Advanced Logistic Systems – Theory and Practice, Vol. 18, No. 2 (2024), pp. 30-40.
https://doi.org/10.32971/als.2024.015

B2C-ORIENTED QUALITY CONTROL OF LOGISTICS SERVICES BASED ON AN ECONOMIC PERSPECTIVE

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Abstract: *The research of the quality control of logistics services relevancy is determined by the increasingly dynamic and competitive nature of the market requires companies to ensure the high quality of their logistics services, especially in the sphere of business-to-consumer (B2C). The research aims to analyse and identify optimal approaches and strategies for quality control of logistics services in B2C interactions. Among the methods used were the analytical method, statistical method, functional method, system analysis method, deduction method, synthesis method and comparison method. In the process of the study, the current practice of quality control in B2C logistics was analysed. An economic relevance assessment identified how service quality can affect business and also assessed the potential benefits of improving it. Approaches to quality control were analysed, including such methods as statistical data analysis, internal and external audits, application of quality standards, and use of technology for monitoring and tracking processes. Opportunities to optimise logistics processes and their impact on overall quality were also considered. A comparative analysis of practices in the industry identified best practices and innovations. The study summarised current trends and provided practical recommendations for companies seeking to optimise quality control of logistics services on a cost-effective basis. The practical relevance of the findings is to provide companies with valuable tools and insights to improve their logistics operations and enhance customer service.*

Keywords: *quality standards, data and analytics, optimisation of operations, feedback, economic benefit*

1. INTRODUCTION

In today's world, where high competition and dynamically changing consumer expectations have become commonplace, the provision of high-quality logistics services in business-to-consumer (B2C) interactions is critical to the long-term success of companies. In this integral context, focused quality control of logistics services, embodied through an economic perspective, is evolving into a key strategic challenge for businesses across all sectors and industries. From the speed of delivery to the condition of goods at the time of receipt, each stage in the global logistics chain has a direct impact on customer satisfaction, which in turn has a direct impact on the financial development of the company. Integrating an economic perspective into a quality control mechanism not only enables companies to ensure smooth and timely delivery of goods but also to effectively manage resources, optimise operating costs and improve overall profitability. This comprehensive approach not only enhances brand reputation and attracts new customers, but also has a profound impact on the overall economic performance of the company. It transforms quality control from a routine element into a powerful catalyst that determines a company's long-term success and competitiveness.

Following B.K. Seikimbayeva et al. [1], high competition and dynamically changing consumer preferences in the modern economy led to the need for strategic provision of high-quality logistics services in the B2C sector. The economic perspective in this context plays

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an important role, as the assessment of the cost of logistics quality allows one to determine the optimal investment of resources, maximise profits and achieve long-term competitiveness. M.A. Amankulov et al. [2] emphasise that the quality of logistics services has a direct impact on customer loyalty and satisfaction. From speed of delivery to the safety of goods, each stage of the logistics chain has an impact on customer perceptions. Integrating an economic perspective allows for an effective balance of costs and customer expectations, which contributes to the long-term success of the business.

N. Karimov et al. [3] argue that technological innovations play a key role in ensuring high-quality logistics services. The introduction of Internet of Things devices, automated systems and data analytics allows companies to accurately track and optimise each stage of delivery. Analysing data from an economic perspective allows for more efficient resource planning and cost reduction. A.S. Umetaliev [4] believes that logistics quality control is essential to minimise risks. Unsatisfied customers, delivery problems and damaged goods can significantly affect the company's reputation and lead to significant losses. Quality assessment from an economic point of view helps to identify bottlenecks and prevent negative situations. A.A. Mamasydykov et al. [5] point out the importance of environmental and social responsibility in the context of quality control of logistics services. Optimisation of processes with an economic perspective can also contribute to the reduction of negative impact on the environment, supporting the principles of sustainable development of enterprises.

In general, the opinions of various authors emphasise the current importance of quality control of logistics services based on an economic perspective. This enables companies to adapt to changing market conditions, increase customer loyalty and achieve more sustainable economic performance. The research aims to comprehensively analyse and understand the contemporary role of oriented quality control of logistics services based on an economic perspective in the context of business-consumer interactions.

