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Editorial Words

Dear esteemed readers,

It is my great pleasure to welcome you to the latest edition of ASEJ, the academic journal that brings you the latest research in the fields of law, economics, logistics, finance, psychology, criminology, computer science, and security. This issue features a diverse range of articles from leading experts in these fields, showcasing their latest research and insights into current trends and challenges.

As we continue to face unprecedented challenges and rapidly evolving technological advancements, it is more important than ever to stay up-to-date with the latest research and trends in these fields. This issue of ASEJ offers valuable insights and perspectives that are essential for anyone seeking to stay at the forefront of their respective disciplines.

We would like to take this opportunity to express our sincere gratitude to the authors for their hard work and contributions to the advancement of knowledge. We would also like to acknowledge the invaluable support of the Bielsko-Biala School of Finance and Law for their continued commitment to publishing this journal, which serves as a platform for the exchange of the latest knowledge and insights.

Virtual reality (VR) technology has been advancing at a rapid pace, and with its growth come a range of challenges in various fields, including economics, law, security, and computer science. In the realm of economics, one challenge is determining how to integrate VR technology into existing business models. VR has the potential to revolutionize the way companies conduct business, but it also requires significant investment and infrastructure to do so. Additionally, there are concerns about how VR will impact the job market, as it could potentially eliminate the need for certain types of jobs while creating new ones in the VR industry.

In this issue, we also explore the growing significance of virtual reality in law, economics, finance, and security. As VR technology continues to evolve, it presents both opportunities and challenges in these fields. For example, in economics, VR has the potential to revolutionize the way businesses operate, but it also requires significant investment and infrastructure. In law, the use of VR raises important questions around data protection, privacy, and intellectual property rights. In finance, VR can be used to enhance customer experiences and provide new insights into investment opportunities. In security, VR presents new risks and challenges, such as ensuring the safety of users and protecting sensitive data from cyber threats.

We hope that this issue of ASEJ will prove insightful and informative for our readers, and we look forward to your feedback and contributions in future editions.

Sincerely,

Dr Muhammad Jammal
Editor of the ASEJ, Issue 4, Volume 26, 2022

Pandemic covid-19 as a catalyst of the global logistic crisis and digitalization systems

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Abstract— The logistics industry is developing rapidly at the global level. The trend toward implementing virtual reality in business and digitalization is growing. The growth of consumer demand for logistics services and their high quality provokes an increase in freight turnover around the world, allowing logistics processes to improve. At the same time, the beginning of the COVID-19 pandemic was an unpredictable event that led to a crisis and chaos in logistics and demonstrated the unpreparedness of global logistics for such situations. Researchers say the effects of the pandemic are just beginning and will last for the next three years.

The study aims to determine the duration of the effects of a pandemic, their impact on logistics, and identify the preconditions for preventing potential crises. To achieve this goal, it is necessary to analyze the effect of the COVID-19 pandemic on global logistics, predict the development of the logistics crisis for the next study period, conclude, and offer recommendations.

Logistics was able to respond quickly to the new challenge of the COVID-19 pandemic and adapt to the new realities of doing business. However, together with such a phenomenally rapid change in the accepted order of life and adjustment to the remote "new" normality, humanity struggles with new waves of the pandemic.

Key words: COVID-19 pandemic, logistics, digitalization, freight transportation, logistics crisis, quality of logistics.

I. INTRODUCTION

The coronavirus pandemic significance, which has been going on for almost two years, was partially appreciated by business and humanity during the first lockdown. Each time new challenges forced the world economy to reconsider the existing systems of functioning and replace them with more flexible, progressive ones. The business continues to grow through the prism of global change of values and new reality. In particular, we can see the active implementation of big data analytics, Cloud computing, Artificial Intelligence, and digital

trade (weforum.org). However, together with such a phenomenally rapid change in the accepted order of doing business and adjusting remotely to the "new" normality, humanity continues to struggle with new waves and strains of the pandemic for the "survival" of their enterprises. The coronavirus pandemic has accelerated existing supply chain problems and highlighted priorities such as visibility, sustainability, and digitalization (ey.com/en). Undoubtedly, the lack of reliable forecasting of the spread of the COVID-19 virus and the rapid recovery of consumption at the pre-quarantine level create only other crises for the global economy, particularly in logistics. As logistics is one of the critical life-sustaining elements for the entire existence of the global economy and meeting the fundamental needs of consumers, the crisis in the logistics industry will affect everyone.

