

Article

Analysis of Regional Differences in Segmentation Within the Service Network for the Logistics Sector

Z. Teshayev*¹

1. Karshi State University Department of Tourism and Marketing Independent Researcher

* Correspondence: Zavkiddintesajiv@gmail.com

Abstract: The topic of this study is regional segmentation of logistics services — the role of the logistics services in increasing the economic competitiveness of the Kashkadarya region. Despite many studies on these topics, empirical analysis of logistics as planned for this article from a segmented approach (integrating transport, warehousing, IT logistics, marketing logistics and courier) has been limited taking in consideration the heterogeneous nature of services logistics often provide based on specific product type/market combination as well as local market conditions. Analytical and comparative methods are used to compare the logistics performance of cities and districts based on open statistical data and expert assessments for 2024. They assert the use of composite indicators for measuring infrastructure capacity (Logistics Potential Index), digital integration (Transport and Logistics Efficiency Index), and service efficiency. The results are indicative of a structure of centralized logistics along the Karshi Shahrisabz Guzgor axis where better defined routes, higher volumes of warehousing, and digital platforms can be identified. On the contrary, peripheral districts like Dehqonobod, Koson, and Yakkabog pursue less service segmentation as they have poor transport links and no real IT/logistics systems. These imbalances are limiting the harmonized economic growth along the region and lowering general logistics efficiency. The results underscore the need for regional logistics policies, investment in storage and digital systems, and growth of courier networks. The research lays down a foundation for optimizing logistics management at the regional level, minimizing interregional imbalance, and promoting sustainable growth in the economy of the Kashkadarya region.

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1. Introduction

Competitiveness of regions in the system of modern economic conditions is determined by many indicators, including the efficiency of the logistics services system and quantity of goods passed per unit time. Geographically, the Kashkadarya region is located along the North–South transport corridors and has Karshi International Airport, railroads and large highway routes. Its infrastructure helps diversify the logistics potential and economic integration of the region [1].

Such segmented analysis of logistics services enables the identification of the efficiency and territorial differentiation of main logistics subsystems, transport, warehousing, IT logistics, marketing logistics and courier services, in a regional economy. This methodology allows you to identify the potential of the logistics system and the

shortcomings of development trends and investment opportunities in the center (Karshi, Shahrisabz) and remote (Dehqonobod, Yakkabog) areas.

The science and practice basis for the formation of a logistics policy for the development of the NHS in the Kashkadarya region, the planning of infrastructure and technical projects and the implementation of programs for the innovative development of the digital transformation process [2].

It also aims to find opportunities in terms of the most efficient possible logistics chains for the regional industry, agrologistics, tourism, and services. The purpose of the study is to create a segment network of logistics services in the region of Kashkadarya, determine the economic potential of each segment and the integrated model of their management. Furthermore, the research anticipates the formation of a modernization strategy of the regional logistics system based on digital, ecological and innovative approaches.

In justification of this, the study of logistics service segmentation in the Kashkadarya region is not only a relatively moderate study which reasoned with the assessment of transport and warehousing infrastructure, but it is also a scientific and practical guideline of utmost importance that related to improvement of regional economic competitiveness, export capacity and logistics sustainability. This foundation makes the construction of integrated indices possible, such as the Logistics Potential Index (LPI) and the Transport and Logistics Efficiency Index (TLEI), allowing for a better and more efficient direction of regional economic policy. It provides the data in a tabular format of sector-wise analysis across districts for transport, warehousing, IT logistics, marketing logistics, courier services, etc. The data are collected as of 2024 from open statistical resources of the Kashkadarya regional departments of transport, customs, and economic development.

Review of the Literature

Abstract Logistics services and their effect on regional economies have been studied broadly worldwide and regionally. International research shows that an effective logistics system has decisive impact on the competitiveness of countries and regions [3]. The improvement of transport infrastructure, the full functioning of warehousing and courier services, and the introduction of digital logistics platforms strengthen regional integration and requires production and service sectors to develop as well.