2. MATERIALS AND METHODS

Data from Kyrgyz Express Post and SF Express were used for the study of the topic. The scientific research on the study of digital economy was carried out using methods that reveal the content of the object. The analytical method allowed to study the current approaches to quality control of logistics services in the B2C sector, to identify the advantages and disadvantages of each approach, as well as to assess their economic efficiency. The statistical method helped to quantitatively analyse the data and identify patterns. Using this method, data on delivery time, cost of operations, customer satisfaction and other indicators were studied to understand the degree of impact of logistics quality on the economic performance of the company. Using the functional method, it was possible to study the types and interactions of the different elements of the system. It examined how the different stages of the logistics chain affect the overall economic performance and how optimising each function can improve logistics quality. The systems analysis method helped to examine the topic as part of a larger system. It was applied to examine the interrelationships between the different elements of the logistics chain, their impact on economic and customer performance, and to understand potential bottlenecks. The deduction method was used to identify basic principles that can be adapted and applied in different contexts to achieve successful outcomes. The synthesis method provided new insights into how the interaction between the economic perspective and quality control can lead to improved logistics processes and the achievement

of company goals in the long term. The comparison method provided insight into the differences and similarities between different approaches and companies. It can be used for comparative analysis of different logistics quality control methods and their economic efficiency in organisations.

The study was carried out with the disclosure of some aspects that include theoretical and practical components. The theoretical aspect includes the analysis of existing theories and concepts of quality control, as well as the study of the role of the economic perspective in the context of optimising logistics processes. An important part of the theoretical aspect is to analyse and compare different approaches to integrating economic performance into quality control systems. Another aspect of the study aimed at identifying the applicability and effectiveness of orientated quality control of logistics services based on the economic perspective in real business scenarios. This includes analysing case studies of companies that have successfully implemented this approach and evaluating the results they achieved. Recommendations and strategies that can help companies to successfully implement oriented quality control of logistics services based on an economic perspective are also discussed, which include the development of suitable metrics and indicators for quality assessment, methods of data collection and analysis, and examples of optimising processes and resources based on economic factors. As a result, these actions were applied to consider the feasibility of improving the quality control of logistics services based on an economic perspective for the successful development of the company.

3. RESULTS

Quality control of logistics services is a system of methods and processes aimed at ensuring a high level of quality at all stages of the logistics chain – from the purchase of goods to their delivery to the end consumer. This aspect is of particular relevance in today's economic environment, where customer expectations are becoming increasingly high, and competition requires companies to continuously improve. The main objective of quality control is to meet the needs and expectations of customers. Quality control is aimed at ensuring that goods and services meet the high standards and requirements of customers, which contributes to building their trust and loyalty [6]. Many industry and international standards regulate the quality of logistics services. Quality control involves checking that these standards and regulations are met at all stages of the logistics chain to ensure compliance. Quality control systems help to identify defects, errors and problems at an early stage so that corrective action can be taken before they affect the end customer. Also, a key aspect of quality control is the principle of continuous improvement. Companies strive to analyse the data obtained as a result of control and implement changes and innovations to improve the quality of services [7].

Various approaches to quality control include methods such as statistical data analysis, internal and external audits, application of quality standards, use of technology to monitor and track processes, and assessment of customer satisfaction through feedback. Statistical data analysis is a technique that relies on collecting, analysing, and interpreting data to identify trends and patterns in the quality of logistics services. Statistical methods, such as control charts and variation analysis, identify anomalies and changes in processes to help prevent potential problems. Internal and external audits assess the effectiveness and compliance of the quality control system with predetermined standards and requirements. Internal audits are conducted by the company itself to identify deficiencies and ensure

continuous improvement. External audits are conducted by independent experts and organisations to assess objectivity and compliance with standards [8].

Quality standards such as ISO 9001 are universal guidelines for establishing and managing a quality management system. These standards provide criteria for evaluating the effectiveness of processes, management structure and quality assurance to help improve the efficiency and reliability of logistics services. Modern technologies such as tracking and monitoring systems allow companies to obtain real-time data on the status and movement of goods in the logistics chain. This enables rapid response to malfunctions and changes, minimising risks and improving service quality [9]. Collecting and analysing feedback from customers allows companies to assess customer satisfaction and identify areas for improvement. This method allows companies to customise their logistics processes and services to meet the real needs and expectations of customers. The combination of these methods and approaches creates a quality control system that helps to ensure reliability, compliance with standards and continuous improvement of logistics services in line with an economic perspective and a quality-orientated approach.

