E-ISSN: 2997-9366

American Journal of Management Practice

https://semantjournals.org/index.php/AJMP

| Research Article

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Prospects for the Development of a New Type of Logistics Marketing in the Conditions of the Digital Economy

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Abstract: In the context of the digital economy, the new type of logistics marketing and business strategies play a crucial role. Technologies such as artificial intelligence, big data, and IoT help optimize logistics processes and improve customer service quality. This article analyzes the impact of digital transformation on logistics and marketing, exploring the new principles, opportunities, and challenges. Digital technologies are transforming marketing, enabling more effective and interactive customer engagement.

Key words: Digital economy, logistics marketing, digital transformation, artificial intelligence, big data, Internet of Things (IoT), logistics processes, customer service, new logistics strategies, effective marketing, innovative technologies, inventory management.

Introduction. The development of the digital economy has brought new opportunities and innovative approaches in the field of business and services. Today, digital technologies are transforming various networks globally, helping to optimize and improve their efficiency. Especially in the field of logistics and marketing, digital transformation processes serve to increase competitiveness in the market, creating new opportunities. New forms of logistics marketing, with the help of digital tools and technologies, are creating opportunities to provide personalized services to customers, optimize the supply chain, and make operating processes more efficient. The rapid growth of Global e-commerce has increased demand for logistics services. In particular, the expansion of services such as last-mile delivery, same-day delivery, and click-and-collect is forcing logistics companies to upgrade their marketing strategies. Through the digital management of these processes, it is advisable to facilitate customer service processes. In order to successfully manage logistics services in today's market and provide customers with products, companies are forced to introduce digital technologies and innovations. Digital marketing strategies allow companies to maintain a competitive advantage and occupy a leading position in the market. Logistics companies have important opportunities to increase customer loyalty through the fast and efficient delivery of a product or service. In the 21st century, the models for the formation and use of the state innovation system are developing as complex organizational

and technical objects designed to unite flexible information technologies and enterprises on the basis of highly efficient supply chains. In this regard, the issue of interaction with different sectors of the economy is relevant in the part of improving management efficiency and ensuring its sustainable functioning in the face of the transport system of Uzbekistan, its infrastructure, multimodal transport system. In the Digital Economy, customers expect customized services. New types of logistics marketing provide customers with the opportunity to improve their interests and shopping experience by providing personalized offers and services. This helps companies build long-term and productive relationships with customers. By introducing modern technologies for logistics marketing, companies will be able to deliver products quickly, reduce costs and effectively manage logistics processes. For example, automated customer service through digital marketing tools, tracking orders, and implementing real-time data-based strategies increase the efficiency of the logistics system. In the context of the digital economy, a new type of logistics marketing becomes important and relevant for companies by meeting the changing needs of customers, gaining competition and effectively using new technologies. Also important issues are the introduction of innovative approaches to the market by improving the efficiency of logistics processes, cutting costs and providing high-quality services. In the Digital Economy, customers expect fast and quality services. Therefore, the new type of logistics services is aimed at reducing the supply processes as much as possible. This serves to satisfy customers by quickly delivering products to the consumer. The new logistics services are aimed at meeting the fast, competitive and innovative requirements of the digital economy.