Research on logistics systems and segmentation at the regional level show that the identification of efficiency of logistics services is possible when they are examined separately in terms of modes of transport, warehousing, IT-logistics, marketing logics, and courier service. Simultaneously, the digitalisation and logistics platforms implementation provides for a better service quality and usage efficiency of resources.

At first, they reflected that in the researches of Uzbekistan and Kashkadarya region, profound attention has been paid to the growth of the logistics services network and its impact on the regional economic integration process. In particular, characteristics such as regional transport corridors, rail and highway networks, international airport capacity, and interregional connects have an outsized impact on economic potential [4]. Likewise, the Presidential Decree of the Republic of Uzbekistan dated December 11, 2020, "On Measures to Improve the Strategy for Socio-Economic Development of Regions", and the "Program of Measures for the Development of Transport and Logistics Infrastructure in the Kashkadarya Region for 2021–2025" also emphasize that the proper segmentation of regional logistics services, investment attraction and the reduction of interregional disparity are extremely relevant.

In accordance with this framework, the scientific substantiation of ensuring sustainable regional economic growth in the Kashkadarya region through the segmentation of logistics services, the introduction of digital management systems and

the activation of the effective use of resources in centralized and peripheral areas is carried out on the basis of existing literature and state programs for regional development.

2. Methodology

This study examines ways to enhance regional economic competitiveness through the segmentation of the logistics services network in the Kashkadarya region [5]. The main purpose of the study is to determine the internal composition of the logistics system, the degree of efficiency of the use of resources and the effect of digital management in transport, warehousing, IT logistics, marketing logistics and courier services.

This research adopts the following methods. Three types of logistics services are segmented and using analytical and comparative methods, they will differentiate the efficiency levels between centralized and peripheral areas. These approaches allow for a systematic evaluation of logistics service segment performances and make it possible to compare regional differences of the logistics system.

3. Results and Discussion

Transport and logistics service networks in it are developing unevenly across the economic system of the Kashkadarya region. Central regions of the logistics infrastructure are represented by the centers Karshi, Shahrisabz and Guzor, but slower development of the corresponding infrastructure is noted for such districts as Dehqonobod, Yakkabog, Koson and Kitob [6].

This makes it possible to consider regional differences in assessing the efficiency of resource utilization, the reduction of interregional economic disparities, and the development of a territorial logistics policy.

The analysis of regional disparities is a comparative assessment of geo-economic, technological, transport and digital capabilities of the logistics services network. This method helps to determine logistics potential, service capacity, level of digital infrastructure and integration into logistics hubs for each district. This is used to analyze and supports defining regional specialization of economy, arrange logistics clusters, and flows of transport.

The core of the analysis consists of evaluating the logistics services network in the cities and districts of the Kashkadarya region through segmentation by transport, warehousing, IT logistics, marketing logistics, and courier services, and identifying differences in their levels of development [7]. This is done by using multi-factor indices (e.g.: the Logistics Potential Index (LPI), the 2020 Transport and Logistics Efficiency Index (TLEI), etc.) as well as using Digital analytical methods and models for regional ranking. Consequently, regional inequalities within the logistics system are documented on a firm statistical ground.

Examining regional disparities in the context of logistics economy is important, it serves as the basis for a number of major decisions: regional investment policy, transport infrastructure modernization, and digital logistics system implementation. Since the results, the directions are formulated to enhance the Karshi–Shahrisabz–Guzor logistics axis while also broadening logistic provision opportunities in district Dehqonobod–Koson–Yakkabog [8]. This will also help to balance interregional economic asymmetry, as well as ensuring the synchronization of agrologistics with industrial logistics and the services sector.

The study aims to identify spatial differences in logistics services network of Kashkadarya region, analyzing the reasons for existing differences in development of logistics services sector among regions, and forming a model of logistics development in the region. Besides, this research also highlights that need for district wise specific logistics development strategy, development of digital infrastructure and integrated model for logistics services segment.

