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OUTLOOK OF DIGITALIZATION OF SUPPLY CHAIN MANAGEMENT AT BELT AND ROAD INITIATIVE

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The paper demonstrates the feasibility of enhancing supply chain management by the implementation of digital technologies. Globalization of markets requires the development of current networks between distributors of European and Asian countries. Different traditions, religious notational approaches to business restrain international relations. It is essential to note that entrepreneurs from Post Soviet countries do not have the experience to enter an export market. The main reason is that they used to do business in planning and administrative management system. It means that such enterprises do not know current trends in the global trade of their products, rules of origins, requirements to

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Цей проект фінансується за підтримки Європейської Комісії. Цей документ відображає лише погляди автора, і Комісія не несе відповідальності за будь-яке використання інформації, що міститься в документі. [Кафедра маркетингу ТДАТУ](#)

products, export potential of each country, etc. Furthermore, doing business on a national market, numerous enterprises try to mirror their internal management style on an external partnership. For this region, modern digital platforms make international trading between European and Asian countries forceful. The main object of the paper is to reveal current opportunities to enhance networking with a help of digital technologies between countries of Europe and Asia.

The focus of recent research has been on issues of the development Belt and Road Initiative. Supply Chain Management plays a vital role in the collaboration of partners. Therefore, numerous papers explain possible solutions for the implementation of logistics networks. The core challenge lies in contrasting economic factors in European and Asian countries. Hong, Paul, et al. describe the top and base of the pyramid in the world, where all countries are devoted in two groups by various factors [4]. While English-speaking writers pay attention to topics of transportation, ports, and investment, Chinese papers reveal issues of collaboration, cross-border, and e-commerce [5].

Butt et al. emphasize that the core limitations of the Belt and Road Initiative are environmental, economic, and political issues in countries [1]. Nitsche divides all factors into six groups such as transport berries (rail and sea), political, regulative, information, and internal berries [6]. Logistic infrastructure does not meet requirements, such as monitoring traffic and formation of wholesale multinational orders. The creation of digital platforms to enlarge the number of trading partners is the essential solution [2]. Novel digital logistic infrastructure may facilitate blockchain and finance technologies for the creation of a degree of truth. Anyway, one of the most issues of multinational traffic is different customs regulation systems, and government should support the settlement of such a system [3]. The cross-border traffic depends on the time of a product life circle. The more distance is, the shorter the product life circle should be [7]. Belt and Road initiative with a help of unique digital technologies reduce the time of transportation and create novel logistic routes [8].

The prevision research show that the essence directions of development intercontinental relations in the Belt and Road Initiative should include:

1. Settlement product regulation rules and customization;
2. Development of a joint digital platform to inform partners about the potential of flows and traffics;
3. Implement the monitoring system of flows in time.
4. Facilitation of new trade partnership association.

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