Thematic literature analysis

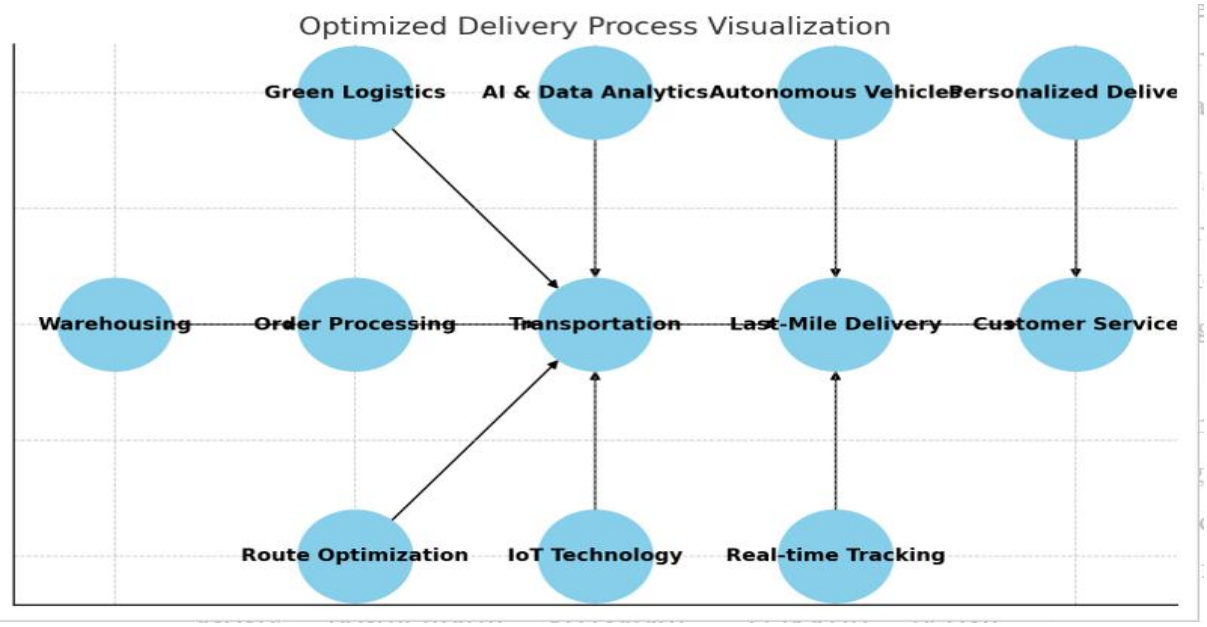
Michael Browne is a professor at the University of London (Westminster) who has conducted research in the fields of logistics, urban transport systems and delivery services. It is mainly engaged in urban logistics, that is, optimization of cargo delivery in urban conditions. J.Gattorna emphasizes the role of human behavior in the management of the supply chain alongside systems and infrastructure. The book explores various types of supply chains, including cost-effective, fast and flexible models. Yossi Sheffi is a professor at the Massachusetts Institute of Technology (MIT) who conducts advanced research in logistics and delivery services. He studies the resilience and flexibility of supply chains in the digital economy. Sheffy highlights her extensive research on supply chain management, sustainability, and the emerging logistics landscape in the context of contemporary global challenges. Christopher Tang, a professor at UCLA Anderson Business School, has conducted research in the field of supply chains and logistics service management, taking into account digital economics and emerging technologies. Karimov N. A. esa's paper on" logistics and supply chain management " explores innovative approaches to logistics systems and key aspects of effective supply chain management. Ismatov S. M. by conducting important research on the implementation of digital technologies in logistics processes, he developed new approaches in this field. Taking into account the above points, it is possible to develop a new type of logistics marketing in the context of a digital economy by considering the problems of assessing the economic and technological possibility of a new type of logistics, using theoretical aspects in the management of logistics marketing activities and modern management methods in improving management efficiency.

Research methodology

As the main methods for studying the cited problem, in the conditions of modern economics, universal methods have been used that allow the objective and comprehensive study of the conceptual principles of logistics, as well as special methods that allow the processing and analysis of the obtained scientific data.

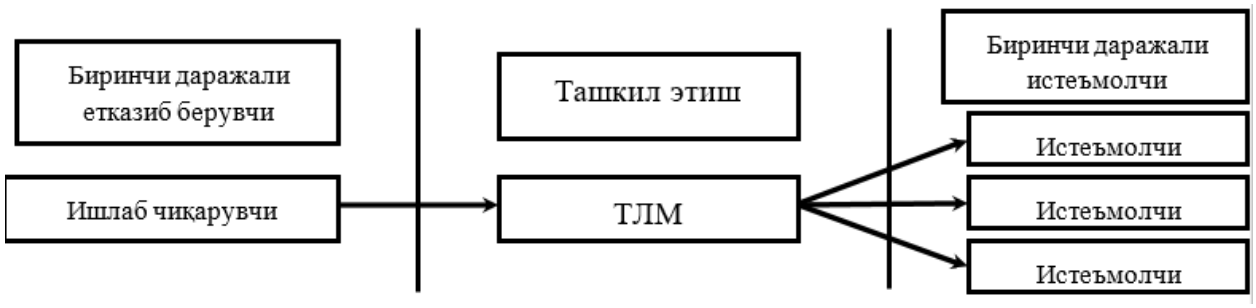
Taxable results

In the context of the digital economy, a new type of logistics refers to processes optimized and improved with the help of digital technologies and innovations. It aims to provide services that are more efficient, more flexible, and more focused on meeting customer needs quickly compared to traditional logistics systems. New logistics systems improve the processes of movement, management and delivery of goods using technologies and digital platforms. This will help optimize customer relations through sales channels. Delivery processes are effectively managed when customers order products through online platforms, mobile apps, or stores. In this way, the product is available on any channel, while the delivery is carried out in a convenient way for the buyer. Through cloud computing technologies and digital logistics platforms, various services can be managed in a single system. For example, suppliers, distributors, customers and transport companies adapt their activities in the cloud and make real-time data-based decisions. This not only speeds up processes, but also increases the transparency of the logistics chain. Technologies widely used in this new type of logistics include warehouse automation, robotic cargo transportation, as well as optimization of shipping routes through artificial intelligence and machine learning, simplifying decision-making processes from time to time. These technologies reduce errors caused by the human factor and increase efficiency. Depending on the type of product, packaging materials and methods may vary. The main stage of delivery is related to transportation. In the process, products are delivered to the destination in special vehicles via a selected route. Vehicles can be trucks, motor vehicles, aircraft, drones or other types of transport. Customers use tracking systems to find out at what stage the delivery process is. Modern delivery services typically offer the ability to view the status of an order online through real-time tracking systems.



