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THE EVOLUTION AND PRAGMATIC FUNCTIONS OF LOGISTICS TERMINOLOGY IN THE ERA OF E-COMMERCE

Abstract

Terminology is an important strategic direction in the development of e-commerce in the formation of a modern and efficient logistics infrastructure. The e-commerce market requires digital technologies, high-speed delivery services and favorable conditions for customers. However, existing problems in the logistics system do not allow these requirements to be fully met. Therefore, improving the logistics infrastructure is a prerequisite for ensuring the sustainable growth of e-commerce. The need to develop e-commerce is due to the need to increase competitiveness in international trade, export local products and meet domestic market demand. By introducing digital technologies and developing this area, the country can strengthen its position not only in the regional but also in the global trade system. At the same time, the development of digital infrastructure increases the opportunities for local producers to capture new markets, which creates the basis for economic stability and long-term development.

Key words

E-commerce, terminology, business, service, transport.

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Introduction

Today, in the development of market relations, great importance is attached to the problem of improving the quality and efficiency of business by improving the innovative components of logistics tools in entrepreneurial activity. Traditional methods of doing business in the modern economy do not fully correspond to the development trends of organizations. The introduction of information resources can significantly increase the economic efficiency of the enterprise. The use of electronic business systems leads to an expansion of the trade market, as a result of which the efficiency of promoting goods and services increases, and the time for servicing customers and considering requests is reduced. The relevance of this issue is obvious, since the current state of the Russian economy is characterized by an urgent need for investments, and the direction of investment activity is determined by the need to restructure and modernize the entire national economy [Kim, 2021].

Materials and methods

This is where external stimulation of innovative activity in the field of entrepreneurship manifests itself. In addition, the strengthening and globalization of competitive relations emphasize the achievement of competitive advantages based on technological (product) and organizational innovations for successful entrepreneurial activity. Thus, the innovative factor is general in terms of the degree of influence and distribution in the process of entrepreneurial activity. In this regard, it is clear that entrepreneurial logistics manifests itself in business practice in the form of organizational innovations. The innovative potential of business logistics can be considered in several directions. First, as a functional management in the implementation of product innovations, ensuring the distribution of new products on the market. Secondly, business logistics itself represents the latest tools for managing economic flows in business. At the same time, innovation is determined by the state of reform of the economy of the Russian Federation, changing the entire organizational and economic mechanism of managing the national economy. On the other hand, logistics tools are a much more effective management technology compared to traditional methods of managing product distribution. Thirdly, the innovative potential of entrepreneurial logistics is manifested in the process of improving the logistics infrastructure of the goods and services market.

The conducted research helped to identify current trends in the use of logistics in e-commerce. Thus, according to the results of the study, we identified a trend in the orientation of business structures from intuitive business to professional, which, in turn, is manifested in the actualization of the logistics component in work and the widespread use of outsourcing. constitutes a fundamental basis for the company's orientation towards the formalization of business and business processes. Another current trend is the growth of the logistics competence of e-commerce enterprises - the organization of their own transport services and modern warehouses.

Companies that have reached a high level of development and their sales volumes have grown, realizing that they have developed knowledge in logistics to such an extent that they can even provide services to other companies that sell not goods, but logistics services [Bagiev, Assumption, Chentsov, 1998].

The impact of e-commerce on logistics is multifaceted, encompassing aspects such as supply chain management, transportation, warehousing, last-mile delivery, and reverse logistics. Traditional logistics models, which were primarily designed for business-to-business (B2B) transactions, have proven inadequate in addressing the unique challenges posed by the business-to-consumer (B2C) e-commerce landscape. One of the key challenges facing e-commerce logistics is the complexity of managing a large number of individual orders and delivering them quickly to consumers. Unlike traditional retail, where bulk shipments are sent to stores, e-commerce requires the processing and delivery of countless parcels directly to customers' doorsteps. This has required the development of sophisticated order fulfillment systems and the optimization of transportation networks to ensure timely and cost-effective delivery.