The economic perspective plays an essential role in the field of logistics, providing a basis for assessing the efficiency and optimisation of logistics operations. It becomes a key factor in the formation of quality management strategies for logistics services, balancing quality, and cost, which is essential in a competitive and dynamic business environment. An economic perspective helps to determine the optimal allocation of resources such as labour, materials, and technology to achieve a high level of quality at minimum cost. Optimised quality control helps in avoiding excessive costs and rational use of resources [10]. The economic perspective includes the cost of quality analysis, which estimates how much it costs to maintain a certain level of quality or to restore it if it has been compromised. This allows companies to make informed decisions about the necessary investments in quality control. Quality control based on an economic perspective helps to identify and manage risk. Anticipating possible negative consequences in B2C relationships helps to take measures to minimise them, which in turn reduces financial risks [11]. Also, this perspective helps to find the optimal price-quality ratio of logistics services. It allows companies to understand what levels of quality can be achieved at different costs and choose the appropriate balance that meets the needs of the market.

The combination of these factors emphasises the importance of integrating an economic perspective into a quality control strategy for logistics services. Companies that can balance high quality with optimal costs ensure customer satisfaction, increase their competitiveness, and achieve sustainable success in the market. A focused approach to quality control in logistics is a meaningful and effective strategy oriented towards meeting customer needs and expectations. In today's business environment, saturated with competition and high service standards, the orientated approach becomes a key tool for success and sustainability in the market.

The main idea behind the orientated approach is not just to meet quality standards, but to target the end customer and their needs. Rather than simply meeting requirements, companies aim to exceed customer expectations by creating unique experiences for customers and delivering real results. This approach implies that quality should be measured not only by standards but also by how it meets real customer needs. The main benefits of a focused approach to quality control are worthy of attention and study. Firstly, it enables companies to achieve high customer satisfaction. Satisfied customers tend to stay loyal to a brand and also recommend it to others. This has a positive effect on the company's reputation and its

attractiveness in the market. Another important aspect of a centred approach is the company's ability to be more flexible in adapting to changing customer needs. By continuously exchanging feedback and analysing data, the company can respond to changes in market demands and quickly adjust its processes [12].

Staff education and training also play a fundamental role in ensuring a high level of quality control of logistics services. It is an integral part of a strategy aimed at achieving optimal results and customer satisfaction. Within a quality control-orientated framework based on an economic perspective, trained, and qualified staff play several critical roles. Trained employees can perform quality control processes more efficiently. They can monitor each stage of the supply chain more accurately, detect potential problems and take action to prevent them. This is important to minimise the risks associated with possible errors or non-compliance with standards [13]. Figure 1 presents a comprehensive approach to orientated quality control of logistics services.

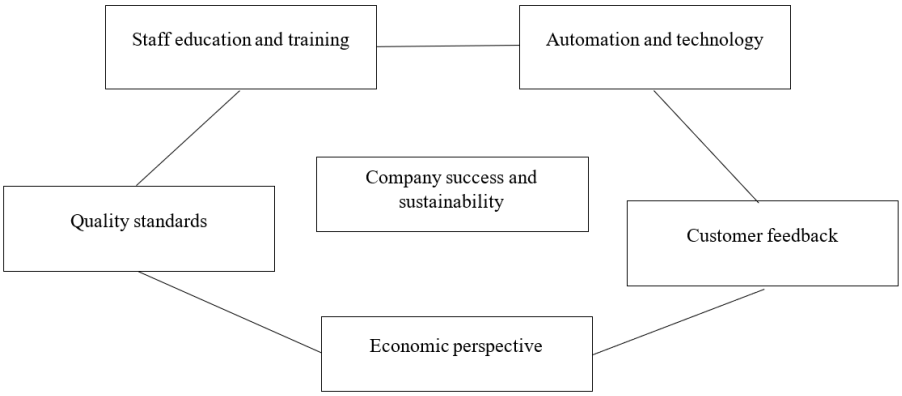

Figure 1. *A comprehensive approach to orientated quality control of logistics services*

The interconnection between the blocks in an integrated approach to orientated quality control of logistics services based on an economic perspective is crucial for the success and sustainability of companies. Well-trained employees ensure that processes (automation and technology) are properly implemented, and quality standards are met. Process automation and the use of advanced technology help to facilitate employee tasks (staff education and training), ensure accurate monitoring and data collection for analysis, and ensure transparency and responsiveness in collecting feedback. Customer feedback provides valuable information on the quality of services, which can be used to assess quality standards and plan staff training. Implementing quality standards implies certain procedures for educating and training staff to comply with them, as well as the use of technology to automatically verify compliance with the standards. Assessing the economic perspective ensures adequate resource planning for staff training and technology implementation, as well as estimating the cost of collecting feedback and complying with standards. All components cooperatively aim to achieve company success and sustainability. B2C connectivity is enhanced, and the company becomes more competitive through the balanced operation of all the blocks.

