



A MODEL FOR ASSESSING THE ECONOMIC EFFICIENCY OF MANAGING TRANSPORT SERVICES THROUGH DIGITAL PLATFORMS

Komilov Nigmatjon Rahmatjon o'g'li,
Head of the Anti-Corruption Department
Ministry of Transport of the Republic of Uzbekistan

Abstract: *This article examines the economic efficiency of managing transport services through digital platforms and proposes an evaluation model. The study analyzes the impact of digital platforms on reducing operational costs, improving service quality, and optimizing time and resource utilization. The proposed model highlights the role of digital transformation in enhancing transparency and managerial decision-making in the transport sector. The findings indicate that digital platform-based management significantly contributes to sustainable and efficient development of transport services.*

Keywords: *transport services, digital platforms, economic efficiency, management model, digitalization, logistics*

In the current conditions of global digitalization, the effective management of transport services is considered one of the key factors of economic development. Digital platforms enable the automation of transport processes, accelerate data exchange, and improve the quality of service delivery. Therefore, the scientific assessment of their economic efficiency represents a highly relevant issue. Management based on digital platforms creates opportunities for planning, monitoring, and analyzing transport services, leading to a reduction in operational costs, minimization of the impact of the human factor, decreased service time

and delays, rational use of resources, and an increase in customer satisfaction levels [1].

In Uzbekistan, a number of scholars such as B.S. Mamatov, D.Yu. Kho'jamqulov, and O.Sh. Nurbekov have conducted scientific research on investment activity. Their studies examined the impact of the investment activity mechanism on the stages of organizing and financing investments, capital construction within investment activities, syndicated lending of investment projects, and the processes of evaluating the financial and economic efficiency of investments. These researchers recognized the dependence of investment activity on risk factors as a necessary condition for the effective functioning of the investment activity mechanism[2].

S.E. Elmirzaev carried out significant research on the theoretical and practical issues of investment management, as well as on effective ways of organizing tax relations in the management of investment activities. In addition, a group of authors led by E.I. Nosirov studied the theoretical foundations of risk management in the organization and implementation of investment activities. Their research identified the types and forms of investment risks and presented the experience of international financial institutions in managing risks. Furthermore, effective methods, tools, and opportunities for managing investment risks in Uzbekistan were revealed[3].

According to N.Kh. Haydarov, investment refers to the allocation of financial, material, and intellectual resources by individuals, legal entities, or the state—regardless of ownership form—engaged in entrepreneurial activity, with the aim of obtaining economic and social benefits, within the framework of the law.

According to J. Keynes's transmission mechanism, an increase in the money supply leads to a decrease in interest rates, which reduces the opportunity cost of investments. As interest rates decline, firms and companies increase the volume of their planned investments. These expenditures, combined with total planned expenditures, result in unanticipated reductions in inventories, prompting firms to expand production. Consequently, national income increases. From Keynes's perspective, an expansionary monetary policy leads to lower interest rates and higher growth rates of national income.

Conversely, when the central bank implements policies aimed at restricting the money supply, the transmission mechanism operates in the opposite direction. Commercial banks respond to reduced reserves by raising interest rates, which forces firms to cut back on planned investments. A decline in planned investments ultimately results in a reduction of national income. Thus, according to the Keynesian transmission mechanism, contractionary monetary policy leads to higher interest rates and lower levels of national income.

According to J. Tobin's portfolio theory, assets such as land and real estate are characterized by high returns but also high levels of risk. Other assets—such as cash, securities, and bank deposits—are highly liquid but offer lower returns and lower risk. In practice, there is no absolutely risk-free asset, as even cash, which is considered the most liquid asset, is subject to the risk of declining purchasing power due to inflation. Nevertheless, assets similar to cash are commonly referred to as “risk-free assets” because of their relatively low risk level.

In 1958, the American economist D. Hirshleifer developed a model that substantiated the role of financial intermediaries in the economy. This

model is known as the intertemporal choice model of firms and households.

The theoretical views and empirical findings presented above form an important methodological basis for assessing the economic efficiency of managing investment and transport-related activities through digital platforms. In particular, digital platforms enhance transparency, reduce information asymmetry, improve risk management mechanisms, and support more effective allocation of financial resources. As a result, the integration of digital platform-based management into transport services contributes to increasing investment efficiency, optimizing costs, and ensuring sustainable economic development.

When making investment decisions in enterprises, it is necessary to take into account the investment capacity of the enterprise, as well as the Net Present Value (NPV) indicator, which reflects the interests of shareholders in increasing the value of their capital.