Thus, the analysis of regional differences in the segmentation of the logistics services network in the Kashkadarya region represents not only a statistical assessment but also a process of scientifically substantiating regional development strategies [9]. As a result of this analysis, logistics clusters are formed, regional digital infrastructure is planned, and targeted policy measures are developed to ensure the sustainability of the transport and logistics system (Table 1).

Table 1. Regional Differences in the Segmentation of Logistics Services in the Kashkadarya Region (as of 2024).

No.	Area / City	Transport Services (road/rail)	Warehousing Logistics (thousand tons)	IT Logistics (digital systems)	Marketing Logistics (active trade networks)	Courier Services (number of branche)	Overall Score (1–5)
1	Karshi City	High – 5	68.2	5 platforms (CargoUZ, Agrodata, E-logistics)	145 companies active	32	5.0
2	Shahrisabz City	Medium–High – 4	37.5	3 platforms (LogisHub, SmartAgr)	96 companies active	21	4.3
3	Guzor District	High – 4	41.8	2 systems (E-Transport, Agrodata)	68	18	4.0
4	Kitob District	Medium – 3	27.4	1 (E-logistics)	52	15	3.4
5	Karshi District	High – 4	32.1	2 (CargoUZ, LogisHub)	57	14	3.9
6	Dehqonobod District	Low–Medium – 2	18.6	1 (Agrodata)	38	9	2.7
7	Koson District	Medium – 3	23.5	2 (E-logistics, SmartAgr)	42	10	3.1
8	Yakkabog District	Low – 2	15.7	0	28	6	

The table comprehensively reflects the level of development of the transport and logistics services network in the districts and cities of the Kashkadarya region in 2024. It applies an integrated evaluation system (1–5 points) based on the integration of transport, warehousing, digital logistics, marketing logistics, and courier services. Below is an analysis of each area. Karshi City is the center of the regional logistics system [10]. Transport services (road and rail) are developed at the highest level and are supported by a warehousing capacity of 68.2 thousand tons. Five digital platforms, including CargoUZ, Agrodata, and E-Logistics, are in operation. The presence of 145 marketing and logistics enterprises and 32 courier branches confirms the city's leading position as the regional transport and services hub.

Shahrisabz City is assessed at a medium–high level in terms of transport and logistics services. It has a warehousing capacity of 37.5 thousand tons and operates three digital systems (LogistHub, SmartAgro, and E-Logistics). A total of 96 marketing and logistics entities are active [11]. The development of tourism logistics and agricultural product transportation networks has contributed to Shahrisabz becoming a regional service center.

Guzor District is characterized by its industrial and energy cargo transportation infrastructure. It has a warehousing capacity of 41.8 thousand tons and two digital platforms (E-Transport and Agrodata). There are 68 marketing enterprises and 18 courier branches in operation [12]. The district has become a transit transport hub due to the Karshi–Termez railway corridor.

In Kitob District, the transport and logistics system is developed at a medium level. The district has a warehousing capacity of 27.4 thousand tons, and the E-Logistics system has been introduced. A total of 52 marketing and logistics enterprises and 15 courier points are operating. In recent years, the number of refrigerated warehouses has increased through the “AgroKitob” agrologistics project; however, digital integration has not yet been fully established.

In Karshi District, the transport and logistics system is close to a high level of development. The district has a warehousing capacity of 32.1 thousand tons, two digital systems (CargoUZ and LogistHub), and 57 marketing enterprises. It specializes in the transportation of agricultural products and hosts 14 courier branches. Due to its proximity to Karshi City, the district concentrates part of the

Dehqonobod District is developed at a low–medium level. It has a warehousing capacity of 18.6 thousand tons and one digital platform (Agrodata). There are 38 marketing entities and 9 courier branches in operation. The mountainous terrain and high transport costs reduce logistics efficiency; however, new railway projects are expected to have a positive impact in the future.

