INNOVATIVE DEVELOPMENT OF TRANSPORT SPHERE: ECONOMIC, MARKETING, EDUCATIONAL ASPECTS

INTRODUCTION

Technological innovations of the fourth industrial revolution have had a significant impact on the logistics development and the organization of logistics and transportation around the world. These processes have also been facilitated by the international trade, globalization, the transnationalisation of large companies and the growth of goods production. All the outlined provides an unlimited movement of resources and goods between countries and continents, which can be implemented only in the presence of a strong and developed transport, water transport and logistics infrastructure. The internal transport and water transport system is a core driver in the social-economic country’s growth under the conditions of economy transition to an intensive, innovative way of development. The areas of the transport sphere and water transport ensure the complex interaction of the national economy’s sectors and increase the use efficiency of natural resources, the social-economic potential of the regions, the development of entrepreneurship as well as the expansion of interregional and international transport and economic relations. Global tendencies show that currently, new technologies for the delivery of goods and innovative approaches to transport infrastructure have appeared in the water transport logistics sector.

Studying and analyzing the world’s promising directions of transport development and water transport development is an urgent objective. This task provides the organization of investigations and strategic planning for the national economy development. As a result of the transformation of the industrial society into an information society, the increasing role of the transport sector is growing. Scientific and technological progress, improving the life quality, ecologization of the production and consumption spheres enhances the integration of economic, marketing, educational aspects of the transport sector’s innovative development.

On this basis, the necessity arises to redistribute these resources for the effective functioning of the industry under discussion. Ukraine’s transit transposition and water transportation is an absolute advantage of the country, which makes the national market attractive for foreign investors and producers. In theory and practice, ideas concerning the role of economic, marketing and educational aspects in the transport sector towards improving social-economic conditions require clarification and supplementing. This has determined the relevance of our research. This will make it possible to formulate proposals for the implementation of the most promising economic, marketing and educational aspects of the transport sector and water transport development for their subsequent implementation in Ukraine.

LITERATURE REVIEW

According to the viewpoint of Dmytriieva (2020), the transport sector and its auxiliary component - transport infrastructure - are extremely important for the country’s innovative development. This is due to the fact that the functioning of transport infrastructure, transport networks and vehicles covers almost all types of innovations, namely: product, procedural, marketing, management ones. Global tendencies in transport sector digitization programs for sustainable and efficient development have been studied by Kharitonova, et al. (2021). The team of authors has developed a system of directions for introducing the digital economy in...
road transportation. The working hypothesis of their investigation involves the construction of the systematic comprehension of the digitalization role in the transport sector in the context of improving the country’s economy through modern IT technologies. The authors study in depth the principal directions towards introducing the digital economy in the provision of services for the carriage of goods and passengers by road, the implementation of which will ensure the stable and effective development of not only the transport industry, but also the country’s economy as a whole.

Gerasina (2021) describes the importance of urban transport development in the context of the economic well-being of the local budget. Strategic directions of the country’s transport sphere development under the conditions of European integration in the analyzed context are described in scientific articles of Golovkova, et al. (2018). Dmytrieva (2016) analyzes the development dynamics of Ukraine’s transport infrastructure in the global ranking in terms of transport categories. The forward-looking direction of the strategy development and tactics of railway transport within the framework of the mixed natural-monopoly and market mechanism in Kazakhstan is described in the study of Makhatova et al. (2019). The system - creating role of transport has significantly increased; on this basis, the interrelationship between the goals of its development and the priorities of social-economic transformations is growing (MISHCHENKO et al., 2020).

Sopilko, & Cherevatyuk (2020) in their scientific paper, determine that the innovative development of the transport sector will be possible only if the fight against corruption takes place and in ways determining the controllability of government officials, public institutions; openness and transparency of decision-making at all government’s levels; freedom of speech, freedom of the media and their real independence; the possibility of public control over the adoption of important economic and political decisions; the judiciary independence; the power balance. Popova et al. (2021) are engaged in identifying the basic tendencies of integration and marketing innovations, which will enable business organizations, including industrial enterprises, trading companies and transport and logistics companies, taking into account the modern world’s features, to direct marketing activities to sustainable innovation development.

