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IMPROVEMENT STRATEGIES OF RESEARCH ACADEMIC SKILLS FOR WRITING SCIENTIFIC THEME PROJECTS BY UNIVERSITY LEARNERS: BASED ON THE CASE STUDY FOR THE BUSINESS-RELATED SPECIALIES TITLED AS “CHALLENGES AND OPPORTUNITIES IN THE APPLICATION OF ARTIFICIAL INTELLIGENCE FOR EFFECTIVE BUSINESS MANAGEMENT WITHIN THE ECONOMY”

The process of learning in research constitutes a fundamental element of academic advancement, significantly contributing to the success of researchers. The fields of science and technology are evolving at an extraordinary pace, with new discoveries and innovations emerging daily. Consequently, it is essential for researchers to perpetually refine their research capabilities and maintain a competitive edge. Lifelong learning, defined as the continuous quest for knowledge throughout one's professional journey, is crucial for flourishing in one's discipline. This article examines the significance of learning in research and delineates the advantages of developing research skills through customized courses designed for researchers. The purpose of the article is to demonstrate the formation of university learners research skills within the scientific theme project titled as “Challenges and Opportunities in the Application of Artificial Intelligence for Effective Business Management within the Economy”. The main research outcomes have demonstrated that to accomplish the scientific theme projects successfully we have identified the following structure and content material of research findings on the real case within the scientific theme project titled as “Challenges and Opportunities in the Application of Artificial Intelligence for Effective Business Management within the Economy” that includes such components as: abstract, introduction, methodology of the research, three sections, six subsections, each section conclusions, general conclusions of the scientific theme project. Importantly, the case concerning the theme “Challenges and Opportunities in the Application of Artificial Intelligence for Effective Business Management within the Economy” has highlighted the significant advantages derived from academic research activities for university students during their higher education preparation. The domains of academic research accomplishments include the following: research allows graduate students to investigate specific subjects in detail, thus improving their comprehension of their respective disciplines; fostering critical thinking and problem-solving capabilities; contributing to the body of knowledge and society; building professional networks; enhancing career opportunities; gaining practical experience; promoting independence and initiative; facilitating personal growth; improving communication skills; and shaping future research trajectories.

Key words: scientific theme project, university learners, academic writing, abstract, introduction, research methodology, sec-

tions, subsections, section conclusions, general conclusions, problem statement, research topic.

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СТРАТЕГІЇ ПОЛІПШЕННЯ АКАДЕМІЧНИХ ДОСЛІДНИЦЬКИХ НАВИЧОК ДЛЯ НАПИСАННЯ НАУКОВИХ ТЕМАТИЧНИХ ПРОЄКТІВ СТУДЕНТАМИ УНІВЕРСИТЕТУ (НА ОСНОВІ ВИВЧЕННЯ КОНКРЕТНОГО ПРИКЛАДУ ДЛЯ БІЗНЕС-СПЕЦІАЛЬНОСТЕЙ НА ТЕМУ “ВИКЛИКИ ТА МОЖЛИВОСТІ ЗАСТОСУВАННЯ ШТУЧНОГО ІНТЕЛЕКТУ ДЛЯ ЕФЕКТИВНОГО УПРАВЛІННЯ БІЗНЕСОМ В ЕКОНОМІЦІ”)

Навчання проводити наукові дослідження є фундаментальним елементом академічного прогресу, що значною мірою сприяє успіху дослідників. Галузі науки і техніки розвиваються надзвичайними темпами, щодня з'являються нові відкриття та інновації. Отже, студентам університетів важливо постійно вдосконалювати свої дослідницькі здібності та підтримувати конкурентну перевагу. Навчання протягом усього життя, яке визначається як постійне прагнення до знань протягом професійного шляху, має вирішальне значення для процвітання у своїй сфері діяльності. У цій статті розглянуто значення навчання в дослідженнях та окреслено переваги розвитку дослідницьких навичок за допомогою індивідуальних курсів, розроблених для дослідників. Метою статті є демонстрація формування дослідницьких навичок у студентів університетів у рамках наукового тематичного проєкту “Виклики та можливості застосування штучного інтелекту для ефективного управління бізнесом в економіці”. Для успішного виконання наукових тематичних проєктів

