

УДК 338.4

JEL Classification D30

Roksoliانا Yarema

Lyudmyla Syerova

Methodological Foundations of the Organization of International Transportation

This article considers the existing scientific experience in theoretical and methodological substantiation of organization of transport operations of the enterprise in the implementation of international activity. The relevance of the research topic is that communication is one of the most important components of the economy. Its main purpose is the most complete and high-quality satisfaction of the needs in communication services of the population, economy and defense of the country, taking into account the constantly growing needs of society.

Keywords: logistics system, transport operations, transportation tasks, forms of transport services.

DOI 10.37659/2663-5070-2021-6-7-56-63

Postal communication is the most widespread and accessible type of communication, which is a single production and technological complex of technical and vehicles that provides reception, processing, transportation, delivery of postal items and carries out postal transfers of funds.

Until recently, the market for postal services in Ukraine was a fully monopolized national postal operator (NPO). Consumers had no alternative in receiving postal services, ie the market for these services was a "single seller market". Competition in this market began to take shape later than in the telecommunications services market, due to the lower efficiency and complexity of postal processes.

At this time, we can talk about the beginning of the formation of a competitive market for certain postal services. In the market of postal services, in addition to NOPZ, there

are several postal operators to which the National Communications Regulatory Commission (NCCR) has issued the appropriate licenses to provide services for the forwarding of postal items and postal transfers. More than 50 Ukrainian and international non-governmental operators operate in the market of postal services. The total network consists of more than 1.500 service facilities in 170 cities of Ukraine.

Significant contribution to research on the effective functioning of the international transportation system such scientists as I. Y. Aksenov, A. O. Arraq, S. P. Artemyev, A. V. Basiliuk, M. N. Bidnyak, A. I. Vorkut, T. A. Vorkut, V. P., Gudkova, L. G. Zayonnchik, V. F. Ivanenko, N.Y. Ivanova, V. V., Kvytko, V. I. Kotelyanets, K. T. Kryvenko, P. R. Levkovets, R. F. Romanenko, O. S. Smirnov, D. L. Tovkun, I. N. Shapko, V. G. Shynkarenko and others were engaged.

Features of international transportation are determined by the composition of their participants and the organization of transport services. The main participants in international transport are divided into the following groups:

- carriers — organizations whose main activity is the transportation of goods;
- transport intermediaries — organizations that provide a wide range of transport services;
- operators of mixed transportation — organizations that provide comprehensive services for the transportation of goods by various modes of transport, including logistics, both independently and with the involvement of intermediaries;
- sellers;
- buyers [6].

International transportation in Ukraine is regulated under the leadership of the Ministry of Infrastructure of Ukraine represented by the State Aviation Service of Ukraine, the State Maritime and River Transport Service, the Department of State Policy in Railway Transport, the State Motor Transport Service of Ukraine, the Ministry of Infrastructure of Ukraine. on behalf of the Government represents the interests of the transport and road complex in international organizations, concludes in the prescribed manner international agreements on the development of international transport of road and road complex, agrees with the relevant authorities of other states quotas for international passenger and cargo transportation; provides in the cases provided by the legislation of Ukraine, licensing of certain types of business activities [7].

International treaties and national laws of many states stipulate that the carrier must obtain a special permit (license) from the authorized body for international transportation.

Such a requirement is contained in the Ukrainian legislation, which states that the international transportation of passengers and goods by air, river, sea, rail and road is carried out in the presence of a license issued by the authorized body. Subject to licensing:

- provision of services for the use of railway tracks and other objects of public railway transport infrastructure;
- international (within the CIS countries) transportation of passengers and goods by rail;
- provision of specialized services of transport terminals, ports, airports [6].

To obtain a license by a legal entity, it must submit to the competent authorities an application with a list of types of freight forwarding services to be provided; registration card in the prescribed form; copies of the charter and the memorandum of association (if there are two or more founders or authorized bodies); certificate of state registration. The possibility of providing services subject to licensing is also confirmed by agreements with organizations licensed by the National Bank of Ukraine for foreign currency settle-

ments, ship freight, cargo insurance, customs clearance, brokerage. In the case of rail transportation, there must be an agreement between the freight forwarder and Ukrainian Railways. Transport is the main means of communication between the exporter and the importer. Timely delivery of goods to the final destination in good condition is the purpose of transportation [11]. Transportation tasks:

- transportation on a safe route;
- quality service;
- minimum costs.