The investigation of the issues of legal incentives for their involvement in implementation of innovative and science-intensive activity, search of new sources for financing the sphere outlined, and also financial and legal regulation of innovative processes in transport sector are the main problems for the analysis in the scientific work of Migda (2021). The academic paper of Magomadova, & Mamadiyev (2015) discusses the principle directions of a systematic approach towards formation of environmental and economic principles in the field of road transport.

Kotova (2016) considers the features of innovative development of railway transport through the strategic innovation concept as the basis for the growth of corporations and reduced competition due to new business models; directions and volumes of financing the innovation process. Wang, & Shi (2020) propose to create a current cultural courier station between the Caucasus and China, enhancing cultural exchange between countries.

The marketing aspects of transport development include the implementation of a security system (MARKOV, 2020), as well as the necessity to assess the expected cost of additional transportation expenditures (THACH, et al., 2021; JOVIC, et al., 2020). Economic aspects of transport development are determined by the dynamics of its key economic indicators (SMIRNOV, 2017); assessment of financial condition (KURBATOVA, & PLOTNIKOVA, 2019); full market liberalization in line with the expectations of the EU institutions (CHRZAŚTEK, 2017). According to the experience of numerous advanced countries (BELIK, et al., 2019), the solution to the issue of environmental and economic safety of vehicles is possible primarily through a combination of economic and administrative methods; private investment initiatives; effective antitrust policy of local authorities should be aimed at maintaining a healthy competitive environment (GRITSENKO, 2020). Garanin (2020); Pohlen (2011) argue that the educational aspect of the transport sector development involves the introduction of the features of sectoral transport education, analysis of foreign models’ staffing of the transport sector.
Panyushkina (2020) defends the opinion that the educational paradigm in the transport sector forms a new order of qualitative change in vocational training. The development of training standards meeting international standards and the needs of new high-tech industries falls within the sphere of interests of employers and the teaching community. However, despite such a wide range of scientific analytics conducted, the issue of consolidating economic, marketing, educational aspects into the innovative development of the transport sector remains open.

**AIMS**
The aim of the research is as follows: investigation of constituent elements and problems inhibiting the development of the interrelationship of economic, marketing, educational aspects in the innovative development of the transport sector.

**Research objectives:**
In order to achieve the purpose outlined, the authors have defined a number of objectives, namely:

- to outline the basic problems arising in the mode of consolidating these aspects;
- to describe the principal directions of innovative transport development;
- to provide options for solving the problems of consolidation of the outlined aspects.

**THE RESEARCH METHODS AND METHODOLOGY**
In order to fulfill the set objectives, the major method is the method of sociological analysis and conducting a survey on the “Typeform” platform. Economists, marketing experts, teachers, and students promoting the latest industry transport trends and water transport in their professional activities took part in the proposed survey in order to obtain reliable data and a comprehensive assessment of ways to implement the analyzed aspects of improving the transport sector development. The total number of respondents was 1000 people (250 people from each group of representatives).

The specifics of the questions provided a common content for all respondents, forasmuch as it was necessary to analyze the share of each aspect of the transport sector development in the system comprehensively. The survey was freely available. The author sent the content of the questionnaires by e-mail and through active calling. The letter contained the information that the response time was limited to two weeks. The platform analyzed the results automatically, summarizing the data into tabular statistics.

The methods of bibliometric and patent analysis are supplementary techniques used to analyze the leading technological tendencies towards supporting the prospects of innovative technologies; they are based on search platforms Web of Science and Derwent Innovation. The scientific works of both domestic and foreign scientists on the role of economic, marketing and educational aspects in the transport sector constituted the theoretical basis of the research. The answers of the respondents to the questionnaire served as a practical basis. The information base consists of the materials of international conferences on the implementation of the digital economy in various spheres, as well as the results of online questioning.