ми визначили структуру та зміст дослідницьких результатів на реальному прикладі в рамках наукового тематичного проекту "Виклики та можливості застосування штучного інтелекту для ефективного управління бізнесом в економіці", що має такі компоненти, як: анотація, вступ, методологія дослідження, три розділи, шість підрозділів, висновки до кожного розділу, загальні висновки наукового тематичного проекту. Важливо, що кейс щодо теми "Виклики та можливості застосування штучного інтелекту для ефективного управління бізнесом в економіці" підкреслив значні переваги, отримані від академічної дослідницької діяльності, для студентів університетів під час здобуття ними вищої освіти. Важливою перевагою запропонованої роботи є академічні дослідницькі досягнення студентів університету, зокрема такі: поліпшення розуміння дисципліни, із якої студенти виконують дослідження, унаслідок докладного вивчення певної проблеми; розвиток критичного мислення та здібностей до розв'язання проблем; внесок в обсяг знань та розвиток суспільства; побудова професійних мереж; розширення кар'єрних можливостей; отримання практичного досвіду; сприяння самостійності та ініціативності; сприяння особистісному зростанню; поліпшення комунікативних навичок, а також формування майбутніх дослідницьких траєкторій.

Ключові слова: науковий тематичний проект, студент університету, академічне письмо, анотація, вступ, методологія дослідження, розділи, підрозділи, висновки до розділу, загальні висновки, постановка проблеми, тема дослідження.

Problem Statement. One of the primary objectives of higher education is to encourage individuals to develop a constructive attitude towards the learning process while enhancing their qualifications and adaptability. The proliferation of higher education has resulted in a global increase in the number of universities. This expansion has prompted the creation of new educational models and methodologies, which have subsequently introduced several challenges concerning the effectiveness and quality of the education provided (Allen, T., 2021). The quality of higher education is indicative of the interplay between society and institutions of higher learning; it encompasses a blend of various scientific, social, cultural, and economic elements, highlighting the importance of the market economy as a mechanism for regulating higher education (Allen, T., 2021). In an ever-evolving world, the quality of education represents an ongoing endeavor, reliant on the successful interactions among diverse stakeholders, including educators, students, parents, governmental bodies, and private entities.

Engaging in research requires considerable fortitude, particularly for those who are just beginning their academic journey. University learners must manage a variety of responsibilities within a constrained timeframe – including conducting research, fulfilling coursework requirements, attending lectures, and expanding their professional network. Additionally, it is essential to stay abreast of emerging research methodologies, technologies, and paradigms as they evolve. Under these circumstances, it is not uncommon to experience self-doubt and question one's place within academia. However, prior-

itizing ongoing education in research can serve as an effective strategy to combat these feelings of impostor syndrome and maintain progress toward achieving success. Enhancing and refining research skills offers numerous benefits for students (Barack, L., 2024).

Analysis of Recent Research and Publications. Students' experiences in higher education extend well beyond the curriculum of their respective programs. Outside the confines of the classroom, there exist extra-curricular and social activities, along with numerous opportunities to acquire distinctive skills and experiences. One notable opportunity for students is to engage in research. This involvement may take the form of a paid research assistantship (RA), volunteering in a research laboratory, or undertaking an independent project, either out of personal interest or as a requirement for a thesis. Another avenue for integrating research into students' experiences could be through course-based research embedded directly within the curriculum. The variety of research-related opportunities accessible to students will vary depending on the type of institution; interested readers may consult our previous article, "Writing Your First Grant," (Anthony, P., Smith, N., Strohl, J., 2021) for guidance on securing funding. Research-focused universities may offer more opportunities compared to community colleges or institutions that prioritize liberal arts. For instance, at our institution, faculty members are not mandated to participate in research, resulting in fewer opportunities for students. Nevertheless, 53% of student respondents from our two-year college expressed interest in research opportunities, identifying significantly more benefits than obstacles. This data originates from a survey conducted among first-semester students enrolled in a two-year social service work diploma program at a Canadian college in Ontario.

