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IMPROVING THE COMPETITIVENESS OF FREIGHT TRANSPORT

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A large number of factors influence the competitiveness of freight transport. To identify the most significant ones, it is necessary to evaluate each one separately.

Since the factors are difficult to quantify, it is advisable to use an expert assessment method. Experts assign the highest ranking to the factor considered most important, while others are assigned scores based on the previously assessed ones. Questionnaires were used to collect information. Highly qualified specialists from Mogilev Oblast Transport OJSC and scientists from the Belarusian-Russian University, who have extensive practical experience in the field, served as experts.

The expert survey results were compiled into a matrix. A concordance coefficient was then calculated for the factors under consideration for improving the competitiveness of freight transport, based on the experts' opinions.

The results of the expert survey, obtained by processing the questionnaires with the calculated weighting coefficient, are presented in Table 1.

Table 1. Significance of factors for increasing the competitiveness of freight transport

Factor	Weighting coefficient	Place
Transition to environmentally friendly fuels or transport	0,870	V
Automation of loading and unloading operations	0,909	III
Development of multimodal transportation (combined transport)	0,881	IV
Digitalization (personal accounts, electronic consignment notes, speed and control)	0,945	II
Specialization in narrow market niches (hazardous goods, oversized cargo)	0,807	VII
Vehicle wear and tear	0,962	I
Inflexible pricing system	0,829	VI
Expanding the range of services provided	0,796	VIII

The weighting coefficient indicates the significance (assessment of the relative role) of factors enhancing the competitiveness of freight transport.

Thus, as the data in Table 1 show, the most significant factors in increasing the competitiveness of freight transport, according to experts, are “wear and tear of vehicles”, then “digitalization”, “automation of loading and unloading operations” and “development of multimodal transportation”.