

One Belt - One Road: Logistics Management for University Prosperity

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Abstract—"One Belt, One Road" is an initiative of China aimed at the comprehensive development of cross-border transport and logistics, energy and telecommunications association in cooperation with state measures within the framework of independent macroeconomic policy, expansion of social bases of interethnic relations by increasing communications between people. The essence of the initiative is to improve ties and deepen cooperation on several continents with the participation of China. Continuing the spirit of the Silk Road, "One Belt, One Road" will promote the development of new areas of regional economic partnership, stimulation and strengthening of the welfare of the participating countries, and, consequently, socio-cultural ties and exchanges in all areas, especially in the educational and scientific sphere between different countries. As part of the implementation of the initiative, a concept of a new type of international cooperation will be created, including scientific exchange, consultations, equality and mutually beneficial relations in the university sphere, targeted joint solution of global problems in order to create a common future for humanity. The community of shared destiny for mankind is a complex system of international relations, which implies that the interests of different countries are interdependent, so it is necessary to achieve the development and prosperity of all mankind, not individual countries. The article attempts to consider the problems and opportunities associated with innovative entrepreneurship and entrepreneurship within the framework of initiatives. The role of all current participants in the initiatives, including research centers, institutes, private sector structures, specialized financial organizations, as well as the limitations between the mentioned structures should be expanded and studied.

Keywords—logistics management, university, prosperity, innovation, initiative, international relations

I. INTRODUCTION

I. INTRODUCTION

Azerbaijan is one of the first countries to participate in the development of cooperation within the framework of the One Belt, One Road project. At the beginning of the strategy presentation, the Chinese side noted that Azerbaijan is one of the important areas of cooperation within the framework of this initiative. After all, Azerbaijan occupies a favorable geographical position - it is located at the intersection of transit routes between Europe and Asia. The most promising industries are mechanical engineering, logistics, infrastructure, high technology, and industry. Therefore, the priority of Azerbaijan and China is the active promotion of infrastructure communications [12].

The Chinese project "One Belt, One Road" is aimed at promoting the development of ties between various countries of Eurasia. This initiative covers land and oceans, it includes

62 countries that lie along two routes, it affects almost 4.4 billion people, and it accounts for 40% of the world's gross domestic product. This is the most ambitious foreign policy initiative offered by modern China, based on mutual benefit and the unification of politics, trade, the financial system, infrastructure and the peoples of the countries included in this initiative. Many analysts, both Chinese and international, are closely monitoring the development of the initiative and trying to predict how exactly its implementation will affect the situation in the countries involved. Many of them point to external political risks that could affect the implementation of the project.

II. PROBLEM STATEMENT & DISCUSSION

However, experts note that the internal problems that the implementation of the initiative will face deserve attention. In addition, this initiative is associated with the restoration of China's economy and the growth of its importance in the world. However, this initiative is not just a strategy with which China seeks to increase its economic power and influence in Asia, but is also part of China's internal reforms aimed at developing and stimulating economic growth [6, 10]. China needs to not only connect the implementation of the initiative with the national pride of the people, but also with the fact that the country's population will receive material benefits. This is necessary to maintain enthusiasm and a positive attitude towards the project throughout the entire implementation period, experts believe.

The number of Chinese companies working along the trade route is growing, however, as experts note, many of them are rather harmful to the positive image of China and its project. The problem is that not all Chinese companies can really serve the implementation of the One Belt - One Road project, as they are held back by traditions, culture and language barriers. The One Belt - One Road project is very relevant not only for our country, but also for the countries located along the Great Silk Road. As part of the work carried out to implement this initiative, the Chinese government has concluded agreements with 30 countries and about 100 international organizations. Azerbaijan supported this initiative from the very first days and, thanks to its favorable geographical location, fairly well-developed main route and transport in all its types, has become one of the important partners.

The International Chamber of Commerce of the Silk Road is an international association of national trade associations of countries located on the Great Silk Road. The Chamber is represented by 91 members of the chamber of commerce from 76 countries of the world. From its inception

to the present day, many partnerships have emerged at the international level within the framework of the One Belt - One Road project. The International Chamber of Commerce of the Silk Road, being a connecting bridge within the framework of the One Belt - One Road strategy, contributes to the development of international cooperation in both economic and social terms:

- Azerbaijan is a bridge that connects the North and South of the South Caucasus, Asia and Europe, and therefore the East and the West. This factor gives our country an advantage in terms of transport and geopolitical location;
- Azerbaijan's transport and logistics advantage is very important for the Great Silk Road strategy and the modern "One Belt - One Road" project;
- The Chamber of Commerce and Industry and the Confederation of Entrepreneurs of Azerbaijan are members of the International Silk Road Chamber of Commerce;
- Azerbaijan is a center, a link and a bridge for the implementation of the "One Belt - One Road" strategy;
- The railway covering Turkey, Azerbaijan and Georgia, along with its positive impact on the economic development of many countries, should increase the effectiveness of the "One Belt - One Road" strategy.