In Koson District, transport and logistics infrastructure is developed at a medium level. The district has a warehousing capacity of 23.5 thousand tons and operates two digital systems (E-Logistics and SmartAgro). There are 42 marketing enterprises and 10 courier branches [13]. The district has transit potential due to its location along the Karshi–Bukhara highway.

In Yakkabog District, the logistics system is assessed at a low level. It has a warehousing capacity of 15.7 thousand tons, but no digital systems are in place. A total of 28 marketing and logistics enterprises and 6 courier branches are operating. Weak transport infrastructure and the absence of digital integration constrain logistics activities in the district.

Karshi City, Shahrisabz City, and Guzor District are regional leaders, combining advanced infrastructure, digital systems, and marketing networks. In Dehqonobod, Koson, and Yakkabog districts, priority should be given to the development of logistics networks, the introduction of digital platforms, and the expansion of warehousing and logistics infrastructure.

Karshi, Shahrisabz, and Guzor areas possess the most developed segments of logistics services. Karshi City leads in transport, digital, and marketing logistics networks, Shahrisabz City stands out for tourism–logistics integration, and Guzor District plays an important role in industrial cargo transportation. Dehqonobod, Koson, and Yakkabog districts show lower indicators and require modernization in terms of logistics services segmentation (Figure 1).

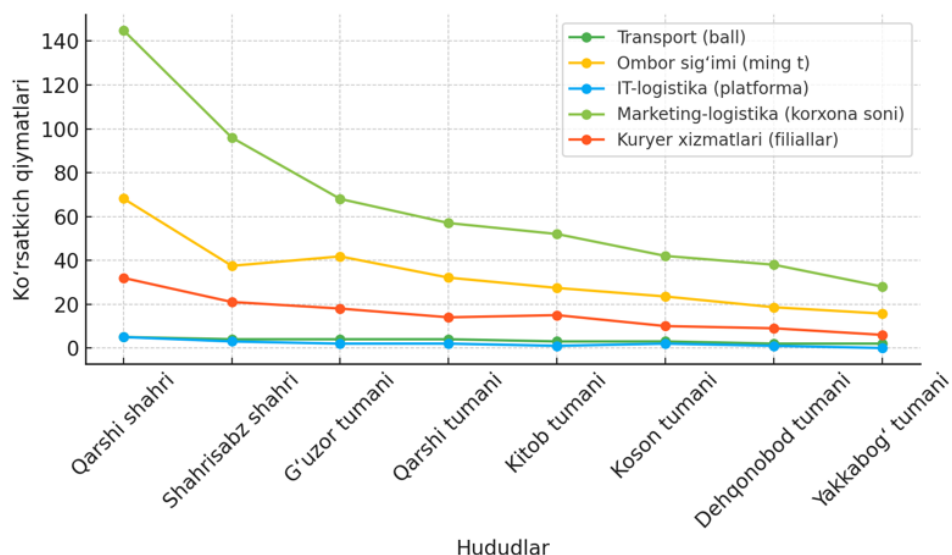


Figure 1. Regional logistics services' segmentation graph.

According to the analysis results, regional disparities indicate that the logistics services system in the Kashkadarya region is centralized, mainly concentrated along the Karshi–Shahrisabz–Guzor axis. This situation highlights the need to reduce interregional economic disparities, expand digital infrastructure, and strengthen transport and logistics integration. Based on the findings, the application of the Logistics Potential Index (LPI) and the Transport and Logistics Efficiency Index (TLEI) is recommended to optimize regional logistics policy.

Karshi City is the largest logistics hub in the region, demonstrating a high level of development in transport, warehousing, and digital systems. Shahrisabz and Guzor districts are distinguished by agro-logistics development and warehousing infrastructure based on public–private partnerships. Kitob, Koson, and Karshi districts show a medium level of development, with a noticeable expansion of marketing logistics networks [14]. In contrast, Dehqonobod and Yakkabog districts exhibit low levels of service segmentation due to insufficient transport infrastructure and a limited presence of IT logistics systems. The following table reflects the level of regional development of the logistics services network in the Kashkadarya region. The assessment is based on transport, warehousing logistics, IT logistics, marketing logistics, and courier services criteria. The rating is defined on a scale from 1 to 5 points (Table 2).

