



# WSHIU

AKADEMIA NAUK STOSOWANYCH

**1<sup>ST</sup> INTERNATIONAL SCIENTIFIC  
AND PRACTICAL CONFERENCE**

**“PLANNING AND ENSURING  
SUSTAINABLE DEVELOPMENT OF  
SOCIO-ECONOMIC SYSTEMS”**



**18 December, 2025. Poznan, Poland**

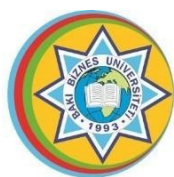


**WSHIU**  
**AKADEMIA NAUK STOSOWANYCH**

**Materials of the 1st International Scientific and Practical Conference  
«PLANNING AND ENSURING SUSTAINABLE DEVELOPMENT OF SOCIO-  
ECONOMIC SYSTEMS»**

**PART 2**

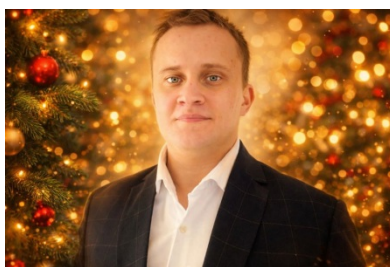
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WSHIU University of Applied Sciences

**COMPILED BY**  
*PhD in Management*  
O. Sylkin



*The collection includes materials from the conference proceedings (thesis) submitted in accordance with the requirements stated for the conference.*

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Intended for young people, doctoral students, degree seekers, researchers, lecturers, civil servants, practitioners, and all those interested in issues of sustainable development of socio-economic systems.

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3. *Медико-психологічна реабілітація та соціальна адаптація учасників бойових дій і вимушених переселенців в Україні: проблеми та перспективи : аналітична доповідь / уклад. А. М. Панфілова ; наук. консульт. М. М. Матяш ; Нац. наук. мед. б-ка України та ін. Київ, 2024.*
4. Перегончук Н. В. До проблеми соціально-психологічної реабілітації військовослужбовців в умовах антитерористичної операції / Н. В. Перегончук, Т. О. Чумак // *Вісник післядипломної освіти*. Серія : Соціальні та поведінкові науки. 2017. Вип. 3. С. 131-141.

**Oksana Verstiak,**

Chernivtsi Trade and Economics Institute of GUTE Ukraine, Chernivtsi, Ukraine

### **IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT PRINCIPLES IN STRATEGIC LOGISTICS MANAGEMENT: EU EXPERIENCE AND PERSPECTIVES FOR UKRAINE**

For Ukraine, which is currently at the stage of actively implementing European management standards, it is crucial to consider the experience of the European Union countries in developing policies aimed at harmonizing economic, environmental, and social interests in the logistics sector. The application of sustainable development principles allows not only to increase the competitiveness of the national economy but also to ensure the long-term stability of logistics systems in the context of global integration.

The issue of integrating sustainable development principles into the management of logistics processes occupies a significant place in modern economic research. Scholars focus on finding effective mechanisms to combine economic, environmental, and social goals in the activities of enterprises operating in a global market environment. O. Verstyak [1] emphasizes that the process of European integration highlights the need for innovative renewal of the strategic management system, particularly in the field of logistics. Yu. Remyha and N. Pryimak [2] consider sustainable development as a strategic guideline for logistics management, stressing the importance of forming environmentally oriented supply chains. O. Levishchenko and S. Kuzmenko [3] focus on the practical aspects of implementing a sustainable development strategy in logistics companies, highlighting key stages and management challenges.

From the perspective of strategic management, the sustainable development of logistics implies the integration of environmental and social criteria into the managerial decision-making process. This means that enterprises must not only optimize costs but also consider the impact of logistics operations on the environment, energy efficiency, and society. As noted by Yu. Remyha and N. Pryimak [2], in modern models of logistics management, sustainable development serves as a key factor of an enterprise's strategic stability.

In EU countries, the implementation of sustainable development policies for logistics systems is achieved through a combination of innovative technologies, "green" transportation standards, the digitalization of supply chains, and government support for environmental initiatives. The experience of EU countries is valuable for shaping effective mechanisms for integrating sustainability principles into national logistics policy.

The key principles of sustainable development in logistics can be presented in the form of a systematized Table 1:

**Table 1 .Principles of Sustainable Development in the Logistics Management System**

Principle	Content	Expected Result
Economic Efficiency	Cost optimization, increasing the productivity of logistics processes	Growth of enterprise competitiveness
Environmental Responsibility	Use of energy-efficient transport, reduction of CO <sub>2</sub> emissions	Reduction of negative environmental impact
Social Orientation	Ensuring safe working conditions, personnel development	Increasing the level of social responsibility
Innovativeness	Implementation of digital technologies, automation, and data analytics	Acceleration of adaptation to market changes
Systematic Management	Alignment of strategic, operational, and control management functions	Increasing the stability of logistics systems

*Source: generalized by the author based on [1-3].*

Thus, sustainable development serves as a fundamental element of the strategic management of logistics processes, facilitating the achievement of the long-term efficiency of enterprises, the formation of a positive image in the international market, and the harmonization of national logistics policy with European standards.

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**Dmytro Viblyi, Maryna Ivanova, Serhii Kharin**  
Dnipro University of Technology, Dnipro, Ukraine

### ENSURING THE EFFECTIVE DEVELOPMENT OF ENTERPRISES SPECIALIZING IN RETAIL TRADE THROUGH BUSINESS PROCESS RE-ENGINEERING AND INTEGRATION OF AN INTERACTIVE AI AGENT

In our time, when the volume of information is growing rapidly, and enterprises are faced with new operational challenges that simultaneously generate both potential threats and new opportunities. There is an increasing amount of information – from sales data and logistics logs to policies, instructions and marketing campaigns – companies find themselves faced with the problem of information noise: the necessary solutions are there, but their search, correct interpretation and timely application take too much time and resources. The interfaces of numerous corporate systems are often fragmented, and the user is forced to switch between them and look for answers in different sources. This inevitably leads to a decrease in the efficiency of work for staff, slows down the decision-making process at the management level and worsens the quality of customer service. Given this, there is an urgent need to create a unified, easy-to-use communication layer – namely, through an intelligent assistant based on artificial intelligence.

Modern advances in language models provide the technical opportunity to implement this concept. Thanks to advances in large language models, the architecture of augmented generation with retrieval (RAG) [1], vector data storage, and integration frameworks, we can develop agent-based systems. These agents are able to understand user queries in natural language, conduct deep semantic search in an array of documents and data, and most importantly, they are able to not only