The dynamic development of Azerbaijan, the implementation of economic reforms in various fields, as well as the creation of new opportunities in the field of transport and logistics are now under the close attention of the international community. On the other hand, the importance of the transport sector, the strengthening of trans-regional transport links of Azerbaijan with the diversification of the economy and the development of the non-oil sector is becoming more urgent. As a result, Azerbaijan, together with foreign firms, controls the prospects for the creation of business structures, implementing large-scale regional projects.

The One Belt, One Road initiative increases the importance of a number of international projects carried out with the participation of our country, including the construction of the Baku-Tbilisi-Kars railway, the Trans-Eurasian Information Super Highway (TASIM), etc. The construction of the Baku-Tbilisi-Kars railway, which was considered an illusion not only by many people but even by a number of countries, has turned into a real transport artery of the world. Therefore, this project cannot be considered as an ordinary agreement between three countries for the transportation of goods. Many influential countries of the world, which are not officially participating, are also seriously interested in this project from an economic point of view. The main idea of the project is to build a road connecting Azerbaijan with Turkey through Georgia, starting from Central Asia, passing through the South Caucasus to Europe by the shortest and cheapest route, completing an alternative transport corridor. As a result, this goal was achieved. The implementation of this railway is an undeniable fact of the acceptance of our country's regional leadership in the international world.

One can also cite as an example the work carried out in the direction of developing transport corridors, realizing the country's transit potential, and improving the transport infrastructure of Azerbaijan. The possibility of increasing

transportation along the corridor, using the "single window" system along the route, strengthening regional partnerships, is the result of implementing infrastructure projects in the regions. The creation of a free trade zone in the Baku International Sea Trade Port and its regional transformation into a transport and logistics center significantly increases investment opportunities [11].

One of the authors of the idea of restoring the Great Silk Road is the national leader of Azerbaijan Heydar Aliyev. Therefore, the contours of the Baku-Tbilisi-Kars railway project were laid down during his rule. But this grandiose project was implemented by the worthy successor of the national leader, the President of our country Mr. Ilham Aliyev.

The importance of the railway route between China and Europe, which is beginning to function thanks to the efforts of the states of Azerbaijan, Turkey, Georgia and Kazakhstan, is one of the real results of the significance of the project. The importance of the Chinese initiative "One Belt - One Road" for our country, as well as our country's support of this strategy as one of the first, is an irrefutable fact [4, 8].

The goal of the Azerbaijani government is to integrate the Trans-Caspian transport corridor into the One Belt - One Road project. When speaking about the competitiveness of the corridor, one must not forget that one of its main advantages is political and economic stability and security, a favorable location both from the geographical and economic point of view, and from the point of view of distance and time [13, 14].

Trade, economic, social and cultural relations in the countries through which the Silk Road passes are of great importance. The project quite widely expands the possibilities of increasing transportation along the corridor, the advantages of the trans-Caspian corridor, strengthens regional partnership, and the transport infrastructure of the countries. The project pays special attention to issues of a unified regional transit and logistics infrastructure along the One Belt - One Road initiative and the advantages of transcontinental transportation [9].

The 6,500 km long Trans-Caspian International Transport Route, which runs through Azerbaijan, Georgia, Kazakhstan and Turkey, connects Asia and Europe. The Baku-Tbilisi-Kars railway, which forms the main part of this route, has already been commissioned. By investing in automobile, rail and sea transport projects, Azerbaijan increases the financial strength of the transport sector and strengthens transit dynamics.

The Trans-Caspian International Transport Route will enhance regional economic growth and open the doors to Europe and China for landlocked Central Asian countries. Therefore, the Trans-Caspian project, along with its economic value, will develop mutual ties with Eurasia. Given the geostrategic position of the South Caucasus and Central Asia, it can be said that China will strengthen the partnership by investing in logistics and infrastructure projects.

This transport corridor, now often referred to by many political and economic experts as the Iron Silk Road, gives a powerful impetus to the enhanced economic development of not only Azerbaijan, Georgia and Turkey, but also the entire region. The reason is that transport routes are arteries that give life to the world economic mechanisms. It is impossible

to imagine an economy without these arteries. Today, such a powerful country as Russia ranks 95th in the world ranking for the efficiency of the country's logistics systems. Without having exact information about the place of Azerbaijan and Georgia, it can be said with confidence that the Baku-Tbilisi-Kars railway will give a leap in increasing the efficiency of the logistics systems operating in the country. Baku-Tbilisi-Kars is a project that plays an important role in ensuring not only political and economic interests, but also in expanding trade and economic ties aimed at the prosperity of the country's business interests [1].