Relevance of the topic and current literature sources analysis. The topic of the COVID-19 pandemic in the context of logistics is relevant and widely studied. Thus, scientists Swanson, D. and Santamaria L. have summarized bibliometric research on the supply chain during a pandemic to accelerate further research (Swanson&Santamaria 2021). Researchers Illahi U. and Mir M. evaluated the experience of the pandemic and its impact on the coronavirus pandemic on logistics and supply chain management during and after it to increase the efficiency of stakeholders and stakeholders (Illahi&Mir2021). The pandemic impact on the food and food supply chain in the European market was assessed by D. Loske, and his research shows that the volume of transportation does not depend on the duration of the COVID-19 pandemic but individual consumers' demand (Loske 2020). The impact of the pandemic on freight traffic in the Asian market was assessed by Ho, SJ, Xing, W., Wu, W., and Lee, CC and identified the need for governments to do their best to disclose market information, reduce irrational consumer behavior caused by COVID-19, and make the price mechanism



work again in the market (Ho, Xing, Wu, 2021).

The COVID-19 topic in the logistics context is essential for both professionals and ordinary consumers that the impact of the pandemic is explored by social institutions such as the World Economic Forum in reports or the UN (un.org/en).

It should be noted that the modern world, which is characterized by pandemics, natural disasters, political and economic instability, no longer characterizes the world as VUCA (abbreviation of "volatility," "uncertainty," "complexity," "ambiguity"), and as BANI - Brittleness, Anxiety, Nonlinearity, Incomprehensibility. Accordingly, in this changing environment, it is necessary to react flexibly and demonstrate resilience, empathy, dimension, adaptability. Such rules are universal for individuals and businesses or a particular industry, such as logistics.

The study aims to determine the duration of the effects of the pandemic, their impact on logistics, and identify the prerequisites for preventing potential crises. To achieve the goal, it is necessary to analyze the current impact of the COVID-19 pandemic on global logistics, predict the development of the logistics crisis for the next study period, draw conclusions and offer recommendations.

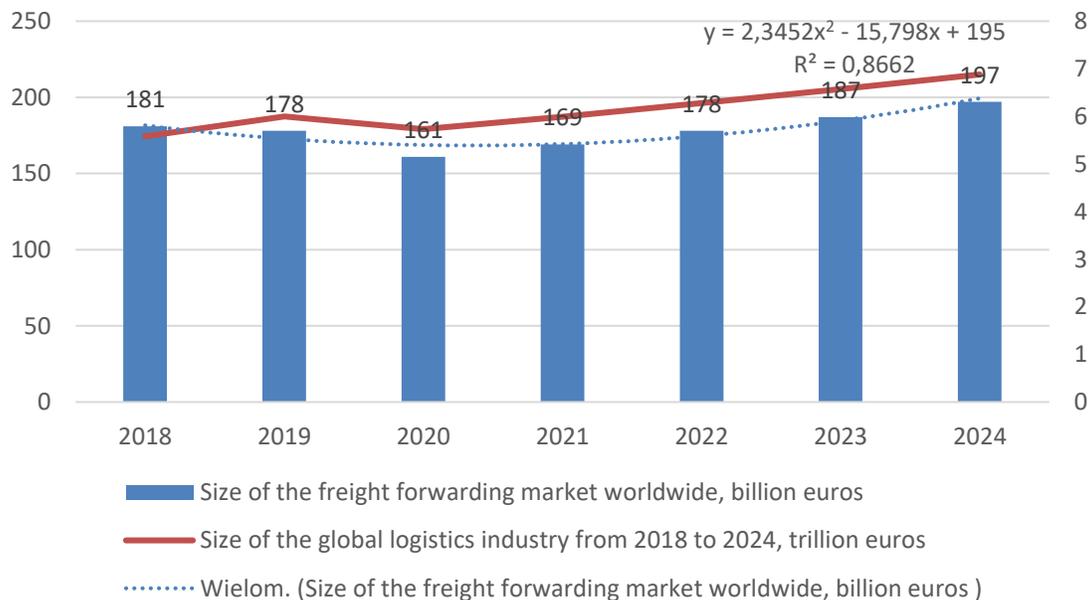
The research methodology includes applying empirical methods of analysis and synthesis of existing scientific facts in the context of the COVID-19 pandemic in the period 2019-2021, forecasting the development of the global logistics crisis in the period 2022-2024.

