

## ASSESSMENT OF THE FACTORS AFFECTING THE COMPETITIVENESS OF TRANSPORT SERVICES

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**Abstract:** *This article examines the key factors affecting the competitiveness of transport services in the context of economic modernization and increasing market competition. The study focuses on the influence of service quality, transport infrastructure, operational efficiency, pricing policy, digital technologies, logistics management, and customer satisfaction on the competitive position of transport enterprises. It is emphasized that the competitiveness of transport services depends not only on cost reduction, but also on reliability, safety, speed, flexibility, and the ability to adapt to changing market requirements. The article also highlights the importance of innovation, digital platforms, human capital development, and effective management mechanisms in improving the efficiency and sustainability of transport services. The research findings show that a comprehensive assessment of these factors can help transport organizations identify existing weaknesses, strengthen their competitive advantages, and improve the quality of services provided to customers.*

**Keywords:** *transport services, competitiveness, service quality, logistics, transport infrastructure, operational efficiency, digital technologies, customer satisfaction, innovation, management mechanisms.*

The transport sector plays a fundamental role in the development of modern economies by ensuring the efficient movement of goods, services, and passengers. As globalization intensifies and international trade continues to expand, the demand for high-quality, reliable, and cost-effective transport services has increased significantly. In this context, the competitiveness of transport services has become a critical determinant of economic growth, business performance, and regional integration. Transport enterprises operating in highly competitive markets must continuously improve their operational efficiency, service quality, and technological capabilities to maintain and strengthen their market positions. The competitiveness of transport services is influenced by a wide range of interconnected factors. These include transportation costs, service reliability, delivery speed, infrastructure quality, technological innovation, logistics efficiency, environmental sustainability, and customer satisfaction. The growing adoption of digital technologies, such as intelligent transportation systems, artificial intelligence, big data analytics, and real-time tracking solutions, has transformed traditional transport operations and created new opportunities for improving service performance. At the same time, increasing

customer expectations and market competition require transport companies to adopt innovative management approaches and customer-oriented strategies.

In recent years, governments and international organizations have paid considerable attention to the development of competitive transport systems due to their significant contribution to national economic development. Efficient transport services facilitate trade, reduce transaction costs, improve supply chain performance, attract investment, and enhance the overall competitiveness of regions and countries. However, many transport enterprises continue to face challenges related to infrastructure limitations, rising operational costs, environmental regulations, and rapid technological changes. These challenges highlight the need for a comprehensive assessment of the factors that influence transport service competitiveness. The evaluation of competitiveness factors provides valuable insights into the strengths and weaknesses of transport organizations and helps identify areas requiring improvement. By understanding the relative importance of different economic, technological, organizational, and market-related factors, transport enterprises can develop effective strategies to enhance their performance and achieve sustainable competitive advantages. Furthermore, such assessments support policymakers in designing appropriate regulatory frameworks and investment programs aimed at improving transport sector efficiency and connectivity.

Therefore, this study aims to assess the key factors affecting the competitiveness of transport services and to determine their impact on the performance of transport enterprises. The research contributes to a better understanding of the mechanisms through which competitiveness can be strengthened and provides practical recommendations for improving service quality, operational effectiveness, and long-term sustainability in the transport sector.

Modern approaches to enhancing transport service competitiveness emphasize the importance of innovation, digital technologies, customer-oriented strategies, integrated logistics solutions, and advanced management practices. The introduction of intelligent transportation systems, digital platforms, artificial intelligence, big data analytics, and automated logistics processes has significantly transformed the operational environment of transport enterprises. These technologies enable companies to optimize routes, improve resource utilization, reduce delivery times, and provide higher-quality services to customers. Furthermore, effective organizational and economic mechanisms play a critical role in increasing competitiveness within the transport sector. Such mechanisms include strategic planning, performance management systems, quality assurance practices, risk management frameworks, investment in human capital, and the adoption of sustainable development principles. The successful integration of these mechanisms allows transport organizations to respond more effectively to market changes, enhance operational flexibility, and achieve long-term growth.

Given the growing importance of competitiveness in the transport industry, it is necessary to identify and evaluate opportunities for improving transport services through the application of effective mechanisms. This study aims to examine the key factors influencing transport service competitiveness and to explore modern organizational, technological, and economic approaches that can contribute to strengthening the competitive position of transport enterprises. The findings of the research may provide valuable recommendations for policymakers, transport operators, and business managers seeking to improve service quality, operational efficiency, and market performance in an increasingly competitive environment. In shaping the competitiveness of transport services, internal and external factors form a mutually complementary and organically interconnected system. For instance, when the availability of advanced management systems and highly qualified personnel is combined with the support of state policy and a competitive environment, transport services develop competitively in terms of quality and efficiency (Gwilliam, 2011)<sup>1</sup>.