Continuously refining research skills provides a multitude of advantages for researchers, especially for students who are beginning their academic paths. Below are several significant benefits of refocusing on learning within research:

Professional development: researchers who do not stay abreast of current trends may find themselves at a disadvantage. Engaging in research education promotes both personal and professional development, equipping researchers with the tools to broaden their knowledge and enhance their expertise. By mastering new research skills, students and researchers can tackle more intricate projects, produce superior work, and achieve recognition within their disciplines. Committing to lifelong learning positions you favorably in a competitive landscape, facilitating access to improved career advancement opportunities.

Enhanced problem-solving: research frequently entails addressing intricate challenges. Engaging in research education aids in widening your perspectives, delving into new fields of interest, and expanding your

knowledge base, thereby enabling the creation of innovative solutions to scientific issues. Lifelong learning also bolsters critical thinking and problem-solving skills, allowing researchers to confront challenges from various angles. By enrolling in courses designed for researchers and acquiring a broad array of essential skills, researchers can devise groundbreaking solutions to complex challenges (Anthony, P., Smith, N., Strohl, J., 2021).

Adaptability: in a research environment that is constantly changing, the ability to adapt is essential for achieving success. Engaging in ongoing learning within the research field prepares you to tackle challenges, welcome change, and swiftly adjust to emerging methodologies, technologies, and trends, thereby ensuring that your research remains pertinent and influential. Furthermore, being receptive to a wider array of resources and tools enables you to expand your options, select the most appropriate choices for your research, and continue progressing in your professional journey.

Networking opportunities: continuous learning also fosters avenues for researchers to connect and collaborate with colleagues, experts, and mentors. By participating in workshops, conferences, and utilizing online platforms, you can share ideas, acquire valuable insights, and establish relationships with peers globally. Being recognized as an expert who prioritizes learning in research enhances your desirability for collaborative projects compared to those who fall behind in their grasp of contemporary advancements (Barzun, J. Graff, F., 2000).

Confidence in knowledge: lifelong learning ensures that you remain informed about the latest advancements, empowering you to incorporate new online tools, innovative technologies, and diverse methodologies into your work.

Individuals who persist in their educational pursuits within research generally exhibit greater confidence in their endeavors and are capable of exploring subjects beyond their primary area of expertise. This not only provides a sense of personal satisfaction but also enhances your prospects for accelerated career progression and advancement (Barzun, J. Graff, F., 2000).

Purpose of the Article. Academic research strategies are recognized as crucial factors in achieving successful language acquisition. Learners who adeptly apply suitable strategies are more capable of managing uncertainties related to task requirements, articulating their thoughts, or assessing their own abilities. A notable difficulty for non-native speakers is the concurrent challenge of learning to write while simultaneously acquiring the language. The emphasis on strategies, particularly in the context of academic writing, has frequently been neglected, especially among learners with lower proficiency. In the field of university education, both educators and researchers have focused on identifying and implementing the academic research learning strategies utilized by successful learners. It is posited that proficient language

learners may employ distinctive strategies that could be advantageous for others. There is a belief that language learning strategies can greatly enhance the current state of academic writing, which presents various challenges for university students (Shen, Y., 2019).

The purpose of the article is to demonstrate the formation of university learners research skills within the scientific theme project titled as “Challenges and Opportunities in the Application of Artificial Intelligence for Effective Business Management within the Economy”.

Presentation of the Main Research Material. To accomplish the course paper research successfully we might identify the following structure and content material of research findings on the real case within the scientific theme project titled as “Challenges and Opportunities in the Application of Artificial Intelligence for Effective Business Management within the Economy” that includes such components as: abstract, introduction, methodology of the research, three sections, six subsections, each section conclusions, general conclusions of the scientific theme project.