In Kyrgyzstan, as in many other countries, there is a growing interest in providing a high level of quality logistics services to consumers. In a dynamic economic environment and

competitive environment, companies are realising that providing quality logistics services is becoming a key factor in retaining customers and maintaining their competitiveness. One situation that can be highlighted is the increased demand for efficient logistics solutions in e-commerce. With the growth of online commerce, companies are facing increased customer expectations for fast and reliable delivery of goods. This requires logistics providers to be more quality-controlled and customer-centric to ensure prompt and smooth delivery of goods. The situation is also related to the introduction of modern technologies in logistics processes. Kyrgyzstan is experiencing rapid development of digitalisation, which opens up new opportunities for monitoring and controlling the quality of logistics services. The introduction of cargo tracking systems, automation of warehouse operations and the use of analytical tools allow companies to analyse processes more accurately, identify bottlenecks and improve them [14]. However, despite the potential and prospects, the logistics sector in Kyrgyzstan also faces several challenges. One of them is underdeveloped infrastructure and limited resources. This can make it difficult to implement modern technological solutions and optimise delivery processes. Overall, the situation in the Kyrgyz Republic emphasises the importance of oriented quality control of logistics services from an economic perspective. Companies that adapt their approaches to customer needs and implement modern solutions can successfully compete and create value in the dynamic B2C environment in Kyrgyzstan.

As one of the world's leading economies and global leaders in international trade, customer-centric quality control of logistics services plays a key role in China. With the scale and complexity of the country's logistics flows high service standards become critical to retaining customers and ensuring a smooth supply chain. This emphasises the importance of an economic perspective, as even small improvements in quality can lead to significant economic results. The situation in China is also having an impact on the global economy. The rapid growth of e-commerce and international trade challenges Chinese companies not only to ensure high-quality delivery domestically but also globally. This requires developing unique quality control strategies and targeting the needs of diverse customers in different countries [15]. Comparing the situation in Kyrgyzstan, there is a difference in scale and availability of resources. Kyrgyzstan, as a small country with limited economic resources and infrastructure, may face difficulties in implementing modern technological solutions in logistics. However, this also creates opportunities for more flexible and innovative approaches that can be adapted to country specifics. Focused quality control in Kyrgyzstan has a more localised focus, with an emphasis on meeting the needs of domestic customers. Whereas in China the emphasis is on large-scale logistics activities and international trade, which requires more comprehensive and scalable solutions in the context of the orientated approach.

To better assess the control of B2C logistics services in Kyrgyzstan and China, the following companies were selected for analysis: Kyrgyz Express Post and SF Express. Kyrgyz Express Post is a state-owned logistics company in Kyrgyzstan providing a wide range of postal and logistics services. The company was established to improve and enhance the system of postal and logistics services in the country. The company provides cargo and mail delivery services both domestically and internationally. This includes delivery of documents, goods, parcels, and many other types of cargo. An important aspect of quality control of logistics services is customer satisfaction. It also adopts a customer-centric approach to ensure the quality of services and meet the needs of its customers. The company is an important element of the logistics and postal infrastructure in Kyrgyzstan, and its activities are essential to ensure communication and movement of goods within and outside

the country. SF Express is one of the largest logistics companies in China specialising in courier and express deliveries. It is an integral part of the international transport infrastructure and specialises in courier and express deliveries, providing a continuous flow of high-value shipments to a wide variety of destinations. SF Express's key differentiator is its ability to provide fast and efficient delivery to anywhere in China and beyond. One of the key aspects that set SF Express apart in the context of its quality control-orientated approach is its innovative approach. Utilising advanced technology to monitor and track shipments allows the company to provide customers with up-to-date information on the status of delivery in real-time. This ensures a high level of customer confidence and enables "SF Express" to maintain a high standard of service that meets the most stringent requirements [6].

