



International Scientific and Practical Conference
"Business Ecosystems: Sustainable Development (BESD-2026)"
September 24–25, 2026

TOPIC "DIGITAL TRANSFORMATION, MODELING AND FORECASTING OF SUSTAINABLE DEVELOPMENT OF BUSINESS ECOSYSTEMS"

Day 2 — Friday, September 25

10:00–13:30

online

Moderators: *Dmytro ANTONIUK, Prof. DSc, East-Bavarian University Amberg-Weiden*
Iryna LAZNEVA, Assoc. Prof. PhD, National University Zaporizhzhia Polytechnic

10:00

- **Welcome speech by moderators**

10:05

- **Serhii Shcherbakov and Dmytro Shyrokorad**
Cost Estimation of a Sharded Distributed Ledger for Skill Verification — COCOMO II versus AI-Assisted Development

10:15

- **Sylvia Czakowska**
The impact of EU regulatory changes on ESG information quality

10:25

- **Marine Khubua, Davit Jalagonia and Eliso Chokhonelidze**
Digital Practices in Sustainability Reporting

10:35

- **Anna Shalomova and Iryna Ignatieva**
Analysis of Human–Algorithmic Interaction Effects on Organizational Development

10:45

- **Ulvi Mammadov, Nushaba Qadimli and Elvin Hasilov**
Assessing the potential effects of the proposed TRIPP transit route on digitalized agri-food trade connectivity and the green economy transition in the South Caucasus

10:55

- **Nina Kopianidi and Nino Ketsbaia**
The Role of AI and Data-Driven Marketing in Shaping Sustainable Consumption and Brand Responsibility

11:05

- **Tatiana Pulina, Nadiia Shmygol, Olena Cherniavska, Oleksander Levchenko and Yaroslav Maliarenko**
Adaptive Management of Industrial Clusters in a Frontline Economy Based on the Engineering–Automation–Mechanical Engineering Cluster

11:15

- **Anna Bakurova, Denys Ropalo and Elina Tereschenko**
Modeling Dynamic Pricing in Pharmaceutical Retail Networks

11:25

- **Nina Khumarova, Kateryna Kostetska, Oleksandra Vorobiova and Olha Holikova**
Sustainable Development of Resort Business Ecosystems Through the Consolidation of Natural Healing Resources

11:35

- **Ievgen Fedorchenko, Andrii Oliinyk, Yevhenii Homan, Tetiana Fedoronchak and Hennadii Nesterov**
Development of a Hybrid CNN–LSTM Model for Hand-written Text Recognition

11:45

- **Dmytro Shyrokorad, Jens Kuhr, Andriy Kuznetzov, Oleh Zaritskyi and Anatoliy Gritskevich**
Securing the Smart Factory in Alignment with IEC 62443: Risk Analysis and Prospects for Digital Twins

11:55

- **Serhii Demianosov, Oleksand Vovna and Nataliia Kasianova**
Building a Multi-Level Closed-Loop Asset Management System Based on IIoT Technologies

12:05

- **Iryna Nesterenko, Oksana Chumak and Nataliia Kashchena**
Anti-crisis Management in the Digital Economy: Innovative Support for Sustainable Development of Business Ecosystems

12:15

- **Sergiy Tsviliy, Olga Korniienko, Daria Mamotenko, Svitlana Hres-Yevreinova and Tetiana Kuklina**
Methodological Approaches to Assessing the Effectiveness of the Digital Strategy for Tourism Development in the Regions of Ukraine

12:25

- **Tatiana Pulina, Olha Bielan, Larisa Shytikova, Oksana Sorina and Anatolii Antoniuk**
Marketing Programmes and Their Impact on the Development of Health Tourism Destinations

12:35

- **Nataliya Kantsedal, Olha Leha, Svitlana Tiutiunnyk, Yurii Tiutiunnyk and Yurii Kantsedal**
Eco-Social Risks and Indicators as Reputation Factors for the Financial Growth of Agricultural Enterprises

12:45

- **Nadiia Shmygol, Olha Bielan, Sergiy Demchenko, Andrii Antoniuk and Marta Kieltyk**
Integrated Marketing and Logistics Approaches to Positioning Health Tourism Destinations

12:55

- **Oleksander Levchenko, Anna Levchenko and Yana Dovhenko**
System-Intelligent Support of Management Decisions for Optimizing Sustainable Development of Digital Business Ecosystems

13:05

- **Olena Chukurna, Hanna Yatvetska, Tetiana Kryvosheia and Yelena Gordeeva**
Formation of Strategic Imperatives for Digital Security Based on the Study of Behavioral Patterns of Individuals Affected by Cyberhate

13:15

- **Discussion**