

**AI AS A COMPETITIVE ADVANTAGE IN AVIATION AND LOGISTICS:
STRATEGIC AND OPERATIONAL IMPACTS***Hamza Ikromov Majitovich**Student Master Degree (Deputy Director Navoi International Airport), Uzbekistan**Dr. Mokh Adib sultan, ST., MT.**Bekjonov Davron Masharipovich**PhD., docent*

Abstract. This article analyzes the strategic and operational importance of using artificial intelligence (AI) technologies in the aviation and logistics sectors. AI allows for real-time processing of large amounts of data, optimizing flight schedules, reducing fuel consumption, forecasting maintenance processes, and effectively managing cargo supply chains. In aviation, AI can increase safety levels, minimize delays, and improve customer service. In the logistics sector, it offers great opportunities in processes such as route optimization, demand forecasting, and automated warehouse systems and vehicle management. The study highlights the main areas of increasing competitiveness, reducing costs, and achieving sustainable development through the implementation of AI technologies. It also discusses future innovative AI solutions in the aviation and logistics sectors and their impact on global market trends.

Keywords: artificial intelligence, aviation, logistics, competitive advantage, strategic management, operational efficiency, optimization, maintenance, data analysis, automation.

Among the technologies of the 21st century, artificial intelligence (AI) occupies a special place with its rapid development, widespread application and the ability to increase efficiency in various fields. AI today is fundamentally changing not only information technologies or production processes, but also transport, aviation, logistics and even service systems. Especially in the aviation and logistics sectors, which are the heart of the global economy, the introduction of AI has become an integral part of strategic development.

The aviation industry is an industry that requires high safety, accuracy and efficiency, where every mistake can cause serious financial damage or endanger human life. Logistics, in turn, is the driving force of the entire economy, and is engaged in finding the most efficient ways to deliver products from the manufacturer to the consumer. Operations in both industries are complex and require real-time management. Therefore, SI technologies offer great opportunities for automating, optimizing processes and making strategic decisions in these areas.

In today's era of globalization, we can see the rapid application of modern technologies in every field. In the literal sense, the practical application of technologies has become the need of the hour. It is no exaggeration to say that modern technologies have become one of the foundations of everyday life with the introduction of modern technologies into human life. We will talk

about the role of artificial intelligence, the role it plays in human life, the areas in which it is most often used, and the main goals of creating artificial intelligence.

This article analyzes the strategic and operational impact of AI in the aviation and logistics industries, its role as a competitive advantage, future development trends, and key areas for implementation.

It is no secret that artificial intelligence technologies are currently causing revolutionary changes in various aspects of human activity. In particular, these technologies are yielding real results in the transport and logistics sectors. Artificial intelligence-based systems are being widely implemented in such important areas as roads, freight transportation, intercity and international logistics systems, cargo tracking, and increasing safety and efficiency.

This leads to the optimization of the entire logistics chain. Transport and logistics include a complex set of processes. Stages such as cargo transportation, delivery, and route planning can lead to many errors and delays without the help of artificial intelligence. Artificial intelligence algorithms allow these processes to be monitored, analyzed, and the most optimal route selected in real time. This saves time, reduces costs, and improves the quality of customer service.

AI systems help to automatically plan routes and analyze traffic jams in advance. For example, instead of driving through congested roads, a truck driver is redirected to the most convenient route. This reduces fuel consumption, helps deliver cargo to the destination on time, and reduces environmental damage. This technology is especially relevant for delivery services within the city. In addition, artificial intelligence is also important in monitoring the technical condition of vehicles.

Based on the large amount of data collected every day - temperature, vibration, power consumption, engine performance and other indicators, AI systems predict when maintenance is due. This prevents vehicle breakdowns and ensures uninterrupted movement.

Another important aspect is safety. Road safety is being improved with the help of artificial intelligence tools. Cameras and sensors monitor road conditions, pedestrian traffic, and the distance to other vehicles. Artificial intelligence plays a central role, especially in the development of autonomous cars. These vehicles move independently without human intervention, analyze the surrounding situation and make the necessary decisions. This leads to a decrease in human errors.