II. DIAGNOSIS OF THE COVID-19 PANDEMIC IMPACT ON LOGISTICS

The pandemic has accelerated many existing trends, and the supply chain is no exception. The coronavirus pandemic has primarily led to limited human contact, social distancing, closed borders, and the continued use of personal protective equipment. Such measures had a very drastic effect on the logistics business, as demand fell and production stopped. Despite the limitations, logistics, as one of the life-supporting industries, continued to operate continuously and again demonstrated its value. Logistics companies were forced to digitalize and automate processes, work remotely, and based on e-commerce. Thus, digitalization has become integral to the existence of business during the coronavirus crisis (pwc.de/en). As the temporary cessation and restriction of passenger traffic has led to a reduction in the financial performance of carriers around the world, many companies have undergone an organizational transformation.

In turn, the lockdown resulted in sharp declines in freight traffic, a temporary halt to global production, the closure of a large share of private enterprises, and increased risks for those who were able to stay in the market. Thus, analyzing the total logistics load in the freight forwarding sector around the world until 2019, we could observe a trend of gradual market growth due to increasing demand for goods among consumers.

FIG. 1. THE SIZE OF THE GLOBAL LOGISTICS INDUSTRY AND THE MARKET OF THE WORLD MARKET OF FREIGHT FORWARDING IN THE PERIOD 2018-2020 AND THE FORECAST PERIOD 2021-2024.



Source: calculated and plotted based on statista.com

However, such organic growth fell sharply by € 17 billion during the start and spread of the COVID-19 pandemic. The interdependence of the production resumption in other industries and logistics and the gradual adaptation to the "new" normality through changing business strategies has partially increased the turnover in 2021, which is projected to continue

in the study period 2021-2024. Statista and the size of the global logistics industry will gradually increase. Undoubtedly, the coronavirus crisis reduced the chat market by 0.27 trillion euros in 2020, but in 2022 will reach a higher level than before the pandemic (Figure 1).

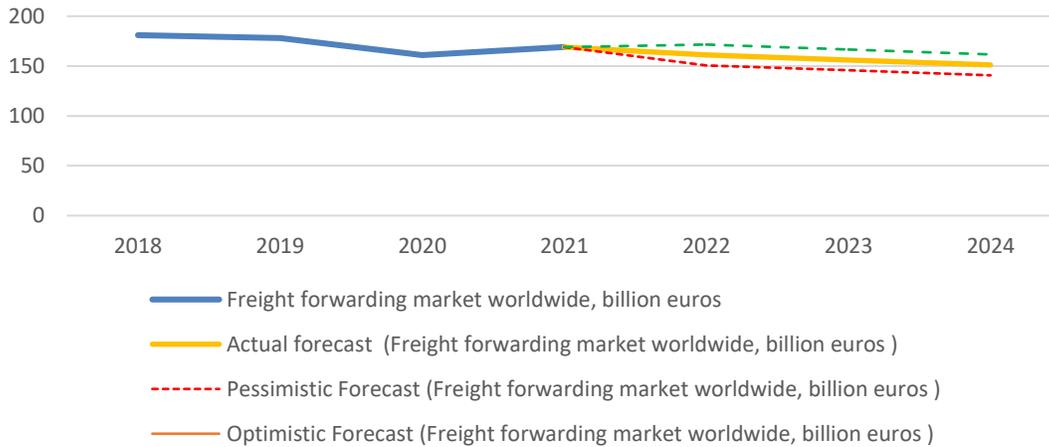
The challenges of the pandemic are directly related to

logistics, which at the same time has become indispensable in saving humanity, and which has suffered the most losses. Now we can see a chain of logistical crises around the world: lack of service personnel for transportation of fuel and cargo (UK), failure of the service system of cargo tankers in strategically essential areas (Suez Canal), increase in the cost of transporting bulky cargo by water transport container lease (China), delays throughout the supply chain due to inability to cope with

increased demand for goods that exceeded the pre-quarantine level in some industries (California, USA), increased waiting time for delivery of goods or their complete absence on store shelves (Germany) (statistica.com 2021).