The choice of transport takes into account: the geographical location of exporting and importing countries; distance between countries; the nature of the goods transported and its value, the cost of transportation, safety of transportation [8].

For island countries (UK, Japan and many others) the main, or even the only, types of international transport are sea or air transport. In some cases, others may be used (for example, thanks to the Channel Tunnel, the UK is now connected to mainland Europe by rail and road; pipelines running along the seabed pump gas and oil).

In many countries, as well as in Ukraine, on the contrary, most international transport is carried out by land. Very often it is necessary to use different types of transport for transportation of the same freight. Thus, the continental countries of Central Africa have European countries as their main partners, and they have no access to the sea; therefore, they are forced to combine road (or rail) and sea transport. The countries of Central Asia (including the CIS countries) are in a similar position.

The distance between the partner countries is also important when choosing a vehicle. It is not profitable to use road transport over a long distance, measured in thousands of kilometers, because the transportation of light weight will be very expensive. Here it is better to use rail or sea transport, which has a large capacity [11].

The choice of mode of transport largely depends on the properties and cost of the goods transported. Relatively cheap goods cannot be transported by expensive means of transport, because the transport component will be too large a share in the final cost of goods. The cheapest is water transport (if you do not take into account the pipelines), the most expensive — air transport. Therefore, goods such as grain, ore, coal, oil, it is advisable to transport by sea, river or rail. Even vehicles are not suitable for these loads. Relatively valuable things are transported by motor transport. The most valuable goods can be transported by plane, because even the high cost of air travel will not be a big part of the final cost of goods. In addition, it is advisable to transport things by air that are perishable or require urgent delivery for other reasons [10].

With regard to passenger transport, preference has recently been given to road and air transport, as faster speeds compared to water and rail; however, the cost of the trip in this case is higher.

Expensive, fragile equipment is most often transported by air, which ensures a certain safety of transportation. Goods for which the risk of theft is high (spare parts for cars, office automation and conventional equipment, pharmaceuticals and medicines, etc.) are usually delivered in the traditional way — by sea, mostly in containers, although it is more expensive. Senders also take into account the speed of delivery, the frequency of shipments (according to the plan for the day); reliability (compliance with delivery schedules); transportation capacity (ability to transport different goods).

Enterprises that are not regularly engaged in foreign trade operations, as a rule, turn to the services of specialized freight forwarding companies (TEP). This is due to the fact that transport work requires special knowledge, extensive practical experience and at a great distance from ports, borders is very expensive [7].

TEP's international activities have recently expanded significantly. They provide a wide range of services and allow producers and consumers to focus on their core operations.

The list of types of services provided by freight forwarding companies is quite significant and includes:

- study of the world, regional and national transport markets, conducting a comprehensive marketing study of the transport market;
- complex logistics, determination of optimal routes of cargo transportation;
- chartering, concluding and assisting in concluding transport contracts;
- organization of loading and unloading operations;
- organization of cargo warehousing;
- preparation of the necessary documentation, including provided by customs procedures and preparation of permits, technical, accompanying documents;
- providing advice to customers;
- control over the passage of goods to the destination, including control over the process of actual transportation, loading and unloading, warehousing, etc.;
- settlements related to cargo transportation, freight, etc.; Freight forwarding companies, as a rule, are given a discount for the freight of ships and other vehicles. This reduces the freight costs of their customers, ie compensates for the cost of TEP services [8].

In the process of procurement and delivery of material resources, as well as distribution of finished products to consumers, the manufacturer can use different transportation options, modes of transport, as well as various logistics partners (intermediaries) in organizing the delivery of products to specific points in the logistics chain. First of all, the logistics management of the firm must decide whether to create its own fleet of vehicles or use hired public or private vehicles). When choosing an alternative is usually based on a certain system of criteria, which include:

- costs for the creation and operation of its own fleet of vehicles (rental, leasing of rolling stock);

- costs of paying for the services of transport, freight forwarding companies and other logistics intermediaries in transportation;
- speed (time) of transportation;
- quality of transportation (reliability of delivery, storage of cargo, etc.) [12].

