

## NEW EXPECTATIONS AND ADAPTATION METHODS TO THESE CHANGES IN THE LOGISTICS BUSINESS

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**Abstract:** *This study tries to emphasize the new expectations and the adaptation methods to these changing needs in the logistics business. Logistics is the detailed implementation of a complex operation. It basically means the process flow between income, money and information. It represents a flow process from the initial source to final consumer. Now, the business world and the customers are changing, and as the goal of logistics is to provide a seamless flow for sustainable customer value and profit, it should be modernized through the new expectations and technological developments. The goal of logistics is to manage the flow between the point of origin and the point of consumption in order to provide the needs of customers and companies. The logistics of physical items usually involves the integration of information flow, material handling, production, packaging, inventory, transportation, warehousing, and often security. Logistics management is a part of supply chain management and it is the unit that plans and implements efficient storage of services between the point of origin and the point of consumption in order to provide customer needs. Logistics is broken. Companies operating in the field are facing a new era of unprecedented change as digitization and customer expectations evolve simultaneously. New technologies are enabling efficiency optimizations and new cooperative operating models. The complexity of logistics can be modeled, analyzed, visualized, and optimized by dedicated simulation software. So, the common motivation of all logistics areas should aim to minimize resource use and maximize profits through the changing expectations of the customer needs. Logistics continues to be pushed in new directions by e-commerce. E-trailers of all sizes are looking to disruptive logistics, a combination of delivery speed and innovation, as a way to add value, distinguish itself, and keep the customer under their banner throughout the entire shopping process. In this context, contemporary innovation should also be used as a tool to adopt the changing world. Contemporary innovation can be used in three steps. First step is the planning period to orient logistics operations through the mission. The second is to apply for a technologic innovation that involves mass change. Decision makers often think that such a big change can displace the company in charge. This assumption is incorrect because, generally, large and dominant companies are affected positively from such major technological changes. The third step is the maintenance and support of the new contemporary technologic logistics system. As a result of these moves, formerly well-defined borders between e-developments and logistics are dissolving, shifting the entire e-commerce ecosystem in new ways that will impact all logistics operations and provide advantage for the businesses. Adapting to the new expectations in the logistics sector is a vital and efficient strategy for the companies to improve and maintain sustainable success.*

**Key words:** *Logistics, Customer Expectations, Logistics Management, Disruptive Logistics, Contemporary Innovation*

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