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## ESSENCE AND FEATURES OF INTERNATIONAL LOGISTICS IN MODERN CONDITIONS

### СУТНІСТЬ ТА ОСОБЛИВОСТІ МІЖНАРОДНОЇ ЛОГІСТИКИ В СУЧАСНИХ УМОВАХ

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**Abstract.** *The article substantiates the meaning of the concept of «international logistics» in modern conditions. Approaches to the interpretation of the concept of «international logistics» are systematized, the positions of both domestic and foreign scientists are considered. It is claimed that among the scientific community there is a certain contradiction in the interpretation of international logistics, which is connected with different methodological approaches to the study of this area; lack of uniform terminology; rapid development of international logistics due to the emergence of new technologies, methods and models of logistics' process management. In order to solve the problem of polyphony of opinions, it is proposed to: implement the unification of terminology, which consists in the development and adoption of a single terminological system for the description of international logistics; to develop common methodological principles of international logistics research; to support a constant dialogue between scientists, practitioners and politicians on international logistics issues; to systematize and generalize world experience in this area.*

**Key words:** *logistics, international logistics, logistics chains, globalization, world economy, economic growth.*

International logistics in modern conditions plays a key role in the world economy, acting as a driving force of globalization and economic development. In particular, this applies to the markets for the supply of resources, labor, capital, production and sales of finished products, which are characteristic of large transnational corporations and financial and industrial groups. Against this background, interstate transport-logistics, telecommunications, distribution and other macro-logistics systems are being created and actively developed. Globalization stimulates the development of international logistics, contributing to the organization of international logistics systems and the creation of logistics chains, which become powerful tools for maximizing exports and entering new markets.

The main driving forces of business globalization in logistics are: ensuring sustainable economic growth in many countries of the world, the presence of prospects



for the development of global markets, strengthening global competition, regionalization of the economy, expansion of technologies, deregulation of transport and development of logistics infrastructure. Companies that implement global logistics concepts expect to gain a higher level of competitive advantage through increased productivity, efficiency and product differentiation.

Due to the fact that international logistics is a relatively new and not yet fully formed field of science, scientists have not formulated a single definition of the essence of international logistics and express various opinions regarding its features.

The problem of international logistics is the object of investigation of such domestic and foreign scientists as A. Barone, D. Wardlow, D. Wood, D. Joschi, P. Murphy, D. Richard, A. Shimonik and others. Among Ukrainian specialists, very important are the works of such scientists as A. Burnasov, N. Vasylytsiv, I. Dakhno, N. Mitsenko, I. Mishchuk, I. Nyzhnyk, I. Smirnov, O. Sokhatska, I. Stetsenko, Ya. Oliynyk, O. Trydid, O. Khmelevskyi, B. Kholod and others. However, this issue in the conditions of the development of the global market, the expansion of the influence of external environmental factors requires additional scientific research. In addition, today there is a need to study certain components of the science of «international logistics», considering international logistics in the field of goods and in the field of services, both separately and in general.

International logistics is a multifaceted concept that has many interpretations and definitions. The variety of approaches to its understanding leads to a polyphony of opinions and discussions among scientists and practitioners. Some authors offer different approaches to defining the concept of «international logistics». Thus, O. Khmelevskyi emphasizes in his work that the key feature of international logistics is that the producer and consumer of the goods are located in different countries, this makes the delivery process more complicated and requires overcoming state borders and customs procedures, and the author examines the essence of international logistics from three different perspectives [1]:

- 1) international logistics as international supply chain management, which involves the coordination and control of all stages of the supply chain that go



- beyond the borders of one country;
- 2) international logistics as optimization and flow management, which refers to the optimization of the material, information and other flows that cross national borders;
  - 3) a comprehensive perception of international logistics combines two the above perspectives, considering international logistics as a complex system covering supply chain management, flow optimization and other aspects.

The diversity of approaches to the interpretation of international logistics is also noted in the work of N. Trushkina and T. Serbina [2], who gave their own definition of international logistics as «the science of managing resources' flows (material, labor, transport, information, financial, etc.) when organizing a set of connected, consistently performed logistics processes, export-import operations and various logistics services with the aim of reducing costs for foreign economic logistics activities and losses due to stream optimization and improvement of information support; growth in the quality of logistics service and the level of customer service, profitability from product sales and the level of competitiveness of enterprises in global sales markets» [2, p. 109-110].

Some approaches to definition of «international logistics» are presented at Table 1.