The creation of its own fleet is associated with large capital investments in rolling stock, production and technical base for maintenance and repair of vehicles and transport infrastructure. Ultimately, it can be justified in the case of a significant gain in the quality, reliability and cost of transportation with large constant volumes of goods transported. However, in any case, the evaluation of alternatives should be comprehensive, taking into account as many criteria as possible. In most cases, manufacturers use the services of specialized transport companies, and this alternative is quite promising.

For consumers of transport services there are two possible forms of transport services (transportation):

- with the help of the created own delivery department;
- use of services of third-party transport organizations.

The choice of forms of transportation is carried out in the following sequence:

The first stage. Detailed analysis of the advantages and disadvantages of forms of transportation. Advantages of creating your own delivery departments (arguments against using the services of third-party transport organizations):

- possibility to rent vehicles for one transportation or a certain period of time;
- intercorporate transportation;
- ensuring the required quality of transport services;
- prevention of emergencies or their rapid elimination;
- lower packaging requirements;
- end-to-end control over the quality of service provision and cargo safety;
- the possibility of advertising on vehicles;
- the possibility of obtaining additional income through the provision of transport services to other enterprises;
- reduction of transport costs and careful control of their value;
- control over the schedule, time and routes of transportation.

Disadvantages that arise when creating your own delivery departments (arguments for using the services of third-party transport organizations):

- high administrative costs, costs for repair and maintenance of vehicles;
- the need for significant investment;
- full responsibility for damage and spoilage of cargo;
- the need for schedules, routes;
- the risk of non-repayment of investments;
- costs of insurance of goods and vehicles;
- problems with licensing;
- the probability of losses due to accidents.

The second stage. Assessment of the level of service and costs for various forms of transportation. The company (recipient of transport services) must determine the desired level and quality of service, analyze the possibilities of its provision in the case of creating its own delivery department or involving third-party transport organizations. The total costs for both forms of transportation are further determined. The level of total current costs is defined as the sum of the costs of processing orders, packaging, transportation, damage from damage (when creating your own delivery department, the costs of licensing, salaries, fuel are also added).

The third stage. Making the final decision. The criteria for making decisions about the choice of form of transportation are:

- the need for investment and their sufficiency;
- the projected level of return on investment;
- the level of service quality;
- the level of total current costs.

If the level of total costs of own delivery department will be lower, the decision in favor of own delivery department can be created on condition of sufficiency of capital investments [20].

Creating your own delivery departments should not be considered only in terms of transportation; it is also a financial issue. There are two stages of assessing the financial aspect of creating your own delivery department: consolidated and detailed. The first, consolidated (local) is to compare operational information on costs and level of service when using hired delivery agents and when creating your own department; the second, detailed (system) — in comparison with system information, the algorithm of which is given below.

In European countries, there is a significant level of logistics functions outsourced to outsourcing firms. To maintain a dynamic competitive advantage, it is important to ensure not only the availability of specific economic resources, but also the appropriate level of speed with which they are created and updated at the appropriate level of innovation management system (Table 1).

Central to many logistical transportation decision-making procedures is the procedure for selecting a carrier (or several carriers). This procedure is often entrusted by the logistics manager to a freight forwarding company with which the cargo owner has a long-standing business relationship. At the same time, freight forwarders are given certain characteristics of the cargo, criteria and restrictions. As it was

Table 1. Positive features and disadvantages of logistics outsourcing [1]

