

accessible than ever before. This is largely thanks to companies like Spotify, Apple Music, and YouTube. Now there is a global market on the Internet that serves as a source of income for artists. Moreover, the development of software and hardware has allowed for the creation of high-quality music without leaving home, for both aspiring musicians and professionals. This is emergence of studio equipment, musical instruments, headphones, speakers. Companies like Gibson, Fender, Yamaha, Sony have reached a global level.

In conclusion, music is much more than just entertainment – it's a major economic force. It creates millions of jobs, from artists and producers to sound engineers and event organizers. Big concerts and festivals boost local economies by attracting tourists who spend money on hotels, food, and transport. Thanks to streaming and the internet, musicians can now reach a global audience all around the world and earn money like never before. So, by supporting the music industry, we're not just enriching our culture – we're also investing in an economy that creates jobs, drives innovation, and helps communities thrive.

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## **STAGES AND CHARACTERISTICS OF MULTIMODAL FREIGHT TRANSPORT ORGANISATION**

### **Этапы и особенности грузовых мультимодальных перевозок**

The aim of the study presented below is to analyze the factors and see the number of employees involved in transport industry, as well as to reveal their involvement into the multimodal freight transport organization.

First of all, it should be pointed out that to the moment of the January,1, 2025, there are more than 12 000 organisations of various forms of ownership and 37 000 individual entrepreneurs operating in the transport sector of the Republic of Belarus. Approximately 275 700 people are working in the transport industry.

Of high importance is the fact that in 2024 significant road infrastructure facilities were reconstructed:

- the section of the R-46 Lepel-Polotsk-Russian Federation border (Yukhovichi) motorway;
- the section of the M-3 Minsk-Vitebsk motorway;
- access road to the city of Lida from the M-11/E 85 motorway;
- the section of the R-53 Sloboda-Novosady motorway [1].

What concerns 2025, multimodal transport is one of the most promising areas in terms of improving the efficiency of transport systems and reducing delivery time.

The Republic of Belarus proves to be of great importance to the organisation of multimodal transport, due to its advantageous transit location between the European Union and the countries of the Eurasian Economic Union. Such a beneficial crossroad provides an opportunity to develop export and import relations, as well as to optimize transport flows and to level up the competitiveness of national logistics.

The main aspect of multimodal transport is the complex management of transporting cargo and the integration of various modes of transport into a single logistic system. The following aspects are relevant for the Republic of Belarus:

- need to create methodological standards for the organisation of multimodal transport;
- development of logistics terminals and transport hubs in key directions (Brest, Orsha, Gomel, Minsk);
- introduction of digital technologies and electronic document management systems;
- improving interaction between operators and carriers within international transport corridors.

Of particular importance is the information that training of specialists capable of structuring and managing multimodal supply chains using modern methods of logistics analysis and Artificial Intelligence is implemented on the level appropriate for the economy. Today, artificial intelligence is indispensable not only in day-to-day life. This technology is constantly evolving and allows us to solve not only the basic needs of usual consumers, but also to structure and organise the transport of goods. Some companies are gradually and carefully introducing artificial intelligence into the sphere of multimodal freight transport.

In conclusion, to underline the importance of conducted analyses it is possible to say that the technologies allows to choose the most profitable route take into account traffic incidents, weather conditions, and other factors that impede the logistical operations. It also significantly mitigates risks associated with odometer fraud, cargo theft, transit delays, and security issues. Furthermore, it enables fast data exchange across multiple operational nodes, including drivers, dispatchers, and warehouse personnel, thereby enhancing coordination, transparency, and overall supply chain efficiency

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