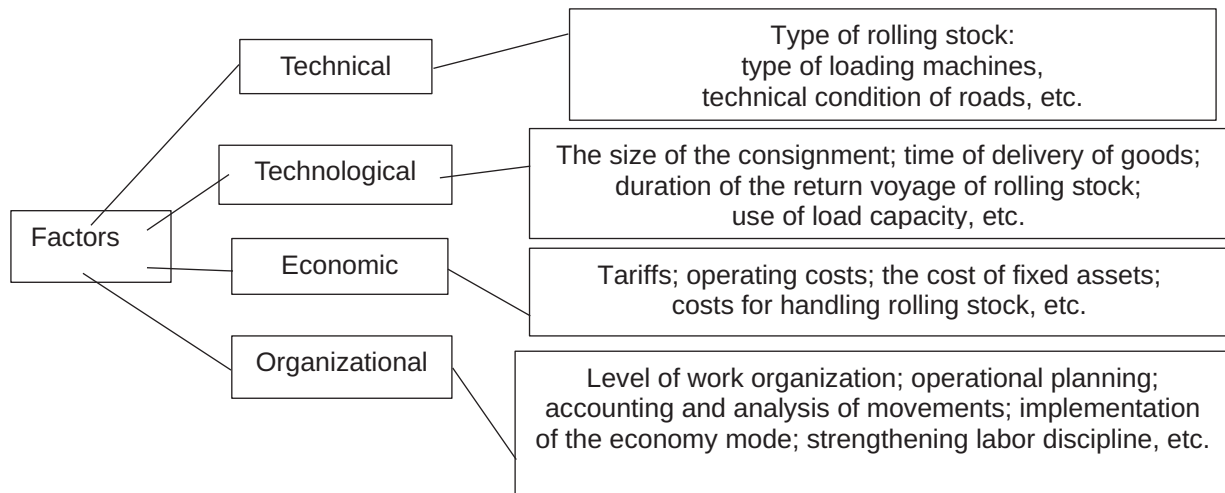


Figure 1. Factors influencing the efficiency of transport activities

Notes: Developed based on [1; 4]

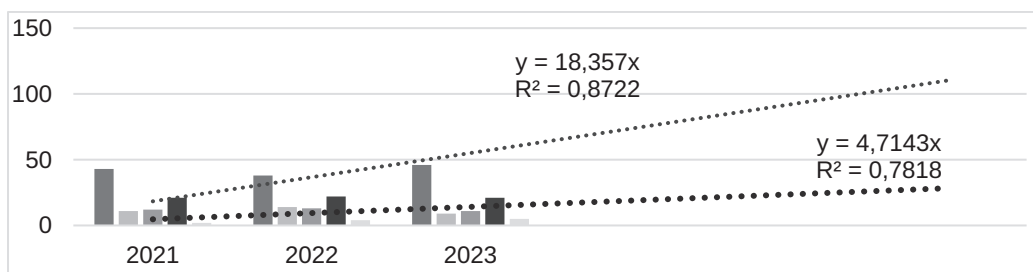


Figure 2. Income structure of FOP "Aleksievets S.M." for the period 2021–2023

Notes: compiled by the author on the basis of the data of FOP "Aleksievets S. M."

competition in the freight forwarding services market; oversaturation of the freight forwarders' market with semi-legal and shadow participants using the system of unfair competition; turnover of management staff, which often moves to competing companies; weak differentiation of the client base and difficulties in its expansion; the presence of obstacles to the development of new types of transportation organization and services, such as multimodal transportation, leasing, factoring, etc.

The main part of the company's income is domestic transportation and their mass share in 2023. increased compared to 2021.

Figure 3. demonstrates the forecast of the cargo structure of FOP "Aleksievets S.M" at the beginning of 2024.

Poland is the main transit country for Ukraine to enter the EU markets. Thus, obtaining a sufficient number of permits from Poland is crucial to meet the demand for transport services of EU countries. The annual need for transport permits to enter Poland is 240,000, while Poland

has reduced the number of permits issued from 260,000 in 2021 to 200,000 in 2022 and to 160,000 in 2023. According to stakeholders, the average waiting time at border crossing points is 2–3 days. The delay at departure is on average 2 days, then at the entrance to the Ukraine – 1 day. This means that, on average, about 15% of the 14 days of transit time (a standard round trip for EU-Ukraine transport) is spent at the border and another 1–2 days (about 10%) at customs clearance at the destination. As a result, about 25% of the time is spent crossing the border and going through customs procedures at the destination. The need to improve the regulatory framework in the field of road transport and introduce a system of licensing for domestic transportation.

Having considered the organization of freight transportation in the context of deepening international cooperation between Ukraine and Poland, we have identified a number of problems that arise in the activities of enterprises (Table 3).

Table 2

Potential risks in freight forwarding activities

Risk	Degree
On the client's side	
Fraudulent activities on the part of the client	The Client does not fulfill the obligations under the contract and it is impossible to settle the relationship
Incorrect execution of shipping documents by the sender	The Consignor provided inaccurate or incomplete information about the cargo in the consignment note, export declaration, certificate, etc.
Unpreparedness of the cargo within the period specified in the contract	The car has arrived for loading, but the cargo is not ready for loading
Lack of space in the recipient's warehouse	Due to the lack of space for the cargo, the car is forced to wait for unloading, extra time
Delay in payment of customs duties when issuing an import declaration	Due to the delay in processing the customs declaration, the car is not able to cross the border
Improper packing of cargo	The sender uses improper containers for the cargo, or packs it unreliably
On the carrier's side	
Loss or damage to cargo	Due to the negligence of the carrier, the cargo is lost, or the presentation is damaged
Technical malfunction of the vehicle	Delay or delay in delivery, or complete disruption of delivery
On the part of the freight forwarder	
A sharp change in the exchange rate	Decrease in profits due to reduced contract revenue
Irresponsibility of the country's transport infrastructure	Poor quality of the road surface leads to an increase in depreciation costs, downtime of the car for maintenance
Introduction of an imperfect system for the distribution of permits for international transportation	As a result, this leads to the disruption of transportation
Fuel price increase	Increase in the cost of transport services for customers
Slowing down or stopping the operation of border crossings	Late or complete disruption of delivery