+	Positive features	Negative features
1	Cost savings in performing strategic business functions	Increase in hidden and transaction costs
2	Focusing on a limited number of logistics functions	Loss of direct control over the functions outsourced to outsourcing firms
3	Increasing the level of financial and operational flexibility	Risk of losses due to bankruptcy of the subcontractor
4	Reducing the need for investment resources for the development of individual logistics processes	May require additional investment due to force majeure
5	Higher level of quality and efficiency in the provision of services by experienced outsourcing companies	Differences in organizational culture and strategic guidelines lead to increased business risks
6	Focus on key competencies and strategic directions of logistics development	The possibility of disclosing confidential information causes the destruction of the image
7	Spreading influence to new geographical regions and gaining access to target marketing niches	In some logistics networks, there may be a negative effect of the scale of outsourcing
8	Promotes sustainable economic growth and a stable level of cash flow	The loss of outsourced logistics functions can have a negative impact on the activities of this company
9	Advantages of taxation in some global marketing segments	Outsourcing can cause staff dissatisfaction
10	Ability to support global competitive advantages based on innovative technological solutions	There may be a loss of efficiency in responding to changes in market conditions
11	Improving customer relationships in targeted global markets	Threat of disruption of global supply chains of goods and services due to divergence of business goals

shown earlier, proceeding from features of the logistic approach, in the choice of the carrier the enterprise should be guided not only by principles of the minimum tariffs.

There are also a number of criteria that affect the cost and quality of delivery of goods, and they are ranked according to their importance to the customer. Naturally, at each enterprise these criteria and their ranking differ [10].

There are six main factors that affect the choice of mode of transport: delivery time; frequency of shipments; reliability of compliance with the delivery schedule; ability to transport various cargoes; ability to deliver cargo to any point of the territory; transportation cost (Table 2).

When choosing a means of delivery of a particular product, senders take into account up to six factors simultaneously. Yes, if the sender is interested in speed, his main choice is focused on air or road transport.

If its goal is minimal costs, the choice is limited to water and pipeline transport. Most of the benefits are related to the use of road transport, which explains the increase in its share in traffic. However, the final conclusion about the option of cargo delivery is based on technical and economic calculations.

One of the significant factors influencing the choice of carrier is the cost of transportation. The cost of transport products or the cost of transportation is determined by the sum of the necessary costs of transport companies or firms for the transportation of goods. Consumers, when purchasing transport products, reimburse these costs in the form of tariffs and freight rates, which is both a monetary expression of the value of transport products [2].

The system of transport tariffs depends on the type of transport and mode of transportation. In general, complex trade-offs between different modes of transport, as well as the implications of these trade-offs for other activities in the distribution system, such as warehousing and inventory support, need to be taken into account when making transport decisions. As the relative costs of different modes of transport change over time, firms need to review their transportation schemes in order to find the best option for freight traffic.

Given that the organization of trade involves large trade-offs, it is necessary to use a systematic approach to such decisions. The task of choosing the type of transport is solved in conjunction with other tasks of logistics, such as creating and maintaining the optimal level of stocks, choosing the type of packaging, etc. The basis for choosing the mode of transport optimal for a particular transport is information about the characteristics of different modes of transport.

Management of international transport operations is an element of the logistics management system of the enterprise, which is used to meet customer requests by planning, controlling and implementing methods of efficient movement and storage of information, goods and services from departure to destination. Managing international transportation operations helps companies reduce costs and improve customer service.

The system of management of international transport operations provides improvement of control over transportations, optimization of arrangement of cargoes at transportations, a choice of a rational mode of transportation and transportation of cargoes, calculation of cargo tariffs, submission of applications for transportation of cargoes and the organization of transportations.

International sweating operations begin and end the implementation of a foreign trade agreement. Their content is determined by the characteristics of the cargo, type of vehicle, frequency of delivery, customs procedures and more.

The development and use of a system for evaluating the efficiency of international traffic is aimed at optimizing and improving the efficiency of the entire postal operator. Performance evaluation is aimed at solving four main tasks [14]:

1. Monitoring of transport operations.
2. Control over the process of performing transport services.
3. Operational management based on identified trends.
4. Development of further tactical and strategic actions to improve the logistics process.