To determine the duration of the logistics crisis as a consequence of the coronavirus pandemic, it is proposed to predict the development of the global freight market for the period 2022-2024.

FIG.2. FREIGHT FORWARDING MARKET WORLDWIDE, BILLION EUROS (2022-2024 – FORECAST INDICATORS)



Source: calculated and plotted according to statistica.com 2021

According to the actual scenario, worldwide freight traffic will be gradually reduced in the period under study and will amount to 151.19 billion euros in 2024.

The pessimistic forecast scenario assumes a decline in the development of the global freight market will gradually decline. At the same time, a sharp decrease of 19 billion euros will occur in 2022 and will last throughout the study period.

According to the results of the optimistic scenario, the global freight market will gradually but slightly decline in the period 2022-2024 after partial growth in 2021.

Detailed results of forecasting according to the three scenarios of the global freight market development during and considering the pandemic are presented in Table 1.

TABLE 1. RESULTS OF SCENARIO FORECASTING OF THE GLOBAL FREIGHT MARKET DEVELOPMENT DURING AND TAKING INTO ACCOUNT THE PANDEMIC

	Freight forwarding market worldwide, billion EUR	Actual forecast (Freight forwarding market worldwide, billion EUR)	Pessimistic Forecast (Freight forwarding market worldwide, billion EUR)	Optimistic Forecast (Freight forwarding market worldwide, billion EUR)
2021	169	169	169,00	169,00
2022		161,121115	150,66	171,58
2023		156,1516315	145,69	166,61
2024		151,1821479	140,72	161,64

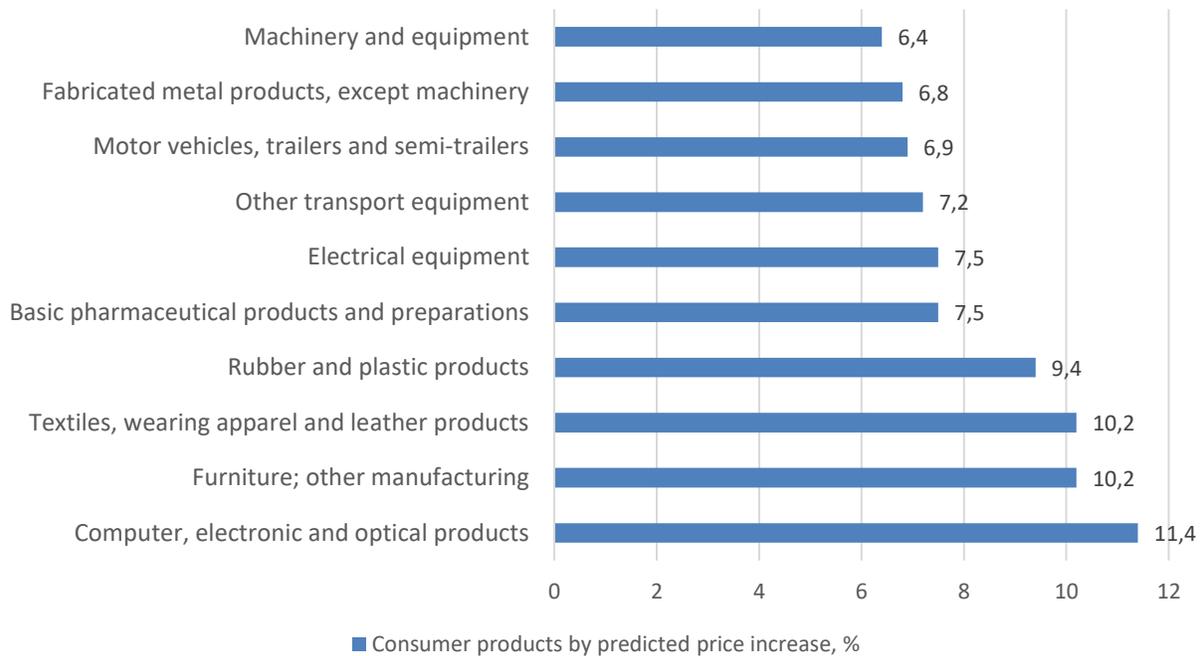
Source: authors own elaboration

The reduction in freight turnover and then its sharp increase led to a collapse in the logistics chain and trade channels. As a result, rising prices for logistics services, in particular for transport containers, and hence for goods and services. The goods whose value will increase include electronic and optical devices, furniture, textiles (Fig. 3).