**Table 1 - Approaches to definition of the term «international logistics»**

Source	Definition of the term «international logistics»
Pier A. Devid, Richard D. (2015) [3]	International logistics is the management of the flow of goods and services between the place of origin and the place of consumption to meet the needs of users in the case of deliveries between entities of different countries or when crossing national borders
Joschi D. (2015) [4]	International logistics should be considered as the art of managing the flow of materials and final flows from the source to their consumers
Szymonik A. (2014) [5]	The author presents the following interpretation of international logistics: «If we consider logistics as a method of managing the flow of goods and information, then international logistics will be a very special case of management. If we consider the four areas of management within the company: operational, financial (closely related to logistics costs), marketing and information sphere, then such a system of networked companies located around the world in which at least one of them has a participation, will be called international logistics»
Sokhatska O. (2022) [6]	International logistics is the latest scientific and practical direction of the theory and practice of modern management of organizations operating in international markets, which arose at the end of the 20th century in the USA, EU countries and Asia and is gradually spreading to other countries



Mitsenko N., Mishchuk I. (2022) [7]	International logistics is a complex of economic activities associated with regular (over a long period of time), systematic, organized (on the basis of contractual agreement - international contracts, agreements of subjects of foreign economic activity) execution of processes of spatial and temporal moving of material and other related logistic flows, when crossing national borders
Trydid O. (2008) [8]	International logistics is a functional field of logistics aimed at optimizing commodity flows that go beyond national economic systems
Oliinyk Ya., Smirnov I. (2011) [9]	International logistics can be interpreted as knowledge of the organization and management of the system of product, information and financial flows of an international company
Kholod B., Zborovska O. (2014) [10]	International logistics is a science of managing material and related documentary, financial and other information flows within the framework of the international exchange of goods with the aim of effective using of all types of resources
Sterzenko I. (2016) [11]	International logistics can be interpreted as organization and provision of effective management of material, financial and information flows in order to minimize operational costs for achieving the main objectives of foreign trade agreement using the mechanisms and tools of global and national logistics systems
Turina N., Hoi I., Babiy I. (2015) [12]	International logistics is the science of managing flows (material, financial, informational, service) that cross national borders; a special field of logistics, which covers the logistics activities of enterprises and organizations, performed at the international level

Source: [3-12]

Thus, it is claimed that there is a certain contradiction in the interpretation of international logistics among the scientific community. This is due to different approaches to the study of this field, as well as the lack of a unified terminology.

Among the main reasons for opinions and discussions presented in the economic literature, the following should be highlighted among scientists and practitioners:

- the complexity and versatility of international logistics due to the fact that it covers a wide range of processes related to the flows of goods, services, information and other resources across the borders of countries;

- diversity of methodological approaches, because the study of international logistics is based on different methods and theories. It leads to diversity of conclusions and recommendations;

- the rapid development of international logistics due to the emergence of new technologies, methods and models of management of logistics processes, which leads to constant updating and improvement of the interpretation of international logistics.

Negative manifestations of the polyphony of scientists' opinions regarding the



definition of the term «international logistics» can be called: lack of a clear and universal definition of international logistics, which can lead to misunderstandings and difficulties in communication between scientists, practitioners and politicians; complication of management decision-making; the absence of a single conceptual apparatus, which can hinder effective international cooperation in the field of logistics. Although the polyphony of interpretations of the term «international logistics» is a natural phenomenon that reflects the dynamic development of this field.

Thus, in order to solve the existing problem of the diversity of approaches to the interpretation of the concept of international logistics, it is advisable: to implement the unification of terminology, which consists in the development and adoption of a single terminological system for the description of international logistics; to develop common methodological principles, which include the creation of unified methodological principles for the study of international logistics; to support a permanent dialogue between scientists, practitioners and politicians on international logistics issues; to systematize and summarize experience.

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**Анотація.** У статті досліджуються зміст поняття «міжнародна логістика» в сучасних умовах. Систематизовано підходи до тлумачення поняття «міжнародна логістика», розглянуто позиції як вітчизняних, так і зарубіжних науковців. Стверджується, що серед наукової спільноти існує певне протиріччя в трактуванні міжнародної логістики, що пов'язане з різними методологічними підходами до дослідження даної сфери; відсутністю єдиної термінології; швидким розвитком міжнародної логістики через появу нових технологій, методів та моделей управління логістичними процесами. Для вирішення проблеми поліфонії думок запропоновано: здійснити уніфікацію термінології, що полягає у розробці та прийнятті єдиної термінологічної системи для опису міжнародної логістики; розробити спільні методологічні принципи дослідження міжнародної логістики; здійснювати підтримку постійного діалогу між науковцями, практиками та політиками з питань міжнародної логістики; систематизувати та узагальнити світовий досвід у цій площині.

**Ключові слова:** логістика, міжнародна логістика, логістичні ланцюги, глобалізація, світова економіка, економічне зростання.

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