

As part of this work, a statistical estimation of vehicle acceleration on distance between TS was also conducted. As a result, it was established that the acceleration of vehicles during acceleration from a standstill is distributed according to a log-normal distribution law with the parameters: mean 0,61 and standard deviation 0,101. The obtained results do not contradict the existing world research in the field of traffic dynamics on urban highways [3].

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THE ROLE OF LOGISTICS IN THE MODERN SUPPLY CHAIN

A.V. Khrystovskyi, student,

National Technical University "Kharkiv Polytechnic Institute", Kharkiv

Logistics plays a crucial role in the supply chain for several reasons. Firstly, logistics is responsible for the transportation of goods from one point to another. This involves the selection of the most appropriate mode of transportation, such as air, sea, or land, and the management of the transportation process. Logistics also ensures that goods are transported efficiently and cost-effectively, which helps to reduce the overall cost of the supply chain.

Secondly, logistics is responsible for the storage and management of inventory. This involves the selection of appropriate storage facilities, such as warehouses and distribution centers, and the management of inventory levels. Logistics also ensures that inventory is stored and managed efficiently and cost-effectively, which helps to reduce the overall cost of the supply chain.

Thirdly, logistics is responsible for the management of information flows. This involves the collection, analysis, and dissemination of information about the movement

of goods in the supply chain. Logistics also ensures that information is shared efficiently and effectively between all parties in the supply chain, which helps to improve the overall performance of the supply chain.

Effective logistics management can bring several benefits to the supply chain. Firstly, it can help to reduce the overall cost of the supply chain. By selecting the most appropriate mode of transportation and managing inventory levels efficiently, logistics can help to reduce transportation and storage costs.

Secondly, effective logistics management can help to improve customer service. By ensuring that goods are delivered to customers on time and in good condition, logistics can help to improve customer satisfaction and loyalty.

Thirdly, effective logistics management can help to improve the overall performance of the supply chain. By collecting, analyzing, and disseminating information about the movement of goods, logistics can help to identify areas of the supply chain that need improvement and implement appropriate changes.

To further elaborate on the role of logistics in the modern supply chain, it is important to highlight some of the key challenges that logistics managers face in their day-to-day operations.

One of the major challenges that logistics managers face is the need to balance cost and service. Logistics managers need to ensure that they are providing high-quality service to customers while also keeping costs under control. This requires careful planning, coordination, and execution of logistics operations. Another challenge that logistics managers face is the need to manage supply chain disruptions. Supply chain disruptions can occur due to a variety of reasons, such as natural disasters, political instability, or transportation strikes. Logistics managers need to be prepared to respond to these disruptions quickly and effectively to minimize their impact on the supply chain. In addition, logistics managers need to keep up with the latest technological advancements in the logistics industry. For example, the use of automation, robotics, and artificial intelligence is becoming increasingly common in logistics operations. Logistics managers need to be aware of these technologies and how they can be used to improve the efficiency and effectiveness of logistics

operations. To address these challenges, logistics managers need to have a strong understanding of the supply chain and the role that logistics plays in it. They also need to have excellent communication, problem-solving, and leadership skills. In addition, they need to be able to work effectively with other stakeholders in the supply chain, such as suppliers, customers, and transportation providers.

Logistics Management is an integral part of Supply Chain Management. It involves formulating plans and implementing strategies to ensure transportation and storage of goods on time and in the correct place. The main objective of Logistics Management is to meet consumers' requirements on time. This involves guaranteeing proper transportation of goods according to the nature of the good, having warehousing facilities in place, and faster delivery of goods having a shorter shelf life.

The fundamental of logistics is transporting goods from one place to another, and transportation is the way of different interconnecting processes of a supply chain. The transport infrastructure should be carefully studied for the efficiency of the supply chain and to ensure fast delivery most cost-effectively. In India, the best means of domestic shipment is rail transport, but with many ramifications and hindrances, most businesses choose road transport for domestic shipping.

In conclusion, logistics plays a critical role in the modern supply chain. Effective logistics management can bring several benefits to the supply chain, including cost reduction, improved customer service, and improved overall performance. However, logistics managers face several challenges in their day-to-day operations, such as the need to balance cost and service, manage supply chain disruptions, and keep up with the latest technological advancements. By addressing these challenges, logistics managers can help to ensure the success of the supply chain.

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TRANSPORT LOGISTICS: MAIN CHALLENGES FOR UKRAINE

E.I. Kryvoruchko, student

National Technical University «Kharkiv Polytechnic Institute»

In the article author analyzed the general principles of transport logistics in Ukraine. There have been determined the main factors that define the logistical activities and influence the choice of the mode of transport. It was analysed the transportation of cargo by mode of transport, and outlined a place of road transport.

In this paper conducted analytical studies to determine the sectoral structure of export of Ukraine's regions to neighboring countries by automobile transport by means of transportation and information portal Ukraine "Lardi-trans".

According to the study, from the regions highest exports to neighboring countries produce timber and woodworking industry. Production of the industry ranks first in the structure of exports of goods Volyn, Rivne, Zhytomyr, Lviv, Ternopil, Khmelnytsky, Transcarpathian, Ivano-Frankivsk, Vinnytsia, Chernivtsi, Donetsk,

Chernihiv and Sumy regions. Food products in the export structure dominated Kiev, Cherkassy, Poltava, Kharkiv, Odessa, Mykolayiv and Kherson regions. In other regions dominated by agricultural products – particularly Kirovohrad region, iron and steel products – Dnipropetrovsk region, Lugansk region – produce pulp and paper industry.

In second place in the export structure in Western countries there are mainly agricultural products and foodstuffs. But in the eastern regions of the country there are