The following principles should be considered when evaluating investment projects. These include the principle of alternatives, the alignment of cash flows, the evaluation of projects based on various criteria and levels of analysis such as technical, commercial, macroeconomic, microeconomic, financial, social, and environmental aspects, the application of evaluation methods widely used in international practice, and the consideration of uncertainties and risks associated with the project.

Taking risks into account plays a crucial role in the evaluation of investment projects. Marketing risks refer to the probability of discrepancies between the financial and production indicators specified in the project documentation and the actual results achieved.

Technological risks arise due to incorrect selection of technological equipment, errors in technological decision-making, and shortcomings in the expert evaluation of innovative projects.

Financial risks are associated with the possibility of losses caused by insufficient funds of the project initiator and beneficiary, as well as deterioration in the financial condition of customers during project implementation.

Risks related to the project initiator include risks associated with reputation, experience and qualifications, relationships with shareholders, and financial capacity.

To reduce technological risks, the following measures are commonly applied: continuous monitoring of project implementation based on reports from external consultants, analysis of staffing adequacy, timely formation of working capital reserves, insurance of equipment, and control over compliance with established technical and operational standards.

To mitigate financial risks, enterprises usually apply such methods as increasing the share of own funds in total project financing, obtaining guarantees from shareholders for additional financing, financing projects through bank credit lines, insuring investments, and assessing opportunities for financing working capital needs.

To reduce risks related to the project initiator and project implementation, the following approaches are used: evaluating the impact of factors affecting the reputation of the project initiator, improving management quality, obtaining shareholder guarantees for additional financing, and continuously monitoring compliance with project schedules at each stage of implementation.

Conclusion: In the context of digital transformation and increasing economic complexity, effective evaluation and management of investment risks play a decisive role in ensuring the economic efficiency of enterprises. The integration of internationally recognized investment evaluation principles with modern digital platforms enables enterprises to enhance transparency, improve decision-making quality, and optimize the allocation of financial resources. By systematically accounting for financial, technological, and managerial risks, enterprises can strengthen investment sustainability and increase shareholder value. Therefore, the application of comprehensive investment evaluation models supported by digital management tools is essential for improving the overall economic efficiency and long-term competitiveness of enterprises.

References

1. Issues of Improving Financial and Tax Relations in the Investment Activity of Enterprises under Conditions of Economic Liberalization (on the Example of Enterprises with Foreign Investment). **Dissertation abstract for the degree of Doctor of Economics (D.Sc.). – Tashkent: Research Institute of Market Reforms, 2003. – 43 p**
2. Sharpe, W., Alexander, G. *Investments*. Translated from English. – Moscow: Infra-M Publishing House, 2003. – 1028 p. Fayzullayev, A. (2020). Environmental Risks in Industrial Regions of Central Asia. *Journal of Environmental Studies*, 18(2), 71–83.
3. Suyunova, D.D. *Implementation of Digital Corporate Governance: Experience of Advanced Foreign Developed Countries and Application of Positive Aspects*. European Science International Conference:

Analysis of Modern Science and Innovation. February 2025.

<https://esiconf.org/index.php/AMSI/article/view/2552/2376>

4. Suyunova, D.D. *Digital Economy System as an Electronic Mechanism for Economic Development*. European Science International Conference: Analysis of Modern Science and Innovation. February 2025. <https://esiconf.org/index.php/AMSI/article/view/2559/2375>
5. Suyunova, D.D. *Factors Affecting the Digitalization of Corporate Management in Joint-Stock Companies and Scientific Approaches to Risk Assessment*. Ekonomika i Sotsium, No. 11(126), November 2024. https://www.iupr.ru/files/.ugd/b06fdc_5772198b03034ea1b82d7241321.acec8.pdf
6. Suyunova, D.D. *Scientific Perspectives on the Use of Digital Technologies to Improve the Efficiency of Corporate Governance*. Iqtisodiy Taraqqiyot va Tahlil, No. 7, July 2024, pp. 393–402. <https://doi.org/10.60078/2992-877X-2024-vol2-iss.7-pp.393-402>
7. Suyunova, D.D. *Ways to Use Digital Technologies to Improve Management in Joint-Stock Companies*. European Journal of Research Development and Sustainability (EJRDS), Vol. 4, No. 09, September 2023, ISSN: 2660-5570. <https://scholarzest.com/index.php/ejrds/article/view/3825/3055>