Table 2. Factor estimation of different types of transport [13]

Type of transport	Factors influencing the choice of mode of transport					
	<i>delivery time</i>	<i>frequency of departure</i>	<i>reliability of the cargo delivery schedule</i>	<i>ability to transport various goods</i>	<i>the ability to deliver cargo anywhere in the territory</i>	<i>transportation cost</i>
Railway	3	4	3	2	2	3
Water	4	5	4	1	4	1
Automobile	2	2	2	3	1	4
Pipeline	5	1	1	5	5	2
Air	1	3	5	4	3	5

The development of a system of evaluation indicators is carried out in stages:

1. Formation of strategic goals of the enterprise.
2. Determining the causal links between strategic and tactical goals of the company.
3. Selection of indicators and determination of target values.
4. Determining the relationship of indicators with business processes in the enterprise.
5. Development of tactical and strategic measures [14].

Consider the features of assessing the effectiveness of international road transport. The positive effect of international transportation is a condition for the economic feasibility of their implementation.

When calculating the efficiency of international transport, a single standard of economic efficiency equal to 0.15 is adopted.

Costs in determining the efficiency (Z_e) of international road transport are calculated by the formula (1) [4]:

$$Z_e = B_e + P_n \times K_e, (1)$$

where B_e — operating costs associated with international transportation, UAH;

P_n — the only standard of economic efficiency (0.15);

K_e — capital investments in fixed and working capital of transport services.

Capital investments in fixed assets (K_e) in international road transport are determined by formula (2) [4]:

$$K_e = C(t/T), K_e = C \times (t/T), (2)$$

where C is the price of vehicles engaged in international transport and part of the regulatory working capital in proportion to this value;

t — period of operation of vehicles, days;

T — operating time of vehicles, days.

Determining the efficiency of transport services (X_{en}) in Ukraine and abroad, apply the formula (3) [4]:

$$X_{en} = \frac{B_{ch} \times k_v + D_{ukr} + D_{int}}{3}, (3)$$

where D_{ukr} — income received for international transportation on the territory of Ukraine, UAH;

D_{int} — income in national currency received for international transportation of goods outside Ukraine, UAH;

k_v — conversion rate of foreign currency into national;

3 — costs in national currency, UAH.

The effect of transport services (E_{tn}) is calculated by the formula (4) [4]:

$$E_{tn} = B_{ch} \times k_v + D_{ukr} + D_{int} - Z_e, (4)$$

Now let's look at the criteria and indicators for an objective assessment of the quality of freight forwarding services.

There are many approaches to determining the criteria for the effectiveness of freight forwarding services. We use the most universal approaches that can be applied to any type of transport and forwarding companies. According to the method of PR Nivena, the effectiveness of freight forwarding services can be assessed by six parameters:

- cargo — delivery of the necessary cargo;
- quality — delivery of goods of the required quality in the same condition;
- quantity — delivery of cargo in the required quantity;
- time — delivery at the right time;
- place — delivery to the right place;
- costs — delivery of goods at minimal cost [9].

Aucklander MA states that the quality of transportation can also be characterized by the following criteria: timeliness of transportation (transportation should be started without delay and completed on time); completeness of transportation (transportation must be carried out for the entire volume of cargo); cargo storage (transportation process should not lead to losses and reduced quality of cargo); transportation efficiency (providing the customer with minimization of cargo transportation costs) [9].

To determine the integrated indicator of the level of quality of transport (k_i) it is necessary to take into account not only the value of its individual components, but also their weight (rank) and determine its value according to the following formula (5) [9]:

$$\sqrt{k_i = (k_c q_c)^2 + (k_n q_n)^2 + (k_s q_s)^2 + (k_e q_e)^2}, (5)$$

where k_c, k_n, k_s, k_e — coefficient according to timeliness of transportations, completeness of transportations, safety of cargoes, efficiency of transportations;

q_c, q_n, q_s, q_e — weighting factor according to the timeliness of transportation, completeness of transportation, storage of goods, efficiency of transportation.

An important criterion that allows you to adequately assess the system of freight forwarding services is the level of logistics service. This figure is calculated by the following formula (6) [9]:

$$\eta = \frac{m}{M} \times 100 \%, (6)$$

where η — level of logistics service;

M — quantitative assessment of the theoretically possible volume of logistics services;

m — quantitative assessment of the actual volume of logistics services provided.