Logistics is currently in a tense state: constant transformation, change, and improvement of processes under new working conditions with limited contacts or low touch economy, route optimization, digitalization and digitization of documents, remote work, frequent updating of rules. They are crossing the borders of states. Thus, failures in global logistics

and shortages of raw materials or intermediate materials are increasingly affecting the activities of countries. However, a sharp increase in domestic demand will stimulate industries to grow and develop. The logistics market will grow in recent years, and the COVID-19 pandemic has only reaffirmed the potential of this market and its importance in human existence.

FIG. 3. TOP CONSUMER PRODUCTS BY PREDICTED PRICE INCREASE, %



Source: calculated and plotted based on UNCTAD2021

III. PROPOSALS TO REDUCE THE IMPACT OF THE COVID-19 PANDEMIC AS A CATALYST FOR THE GLOBAL LOGISTICS CRISIS AND TO INCREASE THE DIGITALIZATION EFFECTIVENESS

After two years of unprecedented environmental change due to the pandemic, logistics is at the center of a unique change process. As critical to humanity, logistics must effectively connect people and technology to help protect and grow businesses in the new age. The new normality requires logistics to adapt their approach and develop some fundamentally new functions quickly. The authors propose a model for reducing the impact of the COVID-19 pandemic on logistics and the global logistics crisis. The model includes five key step elements. Accordingly, the following steps are proposed to reduce the impact of the COVID-19 pandemic and maximize efficiency:

- Introduction of a new paradigm of risk management, which aims to minimize logistical risks due to the impact of uncertainty based on implementing a multipoint approach to optimization, taking into account the impact of interdependencies, modeling, or simply helicopter view.
- A new strategy for data management and information isolation is critical for digital technologies. In an information society where logistics is on the rise, and the pandemic continues, the focus needs to be on data values, data rates, noise reduction, and so on. Such steps will reduce logistics risks.
- Improving the planning system through a parallel approach to different pandemic scenarios. Such a system will optimize plans at the tactical and operational levels of logistics management.
- Transition to optimization of decision-making, which

involves automation of processes, reduction of human risk, and independence from external factors of the pandemic. Speed of decision-making is vital in a constantly changing environment and sometimes a bottleneck in logistics.

- Investing in logistics employees through their professional development. In times of logistical crisis, change management challenges can best be overcome through an effective symbiosis of expertise and technological progress. The transformation of logistics will be successful only if people accept new opportunities.

IV. CONCLUSION

The coronavirus pandemic has become a challenge to human life and a catalyst for developing the global logistics crisis. Successful vaccination programs, the introduction of anti-epidemiological measures, minimization of human contacts allowed to start the process of recovery of the world economy, normalization of indicators in stock markets, and prevention of a new financial crisis. However, COVID-19 is spreading, and the current situation cannot be called post-pandemic. The gradual accumulation of cargo delays is causing a full-scale logistics crisis worldwide. This situation is due to the rapid growth of consumer demand at the pre-quarantine level and the unwillingness of production and logistics to meet the new consumer challenge in the digital world.

Therefore, a global reassessment and rethinking of supply chain strategies are essential to ensure the risks and sustainability of coherent functioning, especially for critical products. In the context of the COVID-19 pandemic, flexibility and diversification of cargo supply are essential. Accordingly, logistics in a low-touch economy should respond faster, and the

digitalization of processes should focus primarily on people and their needs. The stability of the supply chain varies depending on the innovation and individualization of the approach to consumers. The logistics market will continue to grow and develop despite the global crisis, but high consumer demand will highlight new bottlenecks in the industry. Only in the light of environmental variability will the subsequent potential crises be transformed not into challenges or catalysts for the global crisis chain but opportunities for logistics.

In order to overcome the impact of the COVID-19 pandemic and the global logistics crisis, steps are proposed that include a new paradigm of logistics risk management, data management strategy, improved planning system, optimization of decision-making, and focus on professionals' competencies.

In the new digital environment, logistics discipline is essential, and the importance of logistics functions has been irreversibly increased in the world during the coronavirus pandemic. Race characterizes new normality for time, the need for rapid and effective response to challenges, and new competitive advantages. However, the most important are virtuality, openness to learning, diversity of experience and talents, and adaptability.

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