**RESULTS**
Economic aspects of innovative development of the transport sector, according to respondents’ viewpoints, consist of as follows:

- creation and development of a full-fledged international transport and logistics center (25% of responses);
- formation of a network of transport and logistics transportation hubs in industrial centers, providing technological unity and interaction between all different vehicles in the process of organizing and carrying out cargo transportation and accelerating the cargo flows movement (17% of responses);
• development of multimodal transportation (transportation of goods by two or more modes of transport on the basis of a single contract) and containerization in the cargo delivery system and network of cargo terminals (in large transport hubs) and warehouses (in cities and district centers) in order to organize efficient logistics and speed handling and transportation of goods of different nomenclature (17% of responses);

• introduction of modern information and control systems, satellite communication and navigation systems, modern technical means of traffic control and management, innovative technologies in transport processes in order to increase the efficiency of the transport complex (15% of responses);

• renewal and upgrade of the fleet of vehicles and improving the technical level of relevant equipment, increasing the level of transportation, the complexity of the provision of logistics services, which can significantly enhance the speed and reliability of transportation, reduce transportation costs (13% of responses);

• stimulating the creation of large local freight forwarders in the field of road freight transport and attracting multimodal transit operators necessary for the formation of a modern market for transport services (13% of responses).

The results are shown in Figure 1.

**Figure 1. Economic aspects of innovative development of the transport sphere**

- creation of an international transport and logistics center
- development of multimodal transportation
- introduction of modern information and control systems
- renewal and upgrade of the fleet of vehicles and improving the technical level of relevant equipment
- stimulating the creation of large local freight forwarders

Source: Table of automatic results “Typeform”

Marketing aspects of innovative development of the transport sector, according to respondents' viewpoints, consist of as follows:

• acceleration of market transformations in the transport infrastructure sectors (29% of responses),

• creating conditions for the development of production and export of infrastructure services (18% of responses);

• ensuring the optimal distribution of geoeconomic resources between them, preventing “industry lobbying” (15% of responses);
maximum reflection of the region’s features in the development of the infrastructure system (11% of answers);

formation and priority development of rational using the geoeconomic potential of national transport infrastructure (8% of answers);

ensuring its sustainable functioning (8% of responses);

export potential of the national infrastructure industry (6% of responses);

reliable and efficient infrastructural provision of geoeconomic transits of regional foreign trade flows (5% of answers).

The results are shown in Figure 2.

**Figure 2.** Marketing aspects of innovative development of the transport sphere

Source: Table of automatic results “Typeform”

Educational aspects of innovative development of the water transport sector, according to respondents’ viewpoints, consist of as follows:

- introduction of flexible educational programs based on the necessity of the water transport industry development, design of curricula for “professions of the future” (21% of responses);
- development of individual educational trajectories due to the variability of educational programs and the application of “digital experience” technologies (18% of answers);
- mass introduction of distance learning technologies, e-learning and the “blended learning” model;
- advanced use of virtual simulators, virtual and augmented reality tools (17% of responses);
- emphasis on interactive teaching methods and project-based activities in interdisciplinary teams (14% of responses);
• active formation of universal competencies (system thinking, communication, decision making, teamwork, self-learning skills, digital economy competencies) (10% of responses);
• development of online learning formats using the potential of several educational institutions and companies (7% of responses);
• life cycle management of the educational water transport program in deep integration with the customer - business partners from the real sector of the economy (7% of responses);
• introduction of the “digital university” model, which provides management of the educational organization on the basis of big data with the help of platform solutions (6% of answers).

The results are shown in Figure 3.

**Figure 3. Educational aspects of innovative development of the water transport sphere**

![Diagram showing educational aspects]

Source: Table of automatic results “Typeform”

The problems arising due to the lack of integration of economic, marketing, educational aspects into the innovative development of the water transport sector, according to respondents’ viewpoints, are as follows:

• low level of development of the country’s transport infrastructure (35% of responses),
• small number and low share of public-private and private projects in transport infrastructure (24% of responses),
• low maturity of internal processes of organizations participating in the transport market (16% of responses),
• small balance in the development of the transport system of the country and regions (14% of responses),
• insufficient coordination in the activities of different modes of transport (6% of responses),
• high average age of technical equipment in all transport branches (5% of responses).

