

Olena Ptashchenko, **Oleksandr Zyma**, Oksana Kazak, Mariya Naumenko, Anatoliy Puzrakov. Digital Transformation in Logistics: Driving Sustainable Growth in International Commerce // European Journal of Sustainable Development, 2025, №14(2), 980.

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Abstract:

Logistics and international trade are becoming simplified with the help of digital technologies that reduce costs, shorten process times and improve outcomes, especially in e-commerce, supply chains and ways that assist in commercial activities. The importance of global commerce and logistics processes for the digital economy has become more relevant due to the priority of sustainable development principles. The study focuses on monitoring the impact of the digital economy on the growth of digital logistics, as well as to explore the possibilities of the practical application of innovative digital solutions in these areas. The study conducts an empirical analysis of scientific publications on the digitalisation of international trade and logistics over the past 10 years. The article examines the logistics processes and international trade. It analyses the logistics efficiency and quality indicators in 139 countries in 2023. Based on the correlation analysis of the relationship between the Logistics Performance Index (LPI) and the leading logistics efficiency indicators (global data), as well as between economic growth, international trade development and digital transformation, the author establishes the closeness of dependence. The principal risks of consumers in international transactions and proposals for neutralisation are identified. The calculated approximation equation allowed us to forecast global e-commerce (retail sales) until 2028. Proposals for forming standard rules for digital trade between countries are identified. Practical strategies for developing digital transformation of logistics and international trade are outlined, including the introduction of common standards, support for innovation in logistics and the formation of a global digital trade ecosystem. The article's main conclusions are that the digitalisation of logistics helps reduce costs, speed up deliveries and improve the transparency of international trade.

Keywords: logistics processes, digital transformation, digital logistics, digital economy, green entrepreneurship, international trade