New logistics technologies offer significant advantages in various industries. Last Mile logistics (Last Mile Delivery), the most important step in the customer product delivery process, is implemented using innovative technologies in the digital economy, including drones, robots, autonomous vehicles and on-road tracking systems. Fast and flexible delivery services (e.g. delivery in one day) increase competitiveness. There are also options for real-time monitoring of cargo with IoT and sensors, monitoring its condition, improving the efficiency of vehicles or warehouses. For example, in cooling systems, controlling the temperature of products or tracking the load by address is done through IoT technologies. These processes allow the use of large data (Big Data). Big Data is instrumental in managing and optimizing the logistics chain using artificial intelligence to reduce transportation costs by making data-driven decisions, forecast

customer requirements, and more efficiently manage routes. With AI, it is possible to increase the efficiency of delivery by analyzing the supply and demand of goods. One of the ways to increase the efficiency of the organization and management of new types of logistics systems is logistics engineering. Not all processes are used in logistic engineering of individual projects or to organize projects within the framework of infrastructure, but the principle of combining "into many" is applied. As an example, the transport process can be considered in the direct supply chain connecting the consumer of the manufacturer.



The methodological foundations of the new type of logistics services include approaches aimed at improving logistics processes in a way that is efficient, cost-effective and adaptable to the digital economy. These approaches rely on scientific and technological innovations, data-driven decision-making, automation, and customer-oriented service principles. Below is a detailed description of the methodological basis of the new type of logistics and delivery services: 1. Digital transformation 2. Sustainable logistics 3. Automation and artificial intelligence (AI 4. Last mile (last Mile) optimization 5. Customer-oriented logistics(Customer-Centric Logistics 6. Omnichannel logistics 7. Big Data (Big Data) and analytics 8. Flexible and in-demand logistics 9. Technological integration The digital transformation of logistics processes stands out as the most important methodological basis, since it allows you to control the logistics chain on a single platform using cloud technologies. Through IoT (Internet of Things) technologies, it is possible to monitor the state of loads in real time. Big Data, on the other hand, provides data-driven decision-making opportunities. Digital platforms are widely used to automate logistics and delivery processes as well as improve their efficiency. As a result, it is ensured that these processes become stable logistics systems. The methodologies of modern logistics and delivery services are based on the large-scale integration of technologies. This ensures the harmonization of transport systems and digital platforms and the automation of the entire supply chain through the continuous exchange of information. In general, the methodological foundations of the new type of logistics and delivery services are based on digital technologies, flexibility to customer needs, automation, environmental sustainability and integrated management approaches with big data. These methodologies are aimed at making logistics processes more efficient, fast and reliable.

Conclusions and suggestions. In the context of the digital economy, a new type of logistics marketing makes it possible to develop effective and Competitive Strategies for companies through the use of innovative technologies. Artificial intelligence, Big Data (Big Data), Internet of Things (IoT) and cloud technologies help optimize logistics processes, provide personalized services to customers, enable more efficient management of the supply chain. With these technologies, it is possible to speed up the processes of providing quality services to customers and reduce costs through real-time monitoring systems, automated systems and online platforms. Through digital transformation, companies are able to build more efficient and interactive relationships in logistics and marketing processes. Optimization of logistics processes, expansion of last-mile delivery services, and high-quality customer service help make companies competitive in the market. All this will create new business opportunities for companies and ensure their successful operation in the conditions of the global market. 1.Introduction of innovative technologies: companies need to make extensive use of technologies such as artificial

intelligence, IoT, and Big Data (Big Data) in logistics and marketing systems. With these technologies, it will be possible to more efficiently manage processes, analyze data in real time and identify customer needs. 2.Customer-oriented services: logistics marketing should be focused on providing personalized services. Through this, companies are able to respond quickly and efficiently to customer needs, which increases customer loyalty and creates a competitive advantage in the market. 3.Development of Last-mile delivery and fast delivery services: through new types of logistics marketing systems, companies will be able to deliver products at maximum speed and efficiency. ” Last-mile delivery " and similar fast delivery services should become the most important element of logistics marketing. 4.Integration of digital platforms: large-scale implementation of digital platforms is necessary in order to effectively implement the processes of managing the logistics network through cloud platforms and integrating all stages. With these platforms, companies will be able to manage all stages of the supply chain and increase transparency. 5.Automation of logistics systems: by expanding technologies and automation processes, companies will be able to increase the efficiency of logistics processes, reduce costs and reduce errors. Automation of processes using robots and artificial intelligence increases speed and efficiency. 6.Training and skill development: in the introduction of logistics marketing and digital technologies, companies must train their employees to apply new technologies. Improving the digital knowledge and skills of employees increases the competitiveness of the company and helps to effectively use innovative technologies. In this way, in the context of the digital economy, a new type of logistics marketing creates opportunities for companies to increase their competitiveness, ensure efficiency and provide high-quality services to customers. Companies can successfully operate in the market by introducing innovative technologies and managing them effectively.

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