The results are shown in Figure 4.
Figure 4. The problems arising due to the lack of integration of economic, marketing, educational aspects in water transport

- low level of development of the country’s transport infrastructure
- small number and low share of public-private and private projects in transport infrastructure
- low maturity of internal processes of organizations participating in the transport market
- small balance in the development of the transport system of the country and regions
- insufficient coordination in the activities of different modes of transport
- high average age of technical equipment in all transport branches

Source: Table of automatic results “Typeform”

According to the respondents’ viewpoints, the principal directions of innovative water transport development are as follows:

- integration of machine-building and information technologies into transport tools and infrastructure (34% of responses),
- creation of transport infrastructure for high-speed traffic, production of high-speed vehicles (22% of responses),
- development of high-speed vehicles (18% of responses),
- development of a fundamentally new transport system on magnetic suspensions (15% of responses),
- training of personnel for high-speed traffic (11% of responses).

The results are shown in Figure 5.
Luchko (2021), analyzing the innovative development of the transport sector and its activities in the context of the COVID-19 pandemic, has identified the principal directions of its development, namely: activities in advanced analytics, digital design and technology platforms. In the new context of the discussion, Ivanechko et al. (2021) consider the marketing aspects of the development of short-term car rental, including the efficient and economical use of a vehicle; reducing the burden on the environment; round-the-clock access to cars; the price of the service should include fuel, washing and vehicle depreciation and amortisation.

Any way to reduce transport costs in an economic context should be implemented by using the transport users’ needs (vehicle should be more convenient, safer, more reliable and faster), as noted in the context of the investigation of Perić et al. (2021). The most promising areas of technological development in the transport sector, namely: artificial intelligence, big data, 5G technology, neural network memory and the Internet of Things have been described by Bohomazova, & Kvasha (2020). Our respondents single out this group in the “educational aspects” category, which is justified, forasmuch as it is with the help of them that the importance of digital technologies in the development and research field, especially in the transport sector, increases.

Due to the lack of integration of economic, marketing, educational aspects in the innovative development of the transport sector, a number of problems arise that have been studied, including in the scientific work of Nabokov, & Nekrasov (2019). Our respondents agree that in the course of implementing new elements, the number of problems will increase as a valid fact. Along with this, Nabokov, & Nekrasov (2019) outline the major directions of innovative development of internal transport which will help solve the problematic issues. Chukurna et al. (2019) offer applying meta-trends in the development of logistics for the near future (3D printing, IoT, UAVs, autonomous vehicles and delivery of underground cargo) as options for solving problems in the field of transport system.

CONCLUSIONS

Based on the conducted analysis of the systems of interrelationship of economic, marketing, educational aspects, the innovative development of the transport sector will be successful when the system of such problems is clearly defined for the introduction of modern transport and water transport technologies, namely:

- renewal of fixed assets of various transport modes is insufficient and reduced for the normal operation of the entire system;
• the informatization level of transport processes on the exchange of information for more effective interaction of the transport sector with other sectors of the economy is insufficient;
• insufficient development of scientific activity in the transport and water transport sphere;
• the amount of funding for research activities in the transport and water transport sphere is not able to ensure the development of scientific activities;
• lack of an effective legal framework capable of regulating the activities of transport organizations at the level necessary and sufficient for economic development;
• the number of highly qualified specialists in all sectors of the transport system does not meet the requirements of the modern market, leading many transport companies to bankruptcy;
• the applied transport and water transport technologies do not meet modern requirements for efficient operation of vehicles in a highly competitive market.
• the solution to these problems can be provided through the introduction of categories as follows:
• elimination of the disproportion of the domestic transport and water transport system in the context of the world one;
• ensuring the predictability and transparency of measures for state economic, marketing, educational regulation;
• attracting investments for accelerated development of transport and water transport infrastructure;
• implementation of incentives for the introduction and development of digital technologies;
• improvement of transport legislation;
• minimizing the burden on industry;
• integration of domestic transport and water transport into the transport space of the world.

