

**COORDINATED DEVELOPMENT OF TRANSPORTATION  
ECONOMY AND LOGISTICS INDUSTRY**

**СОГЛАСОВАННОЕ РАЗВИТИЕ ТРАНСПОРТНОЙ  
ЭКОНОМИКИ И ЛОГИСТИЧЕСКОЙ ОТРАСЛИ**

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*Transportation economy is an important part of the national economy. Logistics is centered on transportation and realizes the process or business model of cargo transportation. With the continuous development of society, higher requirements are put forward for transportation and logistics industry under the new situation, such as diversification, personalization, greening, digitalization, etc. Innovation, upgrading and coordinated development will become an important trend in the development of logistics industry and the core point of bringing higher economic benefits of transportation. This paper conducts a comprehensive study on this. Based on the reference of relevant literature, it discusses the corresponding measures around improving the transportation infrastructure network, improving the construction of transportation hubs, innovating and optimizing logistics services, promoting the green transformation of logistics industry, and building smart transportation and logistics industry, etc., for reference.*

Транспортная экономика является важной частью национальной экономики. Логистика сосредоточена на транспортировке и реализует процесс или бизнес-модель перевозки грузов. С непрерывным развитием общества к транспортно-логистической отрасли предъявляются все более высокие требования в новых условиях, такие как диверсификация, персонализация, экологизация, цифровизация и т. д. Инновации, модернизация и скоординированное развитие станут важной тенденцией в развитии логистической отрасли и основой повышения экономической эффективности перевозок. В данной статье проводится всестороннее исследование по этому

*вопросу. На основе ссылок на соответствующую литературу в нем рассматриваются соответствующие меры по совершенствованию сети транспортной инфраструктуры, совершенствованию строительства транспортных узлов, внедрению инноваций и оптимизации логистических услуг, содействию экологичному преобразованию логистической отрасли, созданию умной транспортно-логистической отрасли и т. д., для справки.*

**Keywords:** *transportation economy, logistics industry, coordinated development, strategy.*

**Ключевые слова:** *транспортная экономика, логистическая отрасль, скоординированное развитие, стратегия.*

## INTRODUCTION

Under the new situation, how to provide better transportation services, how to meet the needs of upgrading and transformation of the logistics industry and create greater economic benefits of transportation are issues that relevant units need to think deeply about. When planning and designing transportation, it is necessary to design based on the needs of the logistics industry, plan on the basis of meeting the principles of sustainable development and economic applicability, coordinate various types of transportation lines, and provide diversified services for the logistics industry to meet the needs of digitalization and networking development and transformation of the logistics industry.

## MAIN PART

In the development of social economy, the logistics industry has maintained a high growth trend. According to the data released by the China Federation of Logistics and Purchasing (fig. 1), the average prosperity index of the logistics industry in 2023 reached 51,8 %, an increase of 3,2 percentage points from 2022. It can be seen that the logistics industry plays a vital role in my country's current economic system. As a market leader, the logistics industry plays an important role in it.

At the same time, as the social economy enters the «new normal», the modern logistics industry, under the call of the state, also needs to develop towards the “modern logistics industry”, guided by technological innovation and industrial upgrading, and comprehensively develop the digitalization and automation level of the logistics industry, so as to serve as a new driving force for the economic growth of the logistics industry.

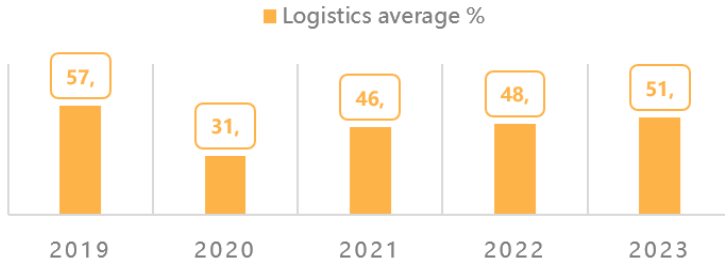


Figure 1 – China's logistics industry prosperity index in the past five years from 2019 to 2023

Under the new situation, the logistics industry is facing the need for development and transformation, which will also directly affect the quality of the transportation economy. In order to ensure the coordinated development of the transportation economy and the logistics industry, the transportation industry needs to provide various support to the logistics industry and successfully complete the transformation and development goals. The core points are the following four points. First, transportation-related units create perfect transportation facilities to facilitate the logistics industry to create a diversified and connected logistics network. Second, transportation provides multifunctional, integrated and comprehensive services for the logistics industry, transforming from transportation information platform services to public information service platforms, optimizing organization and service methods, and meeting the development needs of the logistics industry. Third, transportation is guided by policies and benefits to promote the transformation of the logistics industry towards green and low-carbon, which is in line with the direction of social development. Fourth, transportation strengthens networking and platform transformation to meet the transformation and development needs of the logistics industry in terms of intelligence and digitization. As well as other development points, the logistics industry will have a stronger development foundation, meet the development needs of the logistics industry, inject vitality into the logistics industry, and thus create more transportation economy, so that the two can achieve positive cycle development [2].