Both companies, Kyrgyz Express Post from Kyrgyzstan and SF Express from China play a critical role in setting standards of high quality and reliability in logistics. Despite their successful approaches, the logistics industry also presents several challenges and complexities that require constant attention and innovation to achieve optimal results. One of the key challenges is the dynamic environment in which both companies operate. Rapidly changing technology, rising customer expectations and an unstable global economic environment can all have an impact on logistics processes. In such an environment, Kyrgyz Express Post and SF Express have to constantly adapt and improve their quality control methods to stay at the forefront of the industry. Another challenge is ensuring the safety and security of cargo. The importance of keeping goods safe in transit cannot be underestimated, and both companies face the challenge of ensuring optimal transport conditions. This includes not only technical aspects but also risk management, sustainability, and compliance.

In the face of the current logistics challenges, both Kyrgyz Express Post and SF Express are undertaking aggressive research and innovative approaches to cope with them. For Kyrgyz Express Post, one solution may be to actively explore and implement new strategies to optimise processes. The company can analyse current routes and delivery methods to identify possible improvements. This could include revising routes, using more efficient vehicles and optimising fuel costs. In addition, Kyrgyz Express Post may invest in staff training and implementation of best logistics practices. While Kyrgyz Express Post emphasises its focus on processes, SF Express continues to delve into technology. A key solution for them is to integrate advanced technology solutions to track shipments and increase transparency. This can include the use of GPS trackers, temperature and humidity sensors, and delivery status monitoring applications. This approach allows the company to monitor the movement of shipments in real-time, ensure safe and secure delivery, and provide customers with information on the status of their shipments. Importantly, this level of transparency also helps to reduce risk and increase customer satisfaction. Both companies need to recognise that a commitment to continuous improvement and innovation is required to successfully overcome the challenges of the logistics industry. They stand out for their focus on process and technology, which demonstrates their willingness to embrace the challenges of today's logistics industry and provide customers with the highest level of service and reliability.

4. DISCUSSION

The results of the conducted research on quality control of logistics services provide a deeper understanding of the significance of the development of this area for companies from different countries of the world, including China and Kyrgyzstan. The integration of an

economic perspective into the quality control of logistics services has played and continues to play an important role in improving the efficiency and competitiveness of companies. Economic analysis becomes a key tool in finding the best ways to achieve high customer satisfaction while optimising costs and resources. A customer-centred approach to quality control of logistics services implies attention to customer needs and expectations at every stage of the logistics chain. This approach not only ensures high quality of services but also strengthens B2C relationships, which has a significant impact on the long-term success of the company. This study shows that the situation in the quality control of logistics services in Kyrgyzstan and China is gradually improving. Efficient logistics plays a key role in sustaining the rapid growth of the Chinese economy and meeting the population's demand for high-quality logistics services. Companies such as SF Express are considered leading players in the Chinese logistics industry. They are actively implementing innovative solutions to optimise delivery processes and improve service quality. Kyrgyzstan, with a less developed economy, faces challenges in logistics. However, the country has the potential to develop this industry due to its geographical location at the junction of Central Asia and its proximity to China. Companies such as Kyrgyz Express Post play an important role in developing the country's logistics infrastructure and improving the quality of logistics services.

The study by M. Kadłubek [16] analysed the relationship between quality management, service quality and business success in logistics companies. The study developed a tool for measuring logistics service quality that combines conceptual approaches of service marketing with quality indicators of operations management. Logistics service quality can be measured along three dimensions: service potential, process and outcome. This provides a more comprehensive view of service quality by considering a variety of dimensions ranging from service potentials to outcomes. The results of the study confirmed that quality management has an impact on the measured constructs of logistics service quality. This paper has broadened the field of logistics research by understanding the impact of quality management and service quality on business success in logistics companies. However, the influence of external factors such as economic conditions, competitive environment, and regulatory changes on the relationship between logistics service quality, quality management and business success should also be considered. This means that even with effective quality management, companies like Kyrgyz Express Post and SF Express may face variables such as changes in the economic situation or regulations that may affect their success.

S. Winkelhaus and E.H. Grosse [17] determined that the use of modern technology and monitoring systems allows logistics companies to monitor the quality of their services more accurately. He emphasises the importance of automating processes and using data for decision-making. This discovery emphasises the current trend of moving away from traditional management methods to innovative approaches based on digital technologies. The use of automated systems allows companies to not only improve monitoring efficiency but also to respond more quickly to any anomalies or changes in processes. Providing real-time and accurate data on the current state of logistics operations allows for the rapid identification of potential bottlenecks and deficiencies, which facilitates faster and more accurate corrections. It is worth adding that successful implementation of automation and data analysis also requires appropriate training and education of staff. Implementation of new technologies is often associated with changes in work processes and approaches, which requires active involvement and support of employees. For Kyrgyz companies, this solution may become essential in the development of logistics services.