Table 2. level of regional development of the logistics services network in the Kashkadarya region.

Hudud / Shahar	Umumiy baho (1-5 ball)
Qarshi shahri	5.0
Shahrisabz shahri	4.3
G'uzor tumani	4.0
Kitob tumani	3.4
Qarshi tumani	3.9
Dehqonobod tumani	2.7
Koson tumani	3.1
Yakkabog' tumani	2.3

The following infographic presents the overall assessment of the logistics services system across the districts of the Kashkadarya region in a color-coded format. Karshi City holds the highest rating, while Yakkabog District has the lowest score (Figure 2).

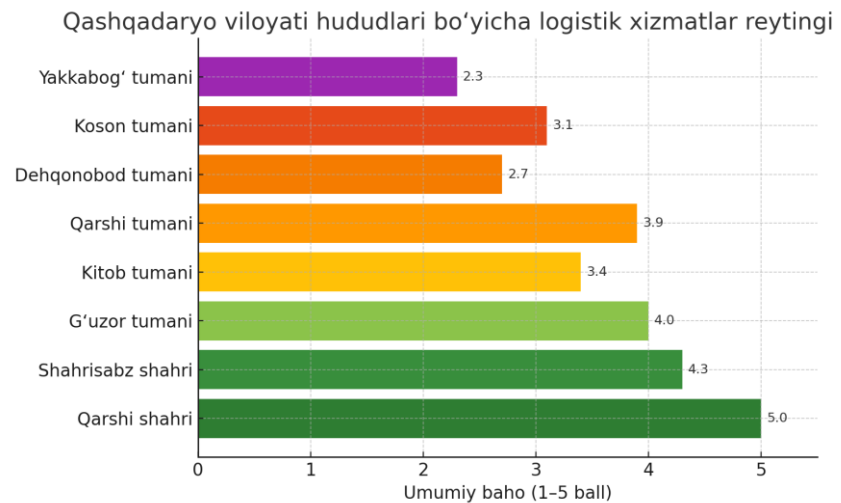


Figure 2. overall assessment of the logistics services system across the districts of the Kashkadarya region.

As illustrated by the diagram, the level of development of logistics services in the Kashkadarya region varies significantly across territories. Karshi City (5.0 points) ranks highest, standing out as the area with the most developed transport, warehousing, and digital logistics infrastructure. It is followed by Shahrisabz City (4.3 points) and Guzor District (4.0 points), where industrial logistics and agrologistics systems are developing in a stable manner. Karshi District (3.9 points) is also assessed at a medium-high level due to its active transport network.

In contrast, Dehqonobod District (2.7 points), Koson District (3.1 points), and especially Yakkabog District (2.3 points) demonstrate relatively low performance indicators, reflecting insufficient development of digital systems, warehousing logistics, and courier service infrastructure in these areas [15]. Overall, logistics services in the region are concentrated in a centralized pattern, primarily along the Karshi–Shahrisabz–Guzor corridor (Table 3).

Table 3. Regional differences in the segmentation of logistics services in the Kashkadarya region transport warehousing IT logistics marketing logistics and courier services in 2024.

Region / City	Transport (score)	Warehousing capacity (thousand tons)	IT logistics (platforms)	Marketing logistics (number of enterprises)	Courier branches (units)	Overall score (1–5)
Karshi City	5	68.2	5	145	32	5.0
Shahrisabz City	4	37.5	3	96	21	4.3
Guzor District	4	41.8	2	68	18	4.0
Kitob District	3	27.4	1	52	15	3.4
Karshi District	4	32.1	2	57	14	3.9
Dehqonobod District	2	18.6	1	38	9	2.7
Koson District	3	23.5	2	42	10	3.1
Yakkabog District	2	15.7	0	28	6	2.3

This table presents the level of development of the logistics services network across the districts and cities of the Kashkadarya region in 2024. The assessment is conducted based on transport, warehousing logistics, IT logistics, marketing logistics, and courier services criteria. The following analysis provides an in-depth evaluation of the infrastructure and service potential of each area.