In recent years, artificial intelligence (AI) technologies have become the main driving force of innovative changes in almost all sectors of the global economy. In particular, the use of AI capabilities in the aviation and logistics industries provides not only process automation, but also a significant competitive advantage in the strategic development of business. This article analyzes the strategic and operational impact of AI in the aviation and logistics industries, its economic efficiency and future prospects.[1; 113,121-b]

Artificial intelligence is a set of technologies aimed at giving computer systems some elements of human mental activity, including the ability to learn, make logical inferences, solve problems, and make decisions. The main components of AI are:

Machine Learning — self-learning from data.

Deep Learning — processing complex data through neural networks.

Natural Language Processing (NLP) — understanding and processing human speech.

Computer Vision — analyzing images and videos.

Prediction systems — predicting future events based on data.

In the aviation and logistics industries, these technologies are widely used in real-time data analysis, automation of maintenance processes, increased safety, improved customer service quality, and cost optimization.

The aviation industry is an area that involves complex operating systems, high security requirements, and requires real-time decision-making. SI provides the following strategic advantages in these processes:

Increasing flight safety - SI helps to detect technical failures in advance, reducing the risk of an air accident.

Schedule optimization - allows you to minimize delays and increase passenger satisfaction.

Loss reduction - provides economic benefits by optimizing fuel consumption, flight routes and maintenance costs.

Practical application of SI in the logistics network makes cargo transport chains faster, more reliable and more economically efficient:

Route optimization - selects the most convenient routes based on traffic data, weather conditions and customer requirements.

Demand forecasting - allows you to plan product flows in advance, maintain warehouse stocks at an optimal level.

Automated warehouse systems - accelerate cargo placement and delivery processes and reduce human errors.

By implementing artificial intelligence, companies gain the following competitive advantages:

Increase operational efficiency.

Reduce costs and increase profits.

Improving customer service.

Increasing flexibility to market changes.

In the global aviation and logistics market, AI technologies will develop in the following areas in the future:

Autonomous vehicles - drones and driverless trucks.

Digital twins - analyzing real processes by creating virtual models of aviation and logistics systems.

Blockchain integration - increasing transparency and reliability in the cargo transportation chain.

Aviation is one of the industries with complex infrastructure, strict international regulation and the highest level of safety. Artificial intelligence supports strategic development in this area in several ways:

SI technologies constantly monitor the technical condition of the aircraft. For example, predictive maintenance systems detect malfunctions in the engine, brake system or on-board electronics before the flight and plan maintenance in advance. This not only increases safety, but also reduces technical failures that cause flight delays.

With the help of SI, airlines can create an optimal schedule, taking into account passenger flow, weather conditions, airport loading and other factors. This helps to increase passenger satisfaction.

SI algorithms can reduce fuel consumption by 5–15% by optimizing the flight route. This not only brings economic benefits, but also contributes to environmental sustainability.

Dynamic ticket pricing systems, online customer support, personalized offers are automated using SI.

In the logistics system, the role of SI is mainly associated with the effective management of cargo transport chains. Its main directions are as follows:

Based on real-time data on traffic, weather and road conditions, the most convenient and economical routes are selected. This shortens delivery times and reduces costs.

AI algorithms analyze customer shopping habits and seasonal demand changes, helping to maintain warehouse stocks at an optimal level.

Robotic warehouse systems accelerate the processes of placing, sorting and shipping cargo. This reduces human errors and increases the speed of product delivery.

Computer vision technologies are used to monitor the condition and integrity of cargo.[2; 78,91-b]

In conclusion, the use of artificial intelligence technologies in the aviation and logistics sectors not only increases operational efficiency, but also provides companies with a long-term strategic competitive advantage. In these processes, AI is a key tool for real-time decision-making, cost optimization and service quality improvement. In the future, the development of these technologies will undoubtedly cause global changes in these areas.

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