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THE IMPACT OF MACROECONOMIC FACTORS ON THE DIGITALIZATION OF LOGISTICS PROCESSES

The digitalization of logistics processes is one of the most striking manifestations of the transformation of the modern economy, but its development cannot be explained only by internal changes within enterprises or technological progress. In reality, the pace and depth of implementation of digital solutions in logistics largely depend on the macroeconomic environment, which creates both opportunities and constraints for business. Economic growth or recession, inflation rate, availability of capital, government policy and foreign economic conditions directly determine how actively companies invest in digital supply chain management technologies.

One of the basic factors is the general state of the economy and GDP dynamics. During periods of economic growth, enterprises have more financial resources to modernize logistics systems, implement automated warehouses, real-time cargo tracking systems, digital supply management platforms and analytical tools for demand forecasting. On the contrary, during economic instability or recession, investment activity decreases, and digitalization often moves from the category of strategic priorities to the sphere of deferred decisions [1, 2].

Inflationary processes and general price instability also significantly affect the digital transformation of logistics. The increase in the cost of credit resources, equipment and software raises the entry threshold for the implementation of innovations. In such conditions, enterprises are forced to focus on short-term financial stability, which slows down the implementation of long-term digital projects. At the same time, the foreseeable macroeconomic situation creates conditions for the systematic modernization of logistics systems and the expansion of the use of digital technologies.

The investment climate and the availability of financial resources play an important role. A developed financial market, the availability of state innovation support programs and access to cheaper capital directly stimulate the digitalization of logistics. Enterprises are more actively implementing supply chain management systems, Internet of Things technologies, artificial intelligence and big data to optimize

routes, reduce costs and increase transparency of operations. At the same time, limited access to financing significantly narrows the possibilities for technological renewal.

State economic policy, which determines the general rules of the game in the market, has a separate influence. Tax incentives, investments in digital infrastructure, the development of electronic document management and support for innovative companies form a favorable environment for the digitalization of logistics processes. In countries where the state actively stimulates digital transformation, logistics systems develop much faster and more systematically.

No less important is the influence of external economic factors. Integration into global markets, the growth of international trade and the complexity of supply chains increase the requirements for logistics efficiency. Companies are forced to implement digital solutions to ensure transparency, rapid exchange of information and coordination of actions between participants in international supply chains. In this context, digitalization is becoming not a competitive advantage, but a necessary condition for participation in global economic processes [1].

Geopolitical instability and disruption of global logistics routes also enhance the role of digital technologies. In crisis conditions, the need for operational decision-making, flexible supply management and rapid restructuring of logistics schemes increases. Digital tools allow minimizing risks, increasing the adaptability of supply systems and ensuring the continuity of business processes even in conditions of uncertainty.

Therefore, the impact of macroeconomic factors on the digitalization of logistics processes is complex and multidimensional. It covers both financial and economic conditions within the country and external global processes. It is the combination of economic stability, access to investment, effective government policy and integration into the world economy that determines the speed and quality of the digital transformation of logistics.

Literature

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