Karshi City is regarded as the nearest developed logistics center in the area. Along with its transport infrastructure (5 points), which is shaped at the highest level, having a nationwide road, rail network. Khiva City has 68.2 thousand tons of warehousing capacity, and 5 digital platforms (CargoUZ, Agrodata, E-Logistics, SmartCargo, UzTrans) are in normal operation. These have also aided the city slide into a regional transport and services hub with 145 marketing and logistics enterprises while the city also has 32 courier branches.

Shahrisabz City - 4.3 points. Shahrisabz City developed at a medium-high level (storage capacity 37.5 thousand tons). There are 3 platforms for IT logistics (LogistHub, SmartAgro, Agrodata). There are 96 marketing enterprises and 21 courier networks operating in the city. It is also increasingly seen as a logistical regional hub for tourism and the transportation of agricultural products.

Guzor – 4.0 points. Guzor stands as relatively stable industrial logistics centre appeared in regional logistics system The warehousing capacity is 41,800 tons and there are two digital systems operated (E-Transport and Agrodata). Sixty-eight marketing enterprises and eighteen courier branches are functional Its strategic logistical position for energy and industrial cargo transportation maintains a strong rating.

Karshi District – 3.9 points shows saturation with transport potential (4 points). The warehousing volume scope stands at 32.1 thousand tons and runs two digital platforms CargoUZ and LogistHub. There are 57 marketing & logistics enterprises and 14 courier branches in the district. Logistics services and cargo flows are partially absorbed due to its proximity to Karshi City.

Kitob District – 3.4 points shows a medium level of transport and logistics development. The district has a warehousing capacity of 27.4 thousand tons and one IT platform (E-Logistics). There are 52 marketing enterprises and 15 courier branches. The district is mainly specialized in agrologistics, with a growing network of refrigerated warehouses.

Koson District – 3.1 points has transport services rated at 3 points and a warehousing capacity of 23.5 thousand tons. Two IT logistics platforms (E-Logistics and SmartAgro) are in operation. The district hosts 42 marketing enterprises and 10 courier branches. Its location along the Karshi-Bukhara highway provides transit potential; however, digital systems have not yet been fully implemented.

Dehqonobod District – 2.7 points is developed at a low-medium level. It has a warehousing capacity of 18.6 thousand tons, one IT platform (Agrodata), 38 marketing enterprises, and 9 courier branches. Due to its mountainous terrain, transport costs are high, which reduces the efficiency of the logistics system.

Yakkabog District – 2.3 points (lowest) has the least developed transport and logistics system. The district has a warehousing capacity of 15.7 thousand tons, but no digital platforms are in place. There are 28 marketing enterprises and 6 courier branches. Weak infrastructure and the absence of IT logistics systems significantly constrain service efficiency (Figure 3).