The logistics factor is also very important in the correct distribution of time, saving costs and obtaining maximum income from business. From time immemorial, developed countries have adhered to this principle in relation to international and regional projects. In this case, the People's Republic of China is no exception, having worked wonders with intensive economic development in Asia. Having begun to develop the "One Belt - One Road" initiative, the country carefully studied the transport and trade opportunities in the Middle East and Europe. As a result, the most interesting direction was the New Silk Road and the Baku-Tbilisi-Kars corridor, passing through the South Caucasus part of this route. Therefore, Chinese logistics specialists have been carefully studying the effectiveness of the Trans-Caspian and Trans-Caucasian routes in test mode for a long time.

Thus, Azerbaijan, Georgia and Kazakhstan should become a "transit hub". It should be noted that the Baku-Tbilisi-Kars railway, having opened "alternative windows" to Turkey, opens up new opportunities for Russia. There is no doubt that the bulk of cargo turnover between Russia and Turkey will be carried out by this route. There is a possibility that Azerbaijan and Georgia may agree to preferential transit of cargo for a sufficient load of the new highway. In this case, Russia will be one of the countries for which this highway will be the most economically advantageous. This railway will allow many Russian companies and enterprises operating in the North Caucasus, along the Volga coast, even in the Urals and Siberia, to connect with Turkey by the shortest route. This route is much shorter and more advantageous than the Ukraine-Romania-Bulgaria route. That is why the opening of this route will be another important step in creating stronger trade, commercial and transport links along the entire Eurasia. This project is a very important component of the Great Silk Road. Undoubtedly, Azerbaijan, Georgia and Turkey are countries that are very closely connected with each other through energy projects. But the opening of the Baku-Tbilisi-Kars railway has taken their partnership to a whole new level.

On the other hand, Azerbaijan is an economically developed country with a new infrastructure, with an intensively developing market economy, with free competition, open and at the same time trusted to foreign investors. For example, construction of a new seaport has begun in Baku with the aim of expanding the cramped area of the trade highway. At present, the area of this port reaches 25 square kilometers and here containers are installed for containers transported by road and rail. That is, the construction of this port is envisaged as a giant logistics center linking China with Europe, the East with the West.

By using these markets, reliable, profitable and high-speed transport opens up great opportunities for Azerbaijani businessmen to expand trade and economic ties. Especially companies, the main producers of building materials, such as "Mətanət A", "Akkord", "Holcim" and others, in future successful projects related to a number of foreign markets, place great hopes on this transport line. Any experienced businessman understands the importance and benefit of logistics capabilities of business in the modern world. It is no coincidence that the largest companies in the world have logistics departments. In general, the main task of a manufacturing company is not limited to producing a high-quality and competitive product. Because the finished product goes through a long process known only to specialists from the manufacturer to the buyer. A significant part of the value chain of this process and business is related precisely to its transportation. Every businessman, especially those engaged in manufacturing, often asks himself the question: how to reduce delivery costs or how to simplify delivery routes? How to choose the shortest route with minimal costs and in the shortest time? From this point of view, logistics helps to solve many other problems of the enterprise. For example, the problem of optimizing trade and production processes, preventing loss of time for services, conducting transport monitoring, reducing production and transport costs. All these issues, of course, seriously affect the formation of the price of the product. Let's imagine that such manufacturers as the enterprises "Mətanət A", "Akkord", "Holcim" must send their products to India or Pakistan. Transportation routes may be different - a container can transport cargo by rail, by road, and by sea. It is necessary to choose the most profitable option. Undoubtedly, it is necessary to take into account the risks during transportation, i.e. it is necessary to know through which countries the cargo must be transported and what is the internal political situation in these countries. But tariffs and transportation costs are of greater importance. Based on these parameters, we can confidently say that the Baku-Tbilisi-Kars railway, having regional political significance, will play an important role in the development of friendly relations in interstate cooperation, will give a strong impetus to the development of business structures, private firms, deepening trade and economic ties between the countries of the region.

In particular, the importance and influence of this railway on the development of export entrepreneurship in Azerbaijan should increase as much as possible. From the first days of the functioning of the European Union, the exceptional contribution of this project to the development of commerce and business was noted in the declaration on the opening of the Baku-Tbilisi-Kars railway. The bulk of the cargo transported by this road will fall to private companies, manufacturing enterprises and commercial organizations. And the volume of this cargo is not small. As President of the country Ilham Aliyev noted: "The Baku-Tbilisi-Kars railway is the most reliable and shortest road connecting Europe with Asia. This road is designed to transport 5 million tons at the first stage, 17 million tons at the next stage, and then even larger volumes of cargo. In short, the Baku-Tbilisi-Kars railway is becoming a significant part of the transport map."

