

# IMPROVING THE EFFICIENCY OF THE TRANSPORT SECTOR BY APPLYING THE DIGITAL ECONOMY

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***Abstract.** Actual problems of increase of efficiency of activity of the subject of business of transport sphere in the conditions of innovative economy are considered in article. The role of transport in the national economy has been defined. Territorial features of the development of business entities in the transport*

*Keywords: efficiency, business entity, field of transport, digital economy.*

## ***Introduction***

At present, the modern conditions for the formation and development of the national economy of an innovative type urgently require active development. In this regard, new production technologies are emerging, management processes are being improved, the competitive environment is changing significantly, the legislative framework that regulates the activities of a business entity in the transport sector is being modernized. In these conditions, the subjects of entrepreneurship in the transport sector face urgent problems of solving issues of innovative development in the transport market, as well as the tasks of more effective interaction with consumers of transport services.

***Territorial features of the development of business entities in the transport sector.*** Modernization changes in the economy of our country urgently require economic and technological changes related to the need to solve the problems of changing the techno-economic paradigm and systemic long-term challenges reflecting global development trends related to the use of digital

technologies. In the modern conditions of the formation of the digital economy, a special place is occupied by solving problems related to the activation of the activity of entrepreneurship in the transport sector. However, current trends in the development of transport business entities do not fully meet the requirements closely related to the formation of an economy based on the use of digital performance indicators, in which digital data is a key factor in the provision of transport services and ensuring dynamic economic growth, increasing the competitiveness of transport services provided and the quality of life of the population.



A significant increase in mobility and availability of factors of production in a globalizing economy is a well-known factor, however, the location of business entities in the transport sector today plays an important role as a source of socio-economic and technological development, generating the effects of localization and territorial concentration of economic activity of business entities. The ongoing qualitative changes in the economy of the country and its individual subjects determine the growing importance of regions as places of competition and strategic planning.

They are accompanied by the formation of a new system of interrelated elements caused by a sharp expansion of opportunities for the development and

realization of the abilities of entrepreneurial structures and territories as a result of the increasing importance of knowledge and innovation in increasing the productivity of economic activity and creating sustainable competitive advantages. In this regard, the role of entrepreneurial activity is changing significantly, as well as the nature, nature, patterns and mechanisms of its systemic impact on the formation of dynamic, structural and qualitative parameters of spatial development of territories and national economies as a whole.

*Improving the efficiency of transport business entities.* Transport is an important element of the production infrastructure and is not only the process of moving goods, but is also the main element of the relationship between suppliers and customers. Without studying the efficiency requirements, which are determined by buyers, it is impossible to develop transport services in the current economic conditions. Transport can contribute to improving customer service indicators, primarily such as timeliness, which will lead to a decrease in the provision of goods, an increase in the frequency of delivery, etc. The success of a business entity in the transport sector in the transport services market is increasingly determined by high productivity and resource efficiency, quality of service, low operating costs and the ability to constantly and quickly adapt to a rapidly changing external environment. Enterprises that increase efficiency come to this in different ways, sometimes using very different actions.

A necessary condition for the effective development of the national economy is the balance of interests of all market participants. Any business entity in the transport sector sets the main goal of making a profit. By correlating profits and costs, we can judge efficiency in general. If the profit level is not high enough, then this leads to an accelerated redistribution of various types of resources.

Studies on the analysis of the activities of business entities in the transport sector have shown that in order to increase the efficiency of their work, they

often expand their activities, including related and sometimes unrelated to the provision of transport services. To diversify their activities, business entities in the transport sector are engaged in, including:

- trade in cars and spare parts,
- maintenance and repair of cars;
- organization of loading and unloading,
- ensuring warehousing of goods,
- organization of parking,
- leasing of industrial and office premises,
- commercial and intermediary operations.

Assessment of the effectiveness of the activities of business entities in the transport sector is carried out using the indicator of economic efficiency. An effect means a result, a consequence of any causes. The economic effect determines the difference between the results and costs of economic activity. Economic efficiency is the expedient adoption of economic decisions in the use of monetary, material and labor resources. In the conditions of a planned economy, the method of determining the economic efficiency of capital investments was used, where the absolute and relative efficiency of investments was determined.

The analysis of economic efficiency as a method consists in defining goals and choosing a solution that minimizes discounted capital and current costs. Economic assessment is associated with the transition from simple cost calculation by analyzing economic efficiency to social costs, benefit analysis increases the complexity of economic assessment used for information about investment decisions. In order to increase the efficiency of the business entity of the transport sector in order to increase its potential and increase its competitiveness, it is necessary to actively work on the development and implementation of technical and organizational measures aimed at improving the main economic indicators of its activities. The main directions of reducing

the costs of a business entity of the transport sector for transportation are: reducing fuel costs; rationing the flight time; reducing the cost of road tolls by choosing the optimal route; increase in labor productivity.

The positive and negative effects of the scale of territorial concentration of entrepreneurial activity, acting as a manifestation of cumulative and synergetic effects, the uniqueness of the action of territorial factors, it is advisable to present as the result of the implementation of three types of external effects:

- 1) the effect caused by natural and geographical factors;
- 2) the agglomeration effect, which includes the effects of localization and urbanization;
- 3) innovation-territorial effect caused by the influence of spatial intangible factors and the processes of intellectualization of territorial development on the generation, diffusion and use of knowledge and technology in the transport sector

### ***Conclusion***

Thus, the country's transport is an important area of application of the efforts of business entities to solve urgent problems of regional economic development in the context of the formation of an economy based on digital technologies. Increasing the efficiency of the business entity of the transport sector serves as a trigger for ensuring transformational processes and sustainable economic growth of the country and individual regions, which contributes to the activation of innovative processes, ensuring its continuity and efficiency.

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