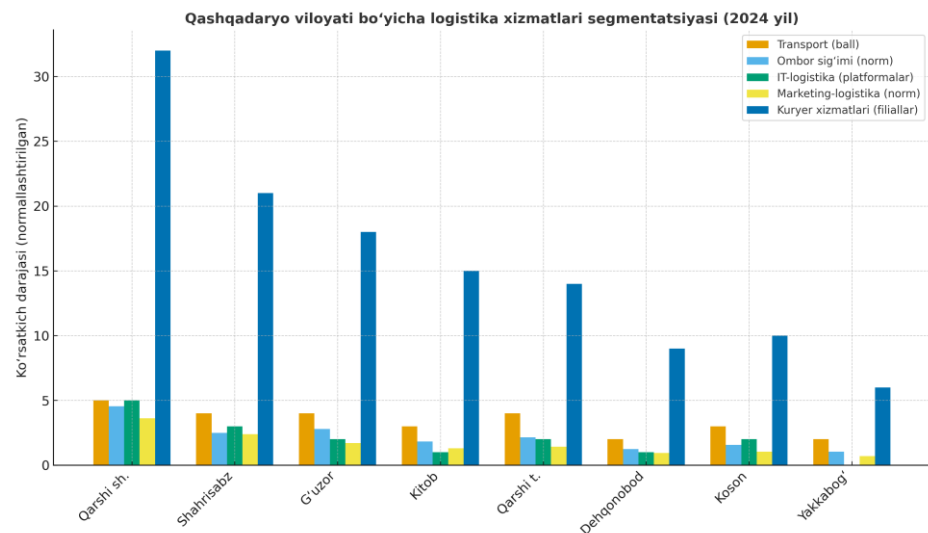


Figure 3. Logistics services' segmentation in Kashkadarya region (2024).

The figures presented in Table 3 are based on an analytical assessment derived from expert opinions of industry representatives and open statistical data. As illustrated by the diagram, in 2024 there are significant disparities among the districts of the Kashkadarya region in terms of the segmentation of the logistics services network. The highest results are observed in Karshi City and Shahrisabz City, where transport, warehousing logistics, and especially marketing and courier services are highly developed. All 145 marketing and logistics enterprises, as well as 32 courier branches, have found their home in Karshi City — turning it into the principal logistics bastion of the region. Shahrisabz City is among the cities most engaged in tourism and agrologistics industries where the share of digital systems is high.

Guzor District serves a higher place in terms of industrial logistics and transport, whereas Karshi District appears to have a medium-low level of development in transport and warehousing development. Kitob, Koson and Dehqonobod districts show average performance indicators, but their main disadvantage is the low number of IT logistics platforms. In connection with poorly developed digital infrastructure and limited transport accessibility, the lowest results for all segments are recorded in Yakkabog District.

In general, the logistics system in the Kashkadarya region remains unilateral, where the actual logistics functions are concentrated in the corridor Karshi–Shahrisabz–Guzor. Digital logistics solutions need to be established in other districts, while cold storage capability, and courier networks must be expanded.

As further illustrated by the diagram, in 2024 Karshi City holds absolute leadership across all segments of logistics services in the Kashkadarya region. In particular, marketing logistics (145 enterprises) and courier services (32 branches) demonstrate a pronounced advantage. Shahrisabz City also shows high performance, with well-developed transport and IT logistics segments. Guzor District remains stable in industrial and transport logistics, while Karshi and Kitob districts operate at a medium level of activity. In contrast, Koson, Dehqonobod, and Yakkabog districts display significantly lower indicators, reflecting insufficient digital platforms and limited warehousing capacity. In general, logistics service networks in the region are concentrated along the Karshi–Shahrisabz–Guzor axis, whereas the southern districts require expanded infrastructure and the implementation of digital systems to enhance logistics performance.