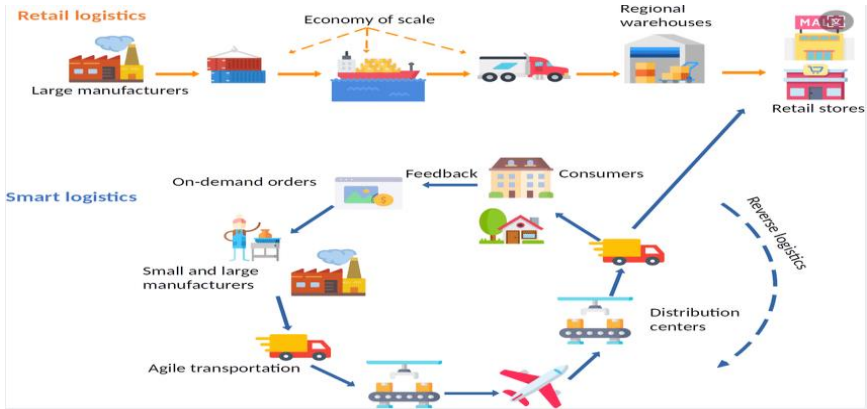


Figure 2 – Scheme Smart logistics

Green logistics and sustainable transportation promote economic linkage. By using environmentally friendly technologies, optimizing transportation modes, improving energy efficiency and reducing waste, green logistics and sustainable transportation not only reduce the impact on the environment, but also create value for the economy and society, and promote the harmonious coexistence of the economy and the environment. This model promotes the sustainable development of the supply chain by improving the resource efficiency of the logistics system and the sustainability of the transportation network, thereby affecting the sustainable development of the entire economy.

In theory, green logistics and sustainable transportation embody the principles of managing economic externalities and effectively allocating resources, improving the quality and structure of economic activities by internalizing environmental costs, and promoting clean production and low-carbon transportation. This not only meets the goal of sustainable development, but also opens up new growth points for the economy, such as increasing market demand for environmentally friendly products and services, and innovating and applying environmentally friendly technologies.

Improve the transportation infrastructure network. The transportation system includes many types of transportation channels such as sea, land and air, including transportation networks, logistics parks and other transportation infrastructure. We should strive to build a more comprehensive

and complete transportation network. In some cases, transportation presents problems of insufficient coordination of the system, chaotic overall planning, and poor transportation in some areas, resulting in the transportation network failing to maximize its value, as shown in fig. 3.

The construction of relevant transportation infrastructure networks should be based on the principle of sustainable development, focusing on various types of transportation facilities, based on factors such as freight flow, area, and transportation needs, integrating the development prospects of cities and regions, and making reasonable planning in spatial layout. It should not blindly develop, and further reduce the cost of transportation in combination with actual conditions, while improving the efficiency of transportation and promoting the healthy development of the logistics industry. It is necessary to focus on the balance between transportation supply and demand, the balance between transportation input and output, and the balance between transportation efficiency and cost [3].

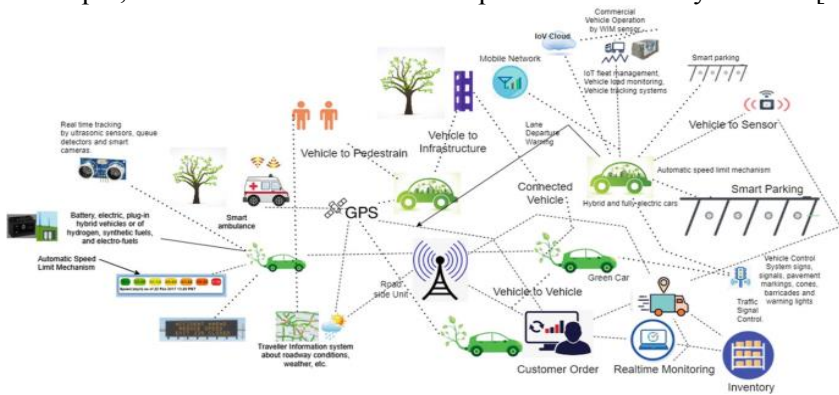


Figure 3 – Schematic diagram of smart transportation and logistics industry

In the current era of rapid development of informatization and digitalization, with the help of corresponding informatization and digitalization technologies, we can build a smart transportation and logistics industry, providing impetus for the development of the logistics industry and the transportation economy, as shown in fig. 3. For logistics companies, the objects of transportation planning are every mode of transportation, every road, every transfer point, every traffic light, etc., and they can query the traffic road conditions in real time and formulate the best logistics planning method. Accordingly, the transportation industry can try to

create new products such as container train brands, railway scattered freight lines, and air-rail inter-transfer e-commerce trains to meet the needs of the development of the logistics industry [4].

## CONCLUSION

Given the challenges brought by globalization and the opportunities brought by technological innovation, the future development of logistics and transportation requires green intelligence to achieve more efficient, environmentally friendly and intelligent supply chain and transportation system management. This can not only strengthen the internal connections between economies and improve their overall efficiency and competitiveness, but also contribute to the sustainable development of the global economy.

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Представлено 25.05.2024