Another important aspect of e-commerce logistics is the need for seamless integration between various stakeholders, including retailers, suppliers, logistics providers, and technology platforms. Effective collaboration and data exchange between these entities is essential to provide end-to-end visibility, enable real-time tracking, and facilitate effective decision-making throughout the supply chain. The rise of e-commerce has also led to the emergence of new business models and innovative logistics solutions. For example, the proliferation of third-party logistics providers (3PLs) specializing in e-commerce, the adoption of advanced technologies such as automation and robotics in warehouse operations, and the exploration of alternative delivery methods such as drones and autonomous vehicles.

Result and discussion

As is known, online commerce is currently actively trying to be regulated. According to the law, if something does not suit the buyer, he has the right to return his purchase within a certain

period of time. And the online store that sold it is obliged to take the product back - and here you need to use reverse logistics tools. And the last thing is to increase the attention of government structures to Internet commerce. Moreover, this is usually perceived negatively by market participants. Because if something positive is often expected from public and professional associations, then from legislative initiatives - on the contrary, negative, some kind of new burdens [Arshakuni, Rink, 2000].

Analysis of scientific works by various authors on this issue made it possible to identify the main areas of influence of the innovative factor on the logistics system of a business, which determines its development potential. Based on this, many studies have focused on specific aspects of e-commerce logistics, such as the problems of last-mile delivery and urban logistics. Analyzed the complexity of last-mile delivery in cities and proposed solutions such as consolidation centers and collaborative logistics models. Similarly, studied the possibilities of crowd-sourced delivery and the role of consumers in last-mile logistics [Gavrilov, 2013].

The integration of advanced technologies in e-commerce logistics has been a major area of research examined the application of automation and robotics in warehousing and distribution centers, highlighting their potential to increase efficiency and productivity. In addition, (Ivanov et al.) examined the role of digital technologies such as the Internet of Things (IoT) and blockchain in improving supply chain visibility and traceability. There has also been considerable attention to sustainable and environmentally friendly logistics practices in the context of e-commerce. They examined the environmental impact of e-commerce logistics and proposed strategies to reduce carbon emissions, such as consolidation centers and alternative delivery models. Similarly, (Melacini et al.) assessed the potential of electric vehicles and alternative fuel sources in mitigating the environmental impact of e-commerce logistics operations [Bardin, 1999: 224].

Transportation – efficient transportation is crucial for minimising costs and meeting delivery timelines. This includes selecting the best modes and optimizing routes to reduce transit times and fuel consumption.

Challenges in E-Commerce Logistics – Last-mile delivery complexities pose significant challenges, particularly in urban areas with traffic congestion and limited parking. Failed first-time deliveries and high return rates also strain logistics operations and impact customer satisfaction. Environmental concerns, including carbon emissions, packaging waste, and energy consumption, further complicate the logistics landscape

Supply Chain – End-to-end visibility and traceability across global supply chains is critical. Fragmented data, lack of real-time visibility, and supply chain risk management challenges hinder effective decision-making and risk mitigation. Organizational innovation in business logistics is expressed in the modernization of the current institutional structure of the market. Long-term voluntary associations of independent business structures in the form of supply chains and systems come to the fore [Baskin, 1998].

Fulfillment Center- An important aspect of innovation in business logistics is the development of technical progress directly in the process of product distribution. In addition to the benefits of improving the efficiency of the business cycle (supply – production – sales), improving the technology of goods transportation and warehousing allows to increase the value of business investments, increase capital turnover, ensure the safety of goods. qualitative and quantitative parameters of goods and services and achieve higher standards of customer service.

Drop Shipping – A retail fulfillment method where the seller doesn't keep goods in stock but transfers orders to a third-party supplier who ships directly to the customer.

Freight Forwarder – A company that organizes the storage and shipping of goods on behalf of its customers.

Reverse Logistics – The process of managing the return of goods from the customer to the seller or manufacturer.

Cross-Docking – A supply chain process where incoming shipments are directly transferred to outbound trucks, minimizing storage time.

Incoterms (International Commercial Terms) – Standardized terms defining the responsibilities of sellers and buyers during international trade.