To assess the level of logistics service, the most significant types of services are selected, ie services that require significant costs, rather than providing such services — with significant losses in the market.

Determining the indicator of transport potential (TP) makes it possible to determine the amount of transport activity that can be carried out by the enterprise (transport unit of the enterprise) with the regulatory use of transport assets for a certain period. The transport potential of the enterprise is calculated by the formula (7) [9]:

$$TP = \sum_{i=1}^n n_i p_i, \quad (7)$$

where n_i — the number of vehicles of the i -th model;

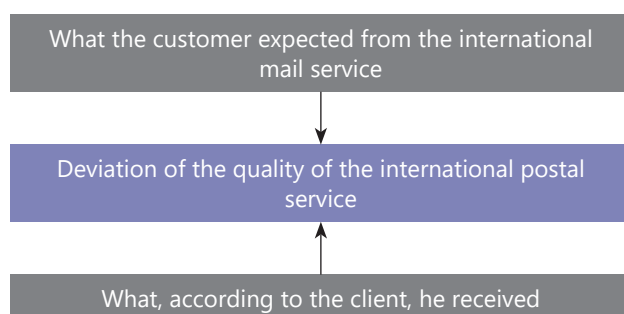
p_i — normative productivity of vehicles of the i -th model (variable, daily, annual, etc.);

$i = 1, \dots, n$ — number of models (brands) of vehicles.

To assess the quality of freight forwarding service, you can use a universal methodological approach based on the use of GAP-model Zeitgaml or “model of differences”. The essence of this model is to identify strategies and processes that the firm can use to achieve benefits in customer service. The central element of the model is the “consumer difference”, which is the mismatch of consumer expectations and perceptions of service. In practice, this model is difficult to apply, because the element of “perception of service” is actually a function of many variables that need to be defined. In general, the simplified model has the following form (Figure 1).

Thus, with the help of this model, the company's management can determine the reasons for customer dissatisfaction with the quality of logistics service and take appropriate measures to eliminate such dissatisfaction. Consider the possible gaps between the respective processes of the transport and logistics system.. Thus, we distinguish five “differences”:

1. Gap 1 — differences (gap) between the expectations of the quality of transport and logistics services for the consumer and the perception of these expectations by the logistics management of the company.



■ Fig. 1. Simplified GAP-model for assessing the quality of international mail services. Source: summarized in the text [15]

2. Gap 2 — differences between the perception of customer expectations by the company's logistics management and the specifications that determine the quality of transport and logistics service.
3. Gap 3 — differences between service quality specification standards and actual “delivery” of logistics services.
4. Gap 4 — the gap between the quality of services provided and external information about this quality, usually through marketing communications.
5. Gap 5 — the gap between the formed expectations of consumers regarding the quality of service and the actual service received and, accordingly, its perception.

It should be noted that in theoretical and empirical studies, this model has undergone some transformations. Thus, Christopher Lovelock extended the model of differences to seven factors, while slightly changing the logical sequence of practical research according to the model. For the international mail service, its seven-stage model will contain the following differences:

1. Difference in knowledge — the difference between how consumer expectations are determined by the provider of international postal services and the actual needs and expectations of customers.
2. Differences in standards — the gap between how consumers' expectations are perceived by the management staff of the postal operator and the quality standards set by the company.
3. Differences in the provision of services — the difference between the established standards and the actual performance of the postal operator in comparison with these standards.
4. Differences in internal communications — the gap between what the company presents (advertises) and what the service staff thinks about the characteristics of the service logistics product, the level of quality service and the quality of service the company can actually provide.
5. Differences in perception — the difference between the level at which services are actually provided and how customers perceive the level of services received.
6. Differences in interpretation — the gap between what the postal operator actually promises in the process of marketing communications (before the direct provision of services) and what the consumer expects based on these promises.
7. Differences in service — the difference between what the consumer expects and how he perceives the service he actually received [15].