An important area of further investigations will be an attempt to present a method of introducing economic, marketing, educational aspects in the innovative development of the transport and water transport sector for each branch of transport on a separate basis. The practical significance of the research was the definition of the range of problems hindering the development of the interrelationship of economic, marketing, educational aspects in the innovative development of the transport and water transport sector and the provision of options for their solution.

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Resumo
O objetivo da pesquisa é estudar os componentes e problemas que inibem o desenvolvimento da inter-relação de aspectos económicos, marketing, educacionais no desenvolvimento inovador do setor de transportes. A base metodológica é a seguinte: métodos de análise sociológica e realização de levantamentos na plataforma "Typeform", métodos de análise bibliométrica e patente, que se baseiam nas plataformas de pesquisa Web of Science e Derwent Innovation. Participaram da pesquisa 1000 economistas, especialistas em marketing, professores e estudantes (Ucrânia). Foi determinado que os aspectos económicos consistem na criação e desenvolvimento de um centro internacional de transporte e logística pleno; uma formação de rede de polos de transporte e logística; desenvolvimento de transporte multimodal, introdução de modernos sistemas de informação e controle, renovação da frota de veículos, incentivos à criação de grandes transportadores locais. As questões problemáticas do setor foram esboçadas. Descobriu-se que as principais direções do desenvolvimento inovador são a integração de tecnologias de construção de máquinas e informações em ferramentas de transporte e infraestrutura, etc.

Palavras-chave: Esfera do transporte (setor). Desenvolvimento da esfera de transporte de água (setor). Economia dos transportes. Marketing de transporte. Educação de transporte.

Abstract
The purpose of the research is to study the components and problems inhibiting the development of the interrelationship of economic, marketing, educational aspects in the innovative development of the transport sector. The methodological base is as follows: methods of sociological analysis and conducting surveys on the "Typeform" platform, methods of bibliometric and patent analysis, which are based on search platforms Web of Science and Derwent Innovation. 1000 economists, marketing experts, teachers, and students took part in the survey (Ukraine). It has been determined that the economic aspects consist of the creation and development of a full-fledged international transport and logistics center; a network formation of transportation and logistics hubs; development of multimodal transportation, introduction of modern information and control systems, renewal of the vehicle fleet, incentives towards creation of large local freight forwarders. The problematic issues of the sector have been outlined. It has been found out that the principal directions of innovative development are integration of machine-building and information technologies into transportation tools and infrastructure, etc.

Keywords: Transport sphere (sector). Water transport sphere (sector) development. Transport economics. Transport marketing. Transport education.

Resumen
El propósito de la investigación es estudiar los componentes y problemas que inhiben el desarrollo de la interrelación de los aspectos económicos, de marketing y educativos en el desarrollo innovador del sector del transporte. La base metodológica es la siguiente: métodos de análisis sociológico y realización de encuestas sobre la plataforma "Typeform", métodos de análisis bibliométrico y de patentes, que se basan en las plataformas de búsqueda Web of Science y Derwent Innovation. 1000 economistas, expertos en marketing, profesores y estudiantes participaron en la encuesta (Ucrania). Se ha determinado que la creación y el desarrollo de un centro internacional de transporte y logística de pleno derecho etc.; la introducción de modernos sistemas de información y control, la renovación de la flota de vehículos, los incentivos para la creación de grandes transportadores locales. Se han esbozado las cuestiones problemáticas del sector. Se ha descubierto que las principales orientaciones del desarrollo innovador son la integración de la construcción de maquinaria y las tecnologías de la información en las herramientas e infraestructuras de transporte, etc.

Palabras-clave: Ámbito del transporte (sector). Desarrollo de la esfera (sector) del transporte de agua. Economía del transporte. Comercialización del transporte. Educación en materia de transporte.