

*O.Y. Sokolova, PhD, L.O. Sulyma PhD, T.A. Akimova, PhD
(National Aviation University, Ukraine)*

Research and practice aspects of multimodal transportations stakeholder relations

In this paper throw light on a problem of defining the peculiarities, key management principles, and directions of stakeholders interaction in multimodal transportations.

According to the international experience, it can be stated that multimodal transportation is a modern way of delivering goods, based on logistic principles and concepts, which is an essential condition for the development of external economic activity and trade relations.

By the definition of The United Nations Conference on Trade and Development (UNCTAD), the international multimodal transport means “the carriage of goods by at least two different modes of transport on the basis of a multimodal transport contract from a place in one country at which the goods are taken in charge by the multimodal transport operator to a place designated for delivery situated in a different country” [2].

Basing on the main provisions of the UN Conference 1980 “International Multimodal Transport of Goods” among the main features that characterize multimodal transport should be the following [2]:

- transportation must be international;
- at least two transport modes should be involved in the transportation process;
- delivery of goods is organized by the carrier or by a person acting on its behalf;
- the transport operator in the contract of carriage between him and the customer, acting as an equal party to the contractual relationship, and not as an agent, or performing his functions on behalf of the consignor, or cargo owners involved in the carriage process;
- the transport operator accepts responsibility for the performance of the contract of transportation;
- the document provided by the carrier covers all the way of cargo flow from the consignor of goods to the consignee;
- the responsibility of the operator for the cargo covers the period of time from the moment of acceptance of the cargo for its handling until the moment of its delivering to the consignee.

Therefore, based on the foregoing, multimodal transport can be interpreted as an international carriage performed by two or more transport modes, organized by an operator, which assumes the responsibility of delivering cargo "from door to door" under a single contract and through the freight rate.

It is important to notice that the main distinguishing feature from all other related transport concepts is the presence of a multimodal transport operator that is responsible for the load and the possible risks associated with delivery throughout

all the route, regardless of the number of modes of transport involved in the delivery process when designing a single transport document of the document, is [3-4].

Ensuring the efficient functioning and optimal development of the multimodal transportation system requires the implementation of a number of principles, the most common of which are: a single commercial law field; complexity of decision of financial and economic aspects of system functioning; information provision of all parts of the transportation process; organizational and technological interaction, coordination and synchronization of the work of all parts of the transportation process; cooperation of all participants of multimodal transportation system; integrated infrastructure development of various transport modes.

The transport process in multimodal transportation consists of several successive stages of delivery and overload of cargo from one transport mode to another with their inclusion in the general system of transportation. That is why multimodal transport needs to be considered from the point of view of the system approach as complex systems, which are characterized by integrated development of all types of transport, terminal and warehouse facilities, customs and financial infrastructures, regulatory and information technologies, information and telecommunication support of freight traffic.

The presence of a multimodal transport operator can ensure the integrity and unity of the system.

The development of multimodal transport in any country should be based on the interaction of the three key partners that take an active part in the process of mixed cargo transportation [5]:

1) the state which develops and implements national legal regulation concerning international trade and transportation;

2) service providers, including suppliers of transport and logistics services (carriers, forwarders, multimodal carriers, etc.) who perform multimodal transport operations in accordance with national and international trade and transport practices, as well as suppliers of related services, participating in international economic relations (banking institutions, leasing and insurance companies, etc.). Logistics services encompasses several industries, which include not only transportation services, but distribution, packaging, and warehousing, among others [1].

3) consumers of transport and logistics services (sellers and buyers, importers and exporters) who are interested in using the advantages of multimodal transportation in the process of carrying out international trade operations.

It is important to emphasize that the activities of stakeholders in the multimodal cargo transportation is not limited only by the influence of each of them on the process of transportation, but also provides for the implementation of certain measures in relation to each other on the development of international trade and transport.

The key areas of interaction of stakeholders of the multimodal transportation are presented in the table. 1

Table 1

Key areas of interaction of stakeholders of the multimodal transportation

<i>Stakeholders of multimodal transportation</i>	<i>State</i>	<i>Providers of transport and logistics services</i>	<i>Consumers of transport and logistics services</i>
<i>State</i>	<ul style="list-style-type: none"> - simplification of customs procedures and formalities; - liberalization of control over currency operations, etc. 	<ul style="list-style-type: none"> - provision of transport infrastructure; - introduction of legal requirements (standards, licenses etc.); - adoption of a system of financial collateral for the performance of the contract; - liberalization of services, etc. 	<ul style="list-style-type: none"> - development and implementation of an export expansion strategy; - development and implementation of import substitution strategy; - introduction of an effective system of customs clearing and storage of goods, etc.
<i>Providers of transport and logistics services</i>	<ul style="list-style-type: none"> - Lobbying / putting pressure on the development and implementation of the necessary regulatory acts 	<ul style="list-style-type: none"> - ensuring the growth of competence and professionalism of relevant organizations; - search and realization of the effective methods of services system management of transport and logistic; - introduction of innovative technologies in the transportation 	<ul style="list-style-type: none"> - marketing of transport and logistics and trade and economic services; - establishment of stable relations with potential clients; - assessment of the requirements of consumers; and the creation of conditions for their satisfaction, etc.
<i>Consumers of transport and logistics services</i>	<ul style="list-style-type: none"> - Lobbying / putting pressure on the development and implementation of the necessary regulatory acts 	<ul style="list-style-type: none"> - long-term partnership with chosen supplier of transport and logistics services; - raising the level of informatization of technological processes; - search for competitive offers, etc. 	<ul style="list-style-type: none"> - improvement of procedures for the application of commercial practices; - establishment of stable partnerships with shippers; - the best understanding of the requirements for goods, etc.

Multimodal cargo transportation usually is carried out through international transport corridors. Besides that it provides for the most close integration, based on the unity, interaction and coordination of all legs of the route and all participants in the supply chain in organizational, legal and technical and technological aspects.

Conclusions

The conducted study of international experience in the organization of cargo delivery allowed to identify the main directions of ensuring efficient traffic flow, analyze existing global freight networks and, on this basis, to consider multimodal transportations for both the state and other participants in the chain of delivery of goods “from the door to the door” being the appropriate and prudent.

References

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