Differences from the second to the fifth are considered internal differences of the postal operator, and if the company cannot eliminate its internal gaps, it will not be able to get rid of the external ones. Thus, if in a model with five differences it is necessary to correct them in order, then the seven-stage model requires first to avoid internal gaps, and then external ones.

Thus, it is obvious that there are many mathematical and logical methods for assessing the quality of international postal services that help the management of postal operators and customers to optimally assess the effectiveness of services, customer satisfaction, identify weaknesses and strengths in this activity, and adjust the management system accordingly and introduce innovations.

References:

1. Аутсорсинг в логістиці: європейський та український досвід. URL: <http://www.uklogist.com/article/operacionnyj-menedzhment/24960> (дата звернення: 28.10.2020).
2. Вибір способу перевезення та перевізника. URL: http://pidruchniki.com/71682/logistika/vibir_sposobu_perevezennya_perevznik
3. Логістичні рішення у транспортуванні. URL: http://pidruchniki.com/16790422/ekonomika/logistichni_rishennya_transportuvanni (дата звернення: 03.11.2020).
4. Міжнародні перевезення. URL: https://studme.com.ua/1356061511707/menedzhment/osobennosti_organizatsii_mezhdunarodnyh_perevozok_okazaniya_transportnyh_uslug.htm (дата звернення: 03.11.2020).
5. Організація міжнародних перевезень. URL: http://pidruchniki.com/1621061053892/ekonomika/organizatsiya_mizhnaro_dnih_perevezen (дата звернення: 15.11.2020).
6. Роль транспорту для міжнародної комерційної діяльності. URL: <http://uchebnik-online.com/127/975.html> (дата звернення: 03.11.2020).
7. Романіч І. Б. Якість послуг поштово-логістичної компанії та інноваційні концепції її діяльності. Науковий вісник Херсонського державного університету. 2018. № 29, Ч. 2. С. 9–14.
8. Руденко Г.Р. Аналіз ринку логістичних послуг в Україні. Бізнес Інформ. 2011. № 8(403). С. 63–65.
9. Транспортне обслуговування зовнішньоекономічної діяльності. URL: <http://divovo.in.ua/rozdil-16-transportneobslugovuvannya-zovnishneoeconomich-noyi.html> (дата звернення: 03.11.2020).
10. Транспортування. URL: <https://studme.com.ua/1212012414282/logistika/transportirovka.htm> (дата звернення: 03.11.2020).
11. Умови для організація міжнародних перевезень. URL: http://pidruchniki.com/15870627/ekonomika/umovi_dlya_organizatsiya_mizhnarod_nih_perevezen (дата звернення: 03.11.2020).
12. Шульгіна Л. М., Хажанець В. В. Ефективність міжнародної транспортної логістики як складової логістичної системи. Молодий вчений. 2018. №4 (1). С. 168–171.
13. Юдицкий С. С. Системное управление качеством обслуживания клиентов в ритейле и сфере услуг. URL: <http://www.advertology.ru/article120665.htm#:~:text=B0%BD%D0%B8%D0%B9> (дата звернення: 30.11.2020).
14. Dobrodolac, M., Lazarević, D., Švadlenka, L., & Živanović, M. (2016). A study on the competitive strategy of the universal postal service provider. *Technology Analysis & Strategic Management*, 28(8), 935–949.
15. International LPI global ranking. The World Bank Website. URL: <http://lpi.worldbank.org/international/global/2016> (дата звернення: 13.11.2020).
16. Murphy, P. R., & Knemeyer, A. M. (2018). *Contemporary logistics*.

Ярема Р. І., Сєрова Л. П.

Методологічні основи організації міжнародних перевезень

У статті розглянуто науковий досвід теоретико-методологічного обґрунтування організації транспортної роботи підприємства при здійсненні міжнародної діяльності. Актуальність теми дослідження полягає в тому, що комунікація є однією з найважливіших складових економіки. Його головна мета — найбільш повне та якісне задоволення потреб у послугах зв'язку населення, економіки та оборони країни з урахуванням постійно зростаючих потреб суспільства.

Ключові слова: логістична система, транспортні операції, транспортні завдання, форми транспортного обслуговування.