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Article



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CREATIVE LOGISTICS AND INNOVATION

Abstract: The use of innovations and new technologies is one of the basic principles of creative logistics. They enable the introduction of new delivery methods, improve inventory management processes, enhance customer service, and reduce operational risks. The article discusses the application of innovative methods of creative logistics in business.

Key words: creative logistics, warehouse accounting, business, logistics processes, marketing methods, creative ideas.

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Introduction

As you know, innovative methods of creative logistics are based on the application of new marketing approaches. Creating a unique customer experience and focusing on individual needs allows you to attract new customers, which helps to increase the competitiveness of the business.

Modern technologies play a huge role in the organization of creative logistics and thereby improve the processes of entrepreneurship and efficiency of enterprises and introduce creative solutions into the logistics processes of enterprises, improving its efficiency.

As you know, modern technologies help automate many processes in logistics, which helps optimize work and reduce risks [1]. In the field of logistics, the use of modern warehouse accounting systems allows you to control stocks of goods and ensure their

delivery on time, in addition, new technologies respond quickly to market changes.

The successful implementation of creative logistics in Uzbekistan can be described as a company that has applied marketing and creative approaches to achieve high performance indicators.

Uzbekistan has adopted a law on the creative Economy, which "has already entered into force, which has already entered into force. This law establishes the basic concepts in the field of creative economy and areas of state support for creative industry entities. As you know, this law was signed on October 3, 2024 by President of the Republic of Uzbekistan Shavkat Mirziyoyev. This law defines the directions of creative industries and state policy in the field of creative economy. The adoption of the law is expected to increase the share of the creative sector in the country's GDP to 5% by 2030.

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The experience of countries such as the United Kingdom, Indonesia, South Korea, Russia and Kazakhstan has shown its effectiveness in the economy, for example, the share of the creative economy in the GDP of these countries ranges from 2.7% to 7%.

When developing the draft law, Uzbek specialists were guided by the UN resolution of November 8, 2019, which declared 2021 the International Year of the Creative Economy, as well as the UN resolution "Promoting the Creative Economy for Sustainable Development" of December 19, 2023. Both documents urge countries to create favorable conditions for the development of the creative economy and encourage it as an independent industry within the framework of economic policy. This adopted law establishes a number of concepts in the field of creative economy and defines 15 areas of creative industries. Among the support measures provided for in the law are financial, property, educational and informational.

A special chapter of the law considers the Creative Industry Park as an organizational and legal entity operating on the principles of extraterritoriality within the territory of the Republic of Uzbekistan to create favorable conditions for the development of the creative industry. According to the document, creative industry entities can become residents of the park, whose income from activities in the creative industry is at least 80% of the total annual income received. At the same time, the availability of a business plan approved by the park management is fundamental.

The chapter of the law on regulation in the field of the creative economy defines the powers of the Cabinet of Ministers and the republican executive authorities of Uzbekistan in the field of the creative economy, as well as the Republican Council for the Development of the Creative Economy, which will operate on a voluntary basis and include representatives of relevant government agencies and civil society institutions, leading entrepreneurs in the creative industry, as well as international experts.

The law considers new methods of delivering goods, improving logistics processes. For the successful implementation of creative logistics, companies that actively use technology and creatively approach the issue of delivering goods with their own transport network, with developed innovative management systems.

One of the key elements of modern creative logistics is the use of new technologies. The use of automated systems can significantly reduce time and resources, increase the accuracy and reliability of delivery. Another important aspect is the flexibility of logistics processes, which allows you to quickly respond to changes in external conditions and customer requirements.

Entrepreneurship and creativity also play an important role in modern creative logistics. Marketing

and creative ideas help to create unique solutions and approaches that distinguish the company from competitors [2].

Creative logistics makes it possible not only to optimize logistics processes, but also to offer additional services and solutions to customers, which contributes to business development.

Research methods. In writing the article, we used general scientific methods of systematization, generalization and analysis of scientific data on logistics, as well as expert-analytical and systematic methodological approaches to determine the essence of the creative economy and its development trends in logistics.

The results of the study. Innovations play a big role in creative logistics, they allow organizations to increase the efficiency of their logistics processes. New technologies and approaches make it possible to reduce the delivery time of goods, optimize inventory accounting and inventory management, as well as improve coordination and communication within the company. Flexibility is becoming one of the main advantages that organizations gain through the introduction of innovations in logistics processes.

The advantages of modern creative logistics are greater efficiency in the delivery and storage of goods; minimizing risks and responding promptly to changes; improving the quality and accuracy of logistics processes; improving customer service; and creating new business and development opportunities

Creative logistics solves such problems as the organization and development of creative logistics, apply innovations and modern technologies to increase the efficiency and flexibility of logistics processes.

In addition, creative logistics includes innovative approaches and creative solutions that can transform traditional methods of supply management and warehousing. One of the tasks of creative logistics is to develop new marketing and product promotion strategies. Through innovative approaches, creative logistics helps to combine logistics and marketing functions, which contributes to creating a unique experience for consumers and increases the brand's competitiveness in the market.