Notes: formed by the authors by [2; 4]

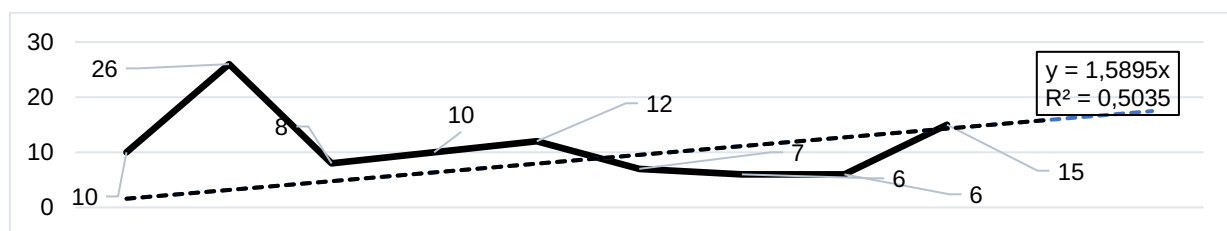


Figure 3. Forecast of the cargo structure of FOP "Alekshevets S.M" at the beginning of 2024.

Notes: formed by the authors according to the company's data

The carried out analysis makes it possible to identify the following promising ways to improve the efficiency of the motor transport complex of Ukraine in the provision of services in international traffic: expansion of technical and technological re-equipment, renewal and modernization of rolling stock and transport infrastructure, taking

into account the requirements of international standards; introduction of modern transportation, logistics and information technologies, telecommunication and navigation systems, etc. (in particular, the development of piggyback transportation); providing state support for innovative transformations in the motor transport

Table 3

Problems of organization of international freight transportation in today's conditions and measures to solve them

Problems	Measures to address them
A limited number of permits for transportation to Poland, which leads to significant losses for Ukrainian operators and an increase in truck downtime.	The Action Plan of the National Transport Strategy needs to be revised. Introduce services that promote the development of modality. It is necessary to consider the possibility of introducing new railway services between Ukraine and the EU countries using swap bodies and ROLA, in order to create new opportunities for transshipment of goods from road transport to rail. ROLA is also an effective alternative to overcome the problem of lack of transport permits with Poland.
Driver migration and shortage of qualified personnel in the field of logistics.	Qualified specialists are critically important for the development of logistics in Ukraine. Knowledge in the field of logistics and understanding of the implementation of best international practices are very important for the development of the transport industry in Ukraine. It is necessary to improve the system of education in the field of logistics in order to ensure the training of specialists with the necessary managerial and technical skills to meet the needs of the future logistics market.
Inefficiencies in cross-border operations.	The development of new international rail transport with EU countries, especially Poland, Germany, the Netherlands and the Baltic countries, as well as the Rhine-Danube TEN-T corridors, which are the most promising areas to be developed in cooperation with private operators. The development of rail container links with these trading partners will optimize the export of heavy raw materials from Ukraine and provide an attractive alternative for imports, as well as transit from the European deep-water ports of Hamburg and Rotterdam to Ukraine.
The need to improve the regulatory framework in the field of road transport and introduce a system of licensing for domestic transportation.	The need to improve national legislation for the development of multimodal transportation. In addition to Directive 92/106/EEC laying down common rules for certain types of combined transport of goods between Member States, there are a number of relevant EU policies and rules in the field of rail and road transport that Ukraine must implement in accordance with the EU-Ukraine Association Agreement and which are crucial for the development of intermodal transport in the country.
Low reliability and quality of railway services, which is due to the low level of safety and safety of goods, as well as delays in the delivery schedule, which is caused by insufficient capacity of the railway infrastructure on the approaches to ports, lack of rolling stock and low level of provision of railway services.	Improvement of train traffic management. At present, train traffic management is decentralized, and the operation of most control centers is controlled at the regional level, with dispatch services controlling the operation of small local stations. Train control, traffic control and timetable changes are still done manually, by tracking the actual train schedule and comparing it with the theoretical schedule. As a result, the system becomes more difficult to manage, the ability to respond in the event of an incident is reduced, and security is reduced overall.
The railway fleet of Ukraine is extremely outdated and significantly worn out.	An important factor for improving the quality of railway services and promoting the development of modality in Ukraine is the renewal of rolling stock, especially freight locomotives.

Notes: Generated by the authors

complex of Ukraine (first of all, programs of innovative development of domestic carriers-operators of international transport corridors) and the integration component of its development

strategy; improvement of the system of regulatory and legal support for the provision of transport services (in particular, regarding the specifics of international cargo transportation)

and the continuation of organizational and legal transformations in the management system of the motor transport complex; acceleration of economic reforms in the context of the formation of a developed market environment in the road transport sector with effective state regulation; solving social problems in the motor transport industry.

Conclusions. Creating conditions for improving the efficiency of work and development of the Ukrainian motor transport complex requires the urgent implementation of

a number of measures that should be developed in the above areas. This will lead to positive organizational and economic changes in the domestic road transport complex, which will gradually ensure its effective transformation and modernization, form a progressive model of functioning, increase the competitiveness of domestic carriers in the international market, as well as accelerate the pace of integration of the national road transport system into the Eurasian one on the basis of maximizing the use of the transit potential of the state.

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