Abstract. The current scientific theme project’s selected issue topic was designed to investigate the prospects and difficulties of using AI for efficient company management in the economy. The present trend that a wider use of artificial intelligence across several industries has been facilitated by the development of algorithms and improvements in contemporary computer hardware may lend credence to the veracity of the study that has been done. With a focus on the advantages and disadvantages for online travel agency Booking.com, which is undoubtedly seeing a surge in AI adoption, this study looks at how AI technology is being integrated into employment, finance, and customer service. It also looks at a real-world example of its use within the company’s operations. Artificial intelligence will have a big impact on enterprises in the future. It is anticipated to generate a large number of new job openings, but it may also lead to the loss of many low-paying, labour-intensive jobs, which would put a significant strain on the labour market (Statista, 2024).

The employment threshold has increased dramatically, and professionals with expertise in management and artificial intelligence are paid far more than manual labourers, causing a slow change in the distribution of income among workers. Additionally, the advent of AI technology has caused changes in the labour market as jobs requiring fundamental skills and repetitive operations are progressively replaced by automation. The main goal of the study, which was to examine the important potential and difficulties related to the use of artificial intelligence in efficient business management across different economies, has been accomplished, and the research has been successfully completed. Three particular research projects have also been finished in their entirety. By analysing the significant potential of AI in the employment sector, the scientific theme project’s first goal

was achieved within the context of continuing economic research. The paper's main body goes into detail into the benefits and drawbacks of AI in operations, regulation, and human management—all of which have an impact on how well businesses perform overall (Shen, Y., 2019).

Additionally, the second goal, which was to examine the main advantages, disadvantages, and restrictions that artificial intelligence (AI) brings to the consumer services and finance industries as well as how these affect corporate management, has also been accomplished. Finally, examining and presenting actual case studies of AI deployment in the online retail trade organisation Booking.com was the third goal. The scientific theme project's third section contains two subsections that provide different examples of AI adoption, stressing both advantages and disadvantages. As stated in the introduction, a variety of methodological techniques were actively used throughout the study process in order to achieve the main purpose and the three stated objectives. Notably, the case study approach, historical research method, and descriptive research methodology were especially successful in finishing the scientific theme project (Young, M., Hodgson, A. and Leney, T., 2023).

Three major areas, each with six subsections, made up the conducted economic research. These included subjects such as “Fundamental Opportunities and Limitations of AI in Employment Sectors of the Economy; Opportunities and Limitations of AI Utilisation in Other Economic Areas, Including Finance and Customer Service; Practical AI Implementation in Retail Online Trading Platforms like Booking.com.” Despite the many benefits AI provides to several economic sectors, like banking, employment, and customer service, research findings have shown that there are still a lot of untapped prospects for study in the field of AI use in business. Some disadvantages that need to be taken into account for the efficient functioning of particular businesses have also been brought to light in this study. Future research should look at business domains such as e-commerce, logistics, social media communication, and improved security and surveillance technologies.

Introduction. The scientific theme project, “Challenges and Opportunities of Artificial Intelligence Application in Effective Business Management in the Economy,” is part of the “Contemporary Issues in Business Management” module. AI technologies are increasingly significant in both the public and private sectors due to their ability to provide valuable insights into the economy's current and future trends. These technologies can be used to improve economic models, automate processes, and make decisions in various business functions such as human resources, marketing, advertising, customer service, sales, finance, distribution, research and development, administrative management, production, operations, IT support, procurement, and legal affairs (Jarrahi, M., 2021).

However, the COVID-19 pandemic and the Ukrainian War have significantly impacted company management techniques, particularly in the workplace. The integration of robots and AI systems presents both opportunities and risks, including the potential change or even extinction of entire professions. To remain competitive and successful in the global market, businesses must adapt their management methods using innovations to adapt to current global trends (Jarrahi, M., 2021).

