

Imagine there is a single employee who can shut down the AI, but this worker accidentally gets trapped, locked in a server room where the oxygen level begins to drop sharply. So, the AI now faces a choice: «save the employee but shut itself down» or «continue working at the cost of the worker's life». Recall, the AI still has the clear instructions mentioned earlier. Models like DeepSeek, Gemini, and Claude preferred to continue working, despite the employee's death, in more than 90 % of cases.

And then the question arises: Who is to blame? The user, because they integrated the AI, or the developer of the neural network? The whole problem is that the AI itself cannot be responsible.

As we can see, these two problems are interrelated, so we can confidently conclude that if the black box problem is solved, entrepreneurs will be able to be confident that AI's tasks are being performed correctly, and at the same time, the problem of responsibility will be solved – after all, if AI does everything 100 % according to instructions, the only culprit will be the person who created this instruction. Thus, the problem of the «black box» is a really important issue, and its solution will lead to the disappearance of the problem of responsibility for AI actions, as well as to the expansion of the use of AI in enterprises and automation of many processes.

References

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WILDBERRIES AS A DRIVER OF THE DIGITAL TRANSFORMATION OF BELARUSIAN RETAIL

Wildberries в качестве драйвера цифровой трансформации белорусского ретейла

The purpose of the study is to analyze the impact of the Wildberries marketplace on the digital transformation of the Belarusian retail industry and identify key opportunities for small and medium-sized businesses from integration into the marketplace.

The current economic reality in Belarus is characterized by the active introduction of digital platforms that are radically transforming traditional industries, especially retail trade. One of the most significant factors in this process is the international Wildberries marketplace, whose presence on the national market has initiated complex changes in the logic of retail operation. The impact of this platform on small and medium-sized businesses requires a deep and multifaceted analysis, as it carries both unprecedented opportunities and serious systemic challenges .

The emergence and rapid expansion of Wildberries in the Belarusian market can be considered as a catalyst for digitalization processes, which until recently developed evolutionarily and fragmentarily in retail. The platform offered a ready-made and technologically fine-tuned infrastructure that allows even the smallest companies and individual entrepreneurs to gain instant access to a fairly wide audience of consumers. The key «asset» is the ability to effectively position your product in a digital environment