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held on June 17th, 2022 by

NGO European Scientific Platform (Vinnytsia, Ukraine)
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LOGISTIC OUTSOURCING IN THE DIGITAL ECONOMY

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Logistics outsourcing is widely used in the foreign practice of many companies. Such organization of activity has received some application in Ukraine as well. Today, some large companies outsource about 90% of their functions, focusing only on product promotion and sales growth.

In foreign corporate practice, the business has already outsourced non-core activities. For example, in the USA it is 80% of companies, in European countries - more than 60%, China - more than 50%. According to the American business publication Fortune, more than 90% of today's businesses in the world use outsourcing at least one business process. Well-known companies Toyota, Honda, Chrysler delegate approximately 70% of business processes to third-party contractors [3, c. 373]. In Ukraine, this figure does not exceed 35%. Among the most common services provided on the basis of outsourcing in Ukraine - transportation and services related to the development, adaptation and implementation of software for logistics processes of the enterprise [2, c. 155].

Logistic outsourcing is the use of an external operator (carrier, warehouse or transport company) to perform all or some of the functions of a particular organization (customer) in the field of materials management or product delivery to the market.

The generally recognized benefits of outsourcing are improving the quality of work outsourced by qualified professionals. In addition, the company that outsources some of the secondary support functions gets the opportunity to focus more on the implementation of key tasks, thereby increasing the effectiveness of its business. In the context of digitalization of the economy, logistics outsourcing is mainly moving to the Internet.

The development of logistics outsourcing in Ukraine is due to the evolution of PL. Thus PL - party logistics - is used for the characteristic of the organization of logistic activity of the enterprise. 1PL one-sided logistics, or autonomous logistics are the first level of development. At this level, the company implements all logistics activities on its own. Given the current level of economic development, it can be argued that 1PL-logistics is disappearing, transferring more and more work to providers, which by working with some customers reduce costs and provide better service. The emergence of logistics companies (transport, freight forwarding, etc.,

ie - second tier logistics (2PL) has led to the possibility and need for the development of logistics outsourcing. 2PL technology is essentially a partial logistics outsourcing, in which only part of the logistics (most often, transportation) is transferred to a third-party organization. 3PL - comprehensive logistics outsourcing 3PL-provider is a specialized company that outsources all or most of the logistics operations. 4PL - integrated logistics outsourcing. 5PL - "virtual" logistics, in which the logistics outsourcer, using the global information technology space, is able to provide a full range of services.

Increasing the level of logistics service is accompanied by increasing digitalization of logistics services. The introduction of digital technologies accelerates all processes, which is the main goal of logistics. At present, the creation of interstate sectoral digital platforms is urgent in Europe. Thus, the European Union is actively financing the development of IT technologies, including in the field of logistics. In the future, it is planned to create a single logistics information network in the EU, which will contribute to the development of 5PL providers. Ukrainian business lags behind in the development of logistics outsourcing. Almost 75% of Ukrainian producers work under the 2PL scheme. No more than 2% of enterprises in Ukraine have outsourced logistics. The range of outsourcing in the field of supply chain logistics can be narrow, limited to the order of only some functions, such as transport or warehousing, as well as wide, covering comprehensive agreements related to the management of the entire supply chain [1, с. 95-97].

The following companies are currently operating in the Ukrainian market: UVK, Raben, Schenker, Kuehne & Nagel, Fiege, FM Logistics, Lux Logistics, AsstrA, Komora-C, Fordon, Maksan, TNT, DHL, Euro-express, Autolux, "Night Express", "Bridge Express". At the same time in the segment of integrated logistics the main competitors are: UVK, Raben, Schenker, Kuehne & Nagel, Fiege, FM Logistics, Lux Logistics, AsstrA, Komora-C, Fordon, Maksan. A big problem when deciding on the transition of transport companies to outsourcing is the lack of operators that offer the full range of logistics services in all regions of Ukraine on affordable terms.

Nevertheless, the catalyst for a larger outsourcing of logistics in the corporate and business environment is the current crisis, which is increasing competitive pressure in industry markets, for which logistics can be an effective lever for economic growth. Thus, the digitalization of the economy, identified by the Government of Ukraine as an important area of economic development, namely, the systematic use of innovative digital methods, technologies and tools will help expand and improve logistics outsourcing.

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