Technology plays a key role in solving the challenges of creative logistics. The use of modern information systems, automation of processes and the use of analytical tools make it possible to improve control over deliveries, reduce delivery time and reduce costs. Creative logistics promotes the development and implementation of new technologies, which makes logistics processes more efficient and transparent. One of the main advantages of creative logistics is the ability to quickly respond to changes in the external environment and market conditions. The flexibility and adaptability of logistics

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systems make it possible to organize fast delivery of goods and solve unexpected problems, such as changing consumer preferences, epidemics or natural disasters [3].

Creative logistics allows you to take into account the needs of customers and focus on market requirements. This is due to the use of modern marketing techniques and tools that allow us to determine the most effective strategies for reaching the target audience.

A special feature of creative logistics is the active use of innovative technologies. New digital solutions and software systems help automate processes, improve their efficiency and accuracy, and reduce transaction costs. Creative logistics focuses on a creative approach to the development and implementation of new solutions. This allows companies to be flexible and adapt to changes in the external environment, as well as be entrepreneurial, look for new opportunities and build innovative business models.

One of the tasks of creative logistics is to organize and develop effective procedures and methods for managing logistics flows. This is due to the optimization of warehouse storage, inventory management, transportation and delivery of goods, as well as the improvement of various logistics processes.

Creative logistics is not just a new approach, but also a strategy that helps enterprises to be competitive in modern market conditions. The ability to think creatively and flexibly enables organizations to achieve maximum efficiency and prosperity. The use of creative logistics allows for more efficient organization of the processes of delivery, storage and management of goods. Through innovation and the use of advanced technologies, companies can significantly improve the efficiency of their operations.

The secrets of the success of implementing creative logistics [4]:

- Marketing thinking is an essential component of successful creative logistics. Companies need to understand customer needs and market requirements in order to adapt their logistics processes and offerings accordingly. Only by understanding supply and demand will companies be able to create innovative solutions that will ensure their competitiveness in the market.

- Creativity also plays an important role in the success of creative logistics. The introduction of new and original ideas can significantly improve logistics processes and increase brand attractiveness. Companies that encourage and support a creative approach to problems often gain an advantage in logistics. One of the solutions for optimizing creative logistics is the use of automated event sequencing systems. This allows you to assess the progress of the project and plan the work effectively.

Also, the use of inventory management and supply tracking systems helps to monitor the movement of goods in real time.

- Technology plays an important role in optimizing creative logistics. Tracking delivery routes using GPS monitoring allows you to optimize routes and avoid traffic jams. Also, mobile applications for information exchange between all participants in the logistics chain reduce communication time and increase the efficiency of work organization. Entrepreneurship, creativity and flexibility are becoming increasingly important qualities of a successful business. In a rapidly changing market and ever-increasing competition, companies that are able to apply creative approaches in logistics can gain significant advantages.

The organization of logistics processes is increasingly focused on the needs of customers. All innovations and changes in logistics should be aimed at improving customer service and satisfaction. Flexible and adaptive logistics allows you to quickly respond to changes in market conditions and provide customized solutions for each customer.

The logistic management system objectively generates a synergetic effect. At the same time, it should be borne in mind that a synergetic effect is achieved when all links in the supply chain in their production and commercial activities take a creative approach to using logistics concepts.

Creativity in management ensures not only high efficiency of production and commercial activities, including through the implementation of synergies, but also significantly minimizes entrepreneurial risk [5].

The level of creativity in the professional activities of personnel engaged in industrial and commercial activities is assessed by the following scale (%) [2]:

- entrepreneurs (individuals) 90-100
- top managers 80-100
- middle management level 40-60
- performers 5-10.

The need to use creativity in production and commercial activities is objectively determined by the peculiarities of the functioning of the market economy, in particular, its variability under the influence of supply and demand, the presence of a large number of degrees of freedom, and the need to anticipate the development of market conditions in the foreseeable future [6].

Conclusions.

New technologies, entrepreneurship and creativity are becoming increasingly important in modern logistics. Companies that are able to apply creative approaches can gain significant advantages in today's market. The flexibility and adaptability of logistics processes make it possible to meet the needs of customers and increase their satisfaction. Innovation

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allows organizations to increase the efficiency of their logistics processes.

Creative approaches make it possible to reduce the delivery time of goods, optimize warehouse accounting and inventory management, as well as improve coordination and communication within the company, and creative logistics as an approach to organizing logistics processes is based on innovative and creative methods.

It aims to increase efficiency and optimize the supply chain. Creative logistics uses various innovative approaches, such as the use of automated systems and robots for sorting and packaging goods,

the use of drones and unmanned vehicles for delivery, the use of the Internet of Things for tracking and monitoring goods, and others.

New technologies, entrepreneurship and creativity are becoming increasingly important in modern logistics. Companies that are able to apply creative approaches can gain significant advantages in today's market. The flexibility and adaptability of logistics processes make it possible to meet the needs of customers and increase their satisfaction.

The effectiveness of the creative component of management is assessed by the achieved

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