S. Huma et al. [18] in their paper analysed the impact of customer feedback on the processes of evaluating the quality of logistics services provided. In this paper, the author argues that actively collecting and carefully analysing feedback contributes to the ability of companies to respond quickly to problems and shortcomings and to continuously improve the quality of services provided. Communicating wishes, comments and suggestions from customers allows companies to find bottlenecks in their processes and operations that might have gone unnoticed without such information. It also provides an opportunity for prompt response to a variety of situations and changes in customer requirements. Effective utilisation of customer feedback requires the involvement of the entire company team. Customer feedback should be integrated into work processes, and all levels of staff should be prepared to make operational changes based on this information.

M. Ikram et al. [19] analysed the impact of quality standards, including ISO 9001, on the main quality control processes in logistics companies. In this context, they conclude that the implementation and adherence to such standards have a significant impact on the organisation and structuring of quality control processes, as well as on the development of an overall quality culture in companies. Quality standards provide a systematic approach to quality control. They force companies to evaluate and optimise all stages of logistics processes, from planning to execution and monitoring. This systematic approach helps to identify potential problems at an early stage and allows companies to take measures to prevent them. Quality standards play a significant role in the development and quality management of logistics services. They contribute to more systematic and structured quality control and increase customer confidence in companies, which is important in today's competitive environment. The importance of adapting standards to the specific needs and conditions of the company should not be overlooked. For example, in China and Kyrgyzstan, one may encounter different cultural nuances and requirements for logistics services that differ from other countries.

M. Kaur et al. [20] emphasised the importance of staff education and training in the context of achieving a high level of quality control in logistics companies. Well-trained employees play a crucial role in ensuring the correct implementation of all processes and compliance with established quality standards. Employees with the necessary knowledge and skills can identify potential problems in a more accurate and timely manner, prevent errors and perform tasks with high precision. This, in turn, influences customer satisfaction and creates the basis for the sustainable development of the company. Staff training also helps to create a unified quality culture within the company. Trained employees understand the importance of adhering to standards, following best practices and responding to changes in processes. The author's study emphasises that staff education and training are an integral part of the quality control strategy in logistics companies. It is worth adding that staff education and training is not a static process, but a continuous cycle that should be adapted to changing market conditions. It is important to consider feedback from employees, as well as to monitor the results of training and their impact on the quality of service.

Overall, the analysis of these studies shows that successful logistics operations include a balanced approach to quality control that combines advanced technology, customer feedback, quality standards and quality staff training. This enables companies to adapt to a dynamic environment, improve service quality and gain a competitive advantage, which ultimately contributes to their long-term success and sustainability in the market.

5. CONCLUSIONS

This study examined the essence of quality control in logistics services, which is a comprehensive set of methods and procedures designed to ensure high quality at all stages of the logistics chain, from the purchase of goods to their delivery to the end customer. A variety of approaches to quality control were analysed, including statistical data analysis techniques, internal and external audits, the use of quality standards, the use of technology to monitor and track processes, and the evaluation of customer satisfaction through feedback. The study also covered the economic perspective in the logistics context and strategic aspects of quality control of logistics services. An orientated approach to quality control in logistics is revealed in detail, which is an effective strategy aimed at meeting customer needs and expectations. The analysis of the logistics service quality situation was conducted in the context of Kyrgyzstan and China, and the effectiveness of logistics service quality control in Kyrgyz Express Post from Kyrgyzstan and SF Express from China was assessed. A comparative study between the countries and organisations is made, their main problems are identified and recommendations for overcoming the respective challenges are outlined.

In conclusion, the study of orientated quality control of logistics services based on the economic perspective allows companies to achieve a competitive advantage in today's business environment. The modern market requires companies to maximise their adaptability and competitiveness, and quality control of logistics services becomes a key success factor. The analysis highlighted a multifaceted approach, including the use of modern technology, customer feedback, quality standards, and staff training, which together provide effective and sustainable quality management. For further research, it is worth considering the impact of logistics service quality on customer loyalty and behaviour, as well as analysing the influence of geographical, cultural and legal characteristics on quality control in different regions. This will help to develop more accurate quality management strategies and support the sustainability of logistics companies in the future.

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