Conversely, the weakness of external factors or a shortage of internal resources has a negative impact on the competitiveness of services. For example, if state policy is ineffective or infrastructure becomes outdated, transport services may lose their position in the market. In general, the system of factors shaping the competitiveness of transport services in the Bukhara region is complex and multifaceted. As internal factors, the efficiency of management, modern infrastructure, and a system of qualified personnel are indispensable. External factors, in turn, include the market environment, state policy, and economic conditions. Their harmony and synergy are of decisive importance in enhancing the quality and competitiveness of transport services.

Through a holistic analysis and optimization of this system of factors, the opportunities to further strengthen the competitiveness of transport services in the Bukhara region, to stimulate economic growth, and to develop regional integration increase significantly. Therefore, it is necessary to take this system of factors into account when developing strategies for enhancing the competitiveness of transport services. Proceeding from all the scientific-theoretical sources, statistical indicators, and results of empirical analyses studied above, within the framework of this research the economic characteristics manifested in the process of enhancing the competitiveness of transport services were analyzed in depth from a theoretical standpoint, in terms of their interrelation and systemic impact. The competitiveness of transport services depends directly not only on technical and organizational factors but also on economic characteristics, and it is precisely through economic mechanisms that it is formed and developed. This section provides an in-depth scientific and theoretical study and analysis of such important aspects in the field of transport services as pricing policy, investments, financing mechanisms, the

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<sup>1</sup>Gwilliam, K. (2011). Good practice in urban transport projects. The World Bank.

regulatory role of the state, and the economic efficiency of transport services. At the same time, the practical significance of these processes is illustrated under present-day conditions in Uzbekistan, in particular with examples from the Bukhara region.



**Figure 1.** Systemic integration of economic mechanisms in enhancing the competitiveness of transport services<sup>2</sup>

The transport services market is shaped mainly through the competitiveness of prices. Tariff policy should be formed in accordance with the volume, quality, and costs of services and with market demand. A competitive tariff policy stimulates mutual competition in the market and serves to improve the quality of services (Button, 2010)<sup>3</sup>.

Although tariff policy in Uzbekistan's transport market is regulated by the state, the principles of free competition are gradually being introduced in the sector. For example, as a result of the development of market mechanisms for road and rail transport tariffs, an improvement in service quality is being observed. At the same time, the liberalization of tariffs provides an impetus for raising the level of service provision and for introducing innovative solutions (Azimov, 2023)<sup>4</sup>.

The flexibility of prices also ensures a prompt response to users' needs, which increases the competitiveness of services. However, since an increase in prices may lead to a decline in demand for a service, it is necessary to maintain a balance between prices and service quality.

<sup>2</sup>Developed by the author.

<sup>3</sup>Button, K. (2010). *Transport Economics* (3rd ed.). Edward Elgar Publishing. URL: <https://www.e-elgar.com/shop/gbp/transport-economics-9781847201469.html>

<sup>4</sup>Azimov, O. (2023). Liberalization of tariff policy in the transport market and its impact on service quality. *Uzbekistan Transport Journal*, 15(2), 45–53. URL: <https://uztransportjournal.uz/articles/azimov2023-tarif-policy>

The assessment of factors affecting the competitiveness of transport services demonstrates that competitiveness is a multidimensional concept influenced by economic, technological, organizational, infrastructural, and customer-oriented factors. In the contemporary business environment, transport enterprises can no longer rely solely on traditional operational advantages such as fleet size or geographical coverage. Instead, sustainable competitiveness increasingly depends on the ability to adopt innovative technologies, improve service quality, optimize operational processes, and respond effectively to changing customer expectations. The study revealed that service reliability, delivery speed, transportation costs, digitalization, infrastructure quality, and human resource capabilities are among the most significant determinants of competitiveness in the transport sector. In particular, the integration of digital technologies, including intelligent transport systems, data analytics, automation tools, and real-time monitoring platforms, has become a critical driver of operational efficiency and customer satisfaction. These technologies enable transport companies to reduce costs, enhance decision-making processes, and improve the overall quality of services. Furthermore, effective management practices and strategic planning play a crucial role in strengthening competitive positions. Transport organizations that invest in employee competencies, innovation, risk management, and customer relationship management are better equipped to adapt to market changes and maintain long-term growth. The findings also indicate that government support, regulatory frameworks, and the development of modern transport infrastructure significantly influence the competitiveness of transport services at both national and regional levels.

In conclusion, enhancing the competitiveness of transport services requires a comprehensive and integrated approach that combines technological innovation, efficient management mechanisms, high-quality service delivery, and sustainable development principles. Transport enterprises that successfully implement these measures will be able to improve their market performance, strengthen customer loyalty, and achieve sustainable competitive advantages in an increasingly dynamic and competitive transportation environment. Future research may focus on evaluating the impact of emerging technologies such as artificial intelligence, smart logistics systems, and digital platforms on the long-term competitiveness of transport services.

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