Conclusion

The growth of e-commerce is stimulating the evolution of logistics, using technologies such as robotics and AI for efficiency and customer experience. Challenges include the complexity of last-mile delivery and its environmental impact, which requires cooperation between stakeholders. Sustainability achievements are focused on environmentally friendly practices such as electric vehicles and the principles of the circular economy. Future trends include micro-filling centers, autonomous vehicles and collaborative logistics models, which require a skilled workforce in data analytics and emerging technologies. Perhaps this is where the greatest innovation potential of business logistics lies. Thus, in our opinion, logistics plays an increasingly important role when customers can pay a little more, but want better service [Baharev, 1997].

The use of modern innovations in information support of logistics processes significantly increases the competitive advantages of an e-commerce enterprise by rationalizing costs and accelerating the full logistics cycle. However, it should be noted that this tool mainly solves operational problems, allows for interaction with suppliers at the level of information flow management. It should be taken into account that the implementation of e-commerce is carried out within the framework of the Internet economy (an environment in which companies can seamlessly communicate with each other, exchange ideas, conclude contracts, work together on one project, be present at different points of the economic system). Information systems used in e-commerce include specialized software, special applications, as well as a legal framework and relevant standards and regulations.

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ЭЛЕКТРОНДЫҚ КОММЕРЦИЯ ДӘУІРІНДЕГІ ЛОГИСТИКАЛЫҚ ТЕРМИНОЛОГИЯНЫҢ ЭВОЛЮЦИЯСЫ ЖӘНЕ ПРАГМАТИКАЛЫҚ ФУНКЦИЯЛАРЫ

Аннотация. Терминология заманауи және тиімді логистикалық инфрақұрылымды қалыптастыруда электрондық коммерцияны дамытудың маңызды стратегиялық бағыты болып табылады. Электрондық коммерция нарығы цифрлық технологияны, жоғары жылдамдықты жеткізу қызметтерін және тұтынушылар үшін қолайлы жағдайларды қажет етеді. Алайда, логистикалық жүйеде бар проблемалар бұл талаптарды толық қанағаттандыруға мүмкіндік бермейді. Сондықтан логистикалық инфрақұрылымды жетілдіру электрондық коммерцияның тұрақты өсуін қамтамасыз етудің қажетті шарты болып табылады.

Электрондық коммерцияны дамыту қажеттілігі халықаралық саудада бәсекеге қабілеттілікті арттыру, жергілікті өнім экспорты және ішкі нарықтың сұранысын қанағаттандыру қажеттілігімен байланысты. Цифрлық технологияларды енгізу және осы бағытты дамыту арқылы ел тек аймақтық ғана емес, сонымен қатар әлемдік сауда жүйесінде де өз позициясын нығайта алады. Бұл ретте цифрлық инфрақұрылымды дамыту жергілікті өндірушілердің экономикалық тұрақтылық пен ұзақ мерзімді даму үшін негіз жасайтын жаңа нарықтарды басып алу жөніндегі мүмкіндіктерін арттырады.

Тірек сөздер: Электрондық коммерция, терминология, бизнес, қызмет, көлік.

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ЭВОЛЮЦИЯ И ПРАГМАТИЧЕСКИЕ ФУНКЦИИ ЛОГИСТИЧЕСКОЙ ТЕРМИНОЛОГИИ В ЭПОХУ ЭЛЕКТРОННОЙ КОММЕРЦИИ

Аннотация. Терминология является важным стратегическим направлением развития электронной коммерции в формировании современной и эффективной логистической инфраструктуры. Рынок электронной коммерции требует цифровых технологий, высокоскоростных услуг доставки и выгодных условий для клиентов. Однако существующие проблемы в логистической системе не позволяют в полной мере удовлетворить эти

требования. Поэтому совершенствование логистической инфраструктуры является необходимым условием обеспечения устойчивого роста электронной коммерции.

Необходимость развития электронной коммерции обусловлена необходимостью повышения конкурентоспособности в международной торговле, экспорта местной продукции и удовлетворения спроса внутреннего рынка. Внедряя цифровые технологии и развивая это направление, страна может укрепить свои позиции не только в региональной, но и в мировой торговой системе. При этом развитие цифровой инфраструктуры увеличивает возможности местных производителей по захвату новых рынков, что создает основу для экономической стабильности и долгосрочного развития.

Ключевые слова: электронная коммерция, терминология, бизнес, услуга, транспорт.

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