

ENHANCING LOGISTICS SERVICES IN UKRAINIAN MOTOR TRANSPORT ENTERPRISES UNDER THE PRESSURE OF ONGOING HOSTILITIES

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The logistics sector in Ukraine, particularly within motor transport enterprises (MTEs), is undergoing a profound transformation due to the ongoing military actions and resulting economic instability. These circumstances have caused significant disruptions to supply chains, labor availability, and infrastructure integrity, forcing logistics operators to seek innovative and adaptive solutions.

Amid these challenges, Ukrainian MTEs are increasingly adopting digital technologies and integrated logistics management systems to maintain service continuity. The development of consolidated information platforms, real-time routing, and predictive maintenance tools has enabled enterprises to respond to volatile conditions with greater flexibility and efficiency [1]. The emphasis on just-in-case inventory models and regional service diversification has proven critical to enhancing operational resilience. In parallel, comparative studies with EU logistics systems reveal opportunities for Ukraine to close performance gaps through regulatory harmonization and the adoption of best practices in customer service, vehicle fleet modernization, and transport safety [2]. These reforms are not merely technical but also strategic in enhancing the competitiveness of Ukrainian transport enterprises in the post-war recovery period. In the context of Ukraine, where enterprises must contend with unstable demand, damaged infrastructure, and the need for rapid rerouting due to military threats, logistics service quality becomes a key factor in enterprise survival. By implementing adaptive logistics strategies and strengthening human resource capacity, MTEs can improve delivery accuracy, customer satisfaction, and economic viability. Effective crisis logistics planning and real-time situational awareness have become essential tools for mitigating risks and maintaining service continuity in high-risk zones. Under the pressure of ongoing hostilities, logistics services in Ukraine's motor transport sector are evolving toward more resilient, customer-oriented, and technologically advanced models. These changes not only support immediate operational needs but also contribute to the long-term strategic positioning of enterprises in the broader European logistics market. As a result, MTEs that successfully integrate these innovations are more likely to emerge as competitive and trusted service providers in the post-conflict economic landscape.

References:

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