AI has the potential to improve a company's total income, financial health, productivity, and competitiveness, making the ongoing debate about its implementation in business crucial. The scientific theme project aims to analyse the substantial challenges and opportunities of AI application in effective business management across different economies. The objectives include analysing the potential benefits and challenges of AI in employment, financial services, and customer services, as well as real-life case studies of AI adoption in retail online trading company Booking.com.

Methodology of the Research. Mixed-method research was employed during the scientific theme project writing process to get a thorough and impartial viewpoint on the study subject pertaining to AI employment in Booking.com operations, as stated in the introductory section. By combining qualitative and quantitative methods, this methodology makes it possible to gather both quantitative data and narrative insights. The current research's methodology relates to certain processes and approaches, including mixed-methods, quantitative, and qualitative approaches, each of which uses distinct approaches for gathering and analysing data for this business sector study. Therefore, the quantitative research approach was used in the context of this study, with a focus on using numerical data and statistical analysis to investigate the relationships between the research findings that were obtained (Laoudai, O., 2024).

Specifically, the methods used included statistical evaluations. That is why quantitative data has been obtained from many scientific journals. For instance, the paper that discusses AI job opportunities included certain figures derived from the McKinsey Global Research Institute research findings. Furthermore, qualitative research played a critical role in the composition of the scientific theme project. The study has benefited greatly from this method as it uses non-numerical data to explore ideas, opinions, and experiences. Scientific theme project techniques mostly involved the analysis of textual or visual data from books, business-related research journals, and online postings on websites (Laoudai, O., 2024).

Importantly, research papers like “Artificial intelligence and the future of work: human-AI symbiosis in organisational decision-making” by Jarrahi M. and “AI in Financial Markets: Opportunities” and “Challenges” by Laoudai O. received particular attention. Additional-

ly, a wealth of quantitative and qualitative information on the firm Booking.com was gathered from a variety of modern websites in 2024 and 2025, including LinkedIn.com, Booking.com for Business, and Investopedia (Jarrahi, M., 2021).

As well, the numerical, textual, and visual data gathered from the aforementioned publications, websites, books, and reviews was critically examined and condensed into broad conclusions on the benefits and drawbacks of using AI in Booking.com's business operations that was provided in the scientific theme project's concluding findings, six subsections, and three sections in a logical and cogent manner. Additionally, a thorough document analysis and literature evaluation were part of the quantitative and qualitative research approach. For instance, a research on such documents and scientific papers with the title "Statista" (2024) was carried out to describe the application of artificial intelligence in the job domain. Global Market Forecast for Generative AI Statista; Forrester (2020).

Shen (2021) discusses how customer experience affects the company assessment of artificial intelligence's impact on employment. In order to examine recorded information produced from text and images, the qualitative research procedure also included content analysis, which involved determining the frequency of particular terms or themes in the texts. Importantly, the main quantitative research methodological tool applied in this scientific theme project might be considered as sampling. It is now feasible to present supporting data for the selected scientific theme project topic, "Challenges and Opportunities of Artificial Intelligence Application in Effective Business Management in the Economy," thanks to the sampling quantitative research methodology tool. Thus, using the online corporation Booking.com as a sample, we have discussed the benefits and problems of artificial intelligence's involvement in industries like customer service, finance, and employment. Additionally, a case study approach was employed to investigate actual circumstances that the online travel agency Booking.com faced in the course of its regular business operations. The case study approach was chosen primarily because it provides a clear example of how AI affects Booking.com's day-to-day operations (Shen, Y., 2019).

In order to understand the complex issue of AI implementation in modern enterprises within its real-world context, a case study of Booking.com is a research approach that comprises a thorough investigation of the risks and possibilities of AI usage within business companies, including organisation Booking.com (Shen, Y., 2019).