Along with the geopolitical and geoeconomic significance, the Baku-Tbilisi-Kars railway will significantly affect the socio-economic picture of the country. Firstly, this

road will give a powerful impetus to the development of export entrepreneurship. One of the tasks-directives set by the head of state will be solved, or rather, great opportunities will open up for the entry of products called the Azerbaijani brand into the world market.

Secondly, the expansion of logistics capabilities will create equal conditions for the expansion of business ties between the country's businessmen and foreign entrepreneurs.

Thirdly, Azerbaijan will become a more attractive country for business structures and foreign entrepreneurs. Confidence in a stable and secure political situation will attract businessmen and investors to a calm direction of capital investments in the region, taking advantage of the opportunities of the restoring Great Silk Road [3, 5, 7].

Fourthly, thousands of new jobs will be created, which will have a serious impact on improving the social welfare of Azerbaijani citizens.

Scientific and analytical studies for the implementation of the One Belt - One Road project have shown that a multi-factor approach is required for the development of a new transnational transport corridor. The foundation of these factors is the following stages:

- first of all, preparation of management mechanisms;
- financial support;
- preparation of the legislative base: laws, regulations.

On the other hand, it is known that one of the important steps towards the entry of Azerbaijani products into the world market is the creation of a favorable transport infrastructure. The most extensive work carried out recently in this direction is the commissioning of the Baku-Tbilisi-Kars railway. It was the operation of this railway that allowed Azerbaijan to bring its products to the world market at more favorable prices. Because significant savings were made on transportation costs.

The commissioning of the Baku-Tbilisi-Kars railway, implemented within the framework of the One Belt - One Road project, significantly expanded trade relations between the countries. In particular, by increasing investments and trade turnover between the project countries, the Baku-Tbilisi-Kars railway gave new life to the Caucasian part of the Great Silk Road.

It should also be noted that from now on this railway is used for the export of Azerbaijani products.

The Chinese and Azerbaijani sides are confident that the "One Belt - One Road" strategy is an effective step towards joint development and mutually beneficial cooperation. Therefore, the governments and entrepreneurs of Azerbaijan and China should unite and give a new impetus to trade and economic cooperation between the two countries.

In turn, the Ministry of Economy of Azerbaijan tries to provide all possible assistance in the development of cooperation between the private and public sectors and to contribute to this work, especially with the aim of promoting Azerbaijani products abroad, active work is carried out within the framework of joint industrial and commerce chambers of different countries of the world, various export missions, business forums and other events are organized. At present, all conditions for business development have been created.

It is for this reason that the Confederation of Entrepreneurs of Azerbaijan attaches great importance to

expanding business cooperation with foreign partners, especially with countries located on the Silk Road.

China hopes that Baku will become a major hub between Asia and Europe.

China pays great attention to the special advantages of Azerbaijan as a transport hub of Eurasia. That is why Chinese companies constantly maintain partnership with Azerbaijan in the field of transport and logistics.

The acceleration of border and customs clearance in Azerbaijan and the implementation of a number of serious works to bring this area up to modern standards ensured the creation of favorable conditions for cooperation in the business environment.

The development of the non-oil sector, including ICT, is a priority area of the Azerbaijani economy. Much work has been done in this area so far. Azerbaijan is interested in cooperation in the field of ICT with well-known companies of the world. Cooperation in the field of ICT, along with other industries, is of great importance between Azerbaijan and China.

III. CONCLUSION

Within the framework of the "One Belt, One Road" project, it is desirable to conclude agreements between universities on cooperation in personnel training.

Cooperation between universities in Azerbaijan, Georgia and China can be promoted through bilateral cooperation in various areas. We propose to actively develop joint educational platforms, strengthen the interaction between universities and business schools. Prospects are outlined in the creation of innovation centers, student training, development of small innovative entrepreneurship, platforms for entrepreneurs to communicate, exhibitions. It is known that universities are the shell where the pearl of the Silk Road of Innovations is grown. We can create a Eurasian professional creative union of scientists and students.

A key issue is also the development of a comprehensive action program for cooperation in the creation of transport and logistics routes linking Central Asia through China with Southeast Asia and European countries [2].

It is also necessary to focus efforts on implementing joint projects in the field of high technology. We propose creating integrated industrial technology parks, scientific and innovative clusters and free economic zones along the line of the "Silk Road Economic Belt". To this end, we propose jointly developing effective mechanisms for promoting projects.

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