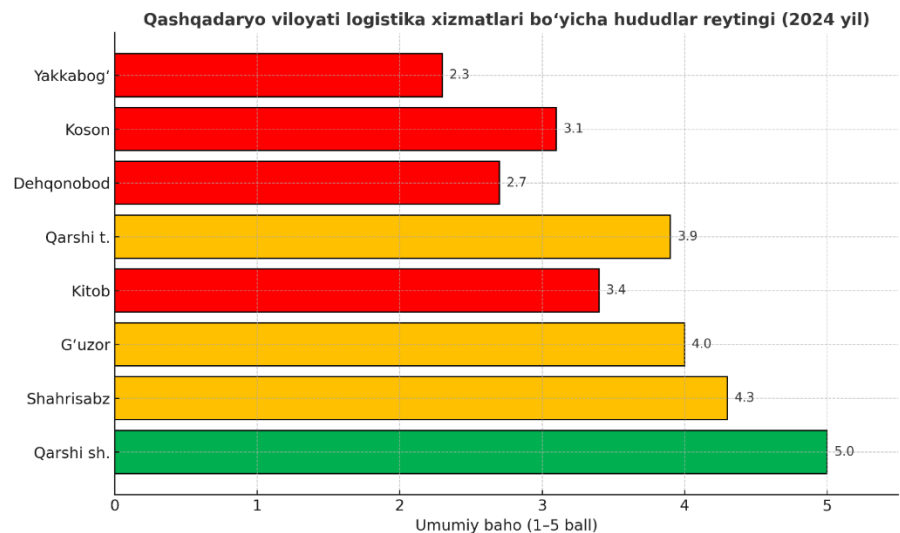


Figure 4. Analytical processes of logistics service segmentation in the Kashkadarya region.

Overall, the logistics services system in the Kashkadarya region demonstrates a differentiated pattern of development across territories. Karshi City, Shahrisabz City, and Guzor District form the core of the regional logistics cluster, characterized by the presence of digital platforms, developed warehousing networks, and integrated transport infrastructure. In contrast, Dehqonobod, Koson, and Yakkabog districts require the expansion of digital infrastructure, an increase in refrigerated warehouse capacity, and the development of courier networks. On this basis, the formulation of an integrated regional logistics development program would further enhance overall economic efficiency. The Regional Logistics Potential Index (LLI) was assessed based on transport, warehousing logistics, digital systems, marketing logistics, and courier services criteria. The following table presents normalized indicators and integrated LLI values for each district and city.

4. Conclusion

As of 2024, the logistics system of the Kashkadarya region has been formed according to a centralized model, with core activities concentrated in Karshi City, Shahrisabz City, and Guzor District. These areas constitute the main axis of the region's transport, warehousing, and marketing logistics networks. With Karshi City as the logistics hub, we need to develop national infrastructure but with local information-based platforms such as social media houses, courier delivery networks and marketing options.

Regional transport is also well developed: highways and railway lines provide interregional connectivity. In Karshi, Guzor, and Shahrisabz, warehousing logistics infrastructure is developed, albeit with limited capacity in mountainous and peripheral districts. However, 23.7 percent of total capacity is refrigerated warehouses, which is not enough for an operational agrologistics supply chain. Thus, decreasing regional imbalances will involve upgrading warehousing infrastructure and creating new logistics centers. The difference is mainly in the digital part of the logistics system. While digital platformse.g. "E-Logistics," "CargoUZ," "SmartAgro" are widely used in the cities of Karshi and Shahrisabz, IT logistics systems are poorly developed in the districts of Yakkabog and Dehqonobod. This slows down logistics processes, the speed of data exchange, and digital management. A unified "Digital Logistics Kashkadarya" system will be further introduced in all districts in the future, which enhances the digital unity of the region.

The services have been most active in marketing logistics and courier services, which are most dynamic segments of logistics services network. 145 marketing logistics

enterprises and 32 courier branches operating in Karshi City have seriously contributed to the internal trade and logistics circulation of the sphere. Despite this, these indicators are still at a quite a high level in the districts of Shahrisabz and Guzor, while they register relatively low in the districts of Koson, Dehqonobod and Yakkabog. As such, priority in these regions is the development of last-mile courier services and digitalizing the marketing networks.

In general, the results of the analysis show that transportation services system in the Kashkadarya region is mainly a centralized hotbed, as well as a high level of territorial imbalance. Make it – strengthening the logistics cluster of Karshi–Shahrisabz–Guzor, whilst new agrologistics centers, refrigerated warehouses, and digital platforms to promote food produce should be established in other districts. Continuous monitoring using the Logistics Potential Index (LLI) and the Transport and Logistics Efficiency Index (TLSI) will serve as a scientific basis for shaping the region's long-term logistics development strategy.

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