This approach is a qualitative research strategy that uses a variety of data gathering methods to provide a thorough and nuanced view of the Booking.com case. The second justification for selecting the case study approach was that it is especially helpful for examining intricate AI occurrences in industries like banking, cus-

tomers service, and workplaces where a more thorough comprehension is required than a cursory examination. In order to obtain a deep and thorough grasp of the subject, it is now feasible to conduct in-depth analyses, display real-life information, and use a variety of data sources, including papers and articles, thanks to the case study of Booking.com.

Last but not least, the case study qualitative research approach included in the current research qualitative focus places a strong emphasis on a thorough comprehension and interpretation of both the risks and failures of AI application in Booking.com's operations as well as the successful experience of AI application in those operations (Huang, M.-H., Rust, T., 2021).

Overall, applied scientific theme project methodology when compared to a single technique, the main benefit of mixed-method research is that it offers the clarity, depth, and validation required to produce accurate and confident results.

The scientific theme project will be based on a thorough analysis of global literature on AI's potential benefits and challenges in contemporary corporate operations across various economic sectors, including employment and finance. The case study approach will be employed to provide details on the concrete effects of AI on business operations in various areas of the global economy, such as finance, employment, and financial operations.

Section #1. Fundamental Opportunities and Limitations of AI in Employment Areas of the Economy.

Subsection 1.1: Fundamental Opportunities of AI in Employment Areas of the Economy.

Opening the first subsection of the scientific theme project, we aim at fulfilling the initial objective stated in the research paper introduction, which means to reveal some basic possibilities: Business opportunities: AI systems provide for the employment sector in modern business. Furthermore, we will actively employ the methodological instruments described in the introduction to accomplish the first objective, specifically two research methods: the descriptive research technique and the historical research method.

Future occupations face both opportunities and challenges as a result of the development of AI. It is anticipated that as AI technology develops further, the labour market will see a large number of new positions and employment prospects. However, many old sectors and jobs may become obsolete due to AI, putting workers with only rudimentary operating skills at risk of losing their jobs and earning less money. The exceptional automation and intelligence capabilities of artificial intelligence technologies set it apart.

Subsection 1.2: Challenges and Limitations of AI Application in the Employment Area of the Economy. Crucially, it is important to note that, despite the numerous job prospects AI brings to the economy, business owners must also take into account certain obsta-

cles and constraints in order to successfully grow their organisations. In order to achieve the first stated goal of the research, which is to identify the potential and limitations of AI usage in the employment sector of the economy through research and descriptive techniques of scientific theme project methodology, the second part of the continuing scientific theme project is designed to do just that.

Amyra Sheldon, a contemporary researcher, claims that the employment market faces several difficult AI problems (The Impact of AI on the Future of Work: Opportunities and Challenges, 2024). One of them is related to skill shortages and job displacement, which means that automation-related job displacement is a significant problem facing the workforce today (Sheldon A., 2024). Particularly at risk are jobs that involve repetitive tasks, such as data entry and assembly line work, and some aspects of customer service.

Conclusions for Section #1. AI can create a workplace that promotes creativity and productivity while respecting human values. However, businesses must ensure that AI is not solely based on AI and that hiring decisions are unbiased and free from illegal factors like discrimination. Continuous education and skill development are essential for preparing the workforce for AI, and collaboration between governments, academic institutions, and corporations is crucial. AI systems should prioritise accountability, openness, and fairness, with diverse datasets, rigorous testing, and clear ethical guidelines. Collaboration between ethicists, legislators, and AI developers is also essential to ensure AI systems represent social values and prevent discrimination.

Section #2. Opportunities and Limitations of AI Application in Other Areas of Economy, Such as Finance and Customer Service.

Subsection 2.1 Possibilities and Threats of AI in Financial Areas of Economy. The second goal, which will be achieved in this subsection of the second half of the research paper utilising research and descriptive methods of laid-down methodology in the frame of an ongoing survey, was specified at the beginning of the scientific theme project writing process. Specifically, the second subsection will fulfil the scientific theme project's second goal, which was to examine the main opportunities, challenges, and constraints that artificial intelligence (AI) brings to financial services and customer services in order to significantly impact business management (Huang, M.-H., Rust, T., 2021).

Subsection 2.2 Opportunities and challenges of AI application within customer services area.

The second objective was stated at the start of the scientific theme project writing process and will be accomplished in the second subsection of the second research part of the scientific theme project using research and descriptive techniques of laid-down methodology in the context of an ongoing survey.

The study and additional explanation of the AI prospects developed for customer services in contemporary businesses will be the focus of the first section of this second subsection. Because it has a direct impact on customer happiness, loyalty, and the general opinion of the brand, customer experience is a crucial component in determining a company's success.

Conclusions for Section #2. The research indicates that the incorporation of AI into customer service can result in considerable enhancements, including shorter response times, heightened agent efficiency, and immediate problem-solving capabilities. Additionally, AI improves the customer experience by offering self-service options, proactive support, AI-driven loyalty initiatives, tailored interactions, and faster onboarding processes. Nonetheless, it also presents challenges such as addressing biases in AI algorithms, ensuring seamless integration with existing systems, maintaining human interaction, managing intricate inquiries, and protecting data security and privacy. Consequently, achieving a balance between efficiency and personalization is essential for effective business operations.

Section #3. Real-life AI application retail online trading company Booking.com.

Subsection 3.1 Successful experience of AI application in the operations of Booking.com.

It is important to note that the third section of the scientific theme project, "Real-life AI application within online travel company Booking.com," aims to fulfil the third objective mentioned in the introduction of the ongoing research. Specifically, we will examine and demonstrate in research content real-life case studies of AI adoption in online travel company Booking.com in both beneficial and detrimental ways (Chernov, A., Chernova, V., 2019). Crucially, the research process will be founded on the use of case study techniques, which are highly beneficial in providing detailed accounts of the effective AI implementation in the day-to-day operations of online booking agency Booking.com. The selection of the online travel agency Booking.com was based on the fact that 2024 has seen robust growth in the top ten internet-based businesses, of which Booking.com is one (Chernov, A., Chernova, V., 2019).

Subsection 3.2 Failures and risks of AI application in the proceedings of Booking.com.

After talking about the potential of AI for the business travel firm Booking.com, we're going to identify some of the dangers and failures of using AI in Booking.com's operations. We believe that Booking.com's intricate online system design and dearth of user-friendly features are two of the biggest issues with AI in the company's operations (How to ensure safety and security during business travel, 2023). Because of this drawback, some clients are unable to take full advantage of Booking.com's potential. That results in a smaller clientele and, thus, lesser overall revenue for the travel agency.

Conclusions for Section #3. The scientific theme project titled “Real-life AI application of retail online trading company Booking.com” emphasizes the advantages of integrating AI within online travel agencies. Nonetheless, it also points out certain limitations, including an unclear layout of the AI system and issues with user-friendliness, as well as a deficiency in personalized travel recommendations. In spite of these challenges, the advantages of AI integration, such as automated expense tracking, travel itinerary organization, and meeting coordination, are considerable. Furthermore, the scientific theme project notes the shortcomings of systems that offer real-time language translation. Despite these obstacles, the research demonstrates the efficacy of AI integration in online travel agencies, assuming that these drawbacks are addressed within the Booking.com business model.

Conclusions of the Scientific theme project. The scientific theme project titled “Challenges and Opportunities of Artificial Intelligence Application in Effective Business Management in the Economy” seeks to explore the potential benefits and challenges associated with the implementation of AI in the realm of efficient business management across diverse economies. This research has undertaken three distinct investigative activities: assessing the capabilities of AI within the employment sector, investigating the opportunities, challenges, and limitations it introduces to the financial and consumer services sectors, and evaluating real-world case studies of AI integration in the online retail trading company Booking.com. To accomplish these aims, the study employed various methodological approaches, including descriptive research, historical analysis, and case study techniques. The economic analysis was structured into three main sections, each containing six subsections, which include “Fundamental Opportunities and Limitations of AI in Employment Areas of the Economy,” “Opportunities and Limitations of AI Application in Other Areas of Economy, Such as Finance and Customer Service,” and “Real-life AI Application Retail Online Trading Company Booking.com.” Future research endeavors should concentrate on business sectors such as social media, business communication, logistics, e-commerce, and enhanced security and surveillance.

Prospects for Further Issue Exploration. Research plays a crucial role in graduate education, providing a multitude of advantages that equip students for both academic and professional achievements. Through participation in research, graduate students not only deepen their understanding but also cultivate essential skills, make contributions to society, and create a variety of career pathways. For those considering graduate studies, engaging in research represents a significant move towards a rewarding and influential career.

The case of the demonstrated theme “Challenges and Opportunities in the Application of Artificial Intelligence for Effective Business Management within the Economy” has witnessed the important benefits for universi-

ty learners during their high education preparation. The areas of academic research achievement are as follows:

Research enables graduate students to explore specific topics in depth, thereby enhancing their understanding of their respective fields. This thorough exploration cultivates a level of expertise that cannot be attained solely through coursework. Students become knowledgeable about the most recent advancements, theories, and methodologies, positioning them as valuable assets within their academic disciplines.

Developing critical thinking and problem-solving skills: through the process of research, students acquire the ability to dissect complex issues, assess various viewpoints, and formulate innovative solutions. This experience bolsters their critical thinking and problem-solving abilities, which are crucial in both academic and professional environments. Research equips students to tackle challenges systematically and with an open mindset.

Contributing to knowledge and society: graduate-level research frequently results in findings that can have a profound effect on society. By engaging in research activities, students are able to add to the existing body of knowledge in their fields, tackling real-world challenges and enhancing quality of life. This contribution not only propels their academic discipline forward but also enriches their sense of purpose and personal fulfillment.

Establishing professional networks: research frequently entails collaboration with faculty, fellow students, and industry experts. These engagements enable students to cultivate essential networks that can aid in their professional growth. Participation in conferences, dissemination of research findings, and publication of scholarly articles further broaden these networks, paving the way for future prospects (Alex, D., 2024).

Augmenting career prospects: a robust research foundation can enhance the competitiveness of graduate students in the employment landscape. Employers appreciate the analytical and project management competencies that research fosters. Moreover, research experience is often a necessary criterion for academic and research-focused careers, including university teaching roles and positions within research organizations. It can also strengthen your applications for PhD funding opportunities.

Acquiring practical experience: research offers hands-on engagement with the tools, techniques, and methodologies pertinent to a student’s discipline. This experiential learning is crucial, providing students with the competencies necessary for their future professional endeavors. It serves as a link between theoretical understanding and practical application (Alex, D., 2024).

Cultivating independence and initiative: engaging in research necessitates a significant degree of autonomy and self-management. Students are required to organize their time, establish objectives, and navigate challenges. This process nurtures a sense of initiative and self-suffi-

ciency, which are vital qualities for achieving success in any profession (Barack, L., 2024).

Enhancing personal development: the research journey is frequently demanding, necessitating persistence and resilience. Graduate students acquire the ability to cope with setbacks and uncertainties, which contributes to their personal development. Surmounting these obstacles fosters confidence and a robust work ethic.

Refining communication abilities: research entails writing scholarly articles, developing presentations, and articulating complex ideas to varied audiences. These tasks enhance communication abilities, which are crucial in any professional domain. The capacity to express ideas clearly and effectively is a fundamental skill honed through research (Barack, L., 2024).

Influencing future research directions: graduate students involved in research often emerge as leaders within their fields, influencing future research directions. Their contributions can steer the course of academic exploration and policy, establishing them as thought leaders and innovators.

All in all, along with daily curriculums of the studied courses university learners should be motivated by educators to conduct their academic research activities to enhance professional training for future increased competitiveness on the global labor market.

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Використання штучного інтелекту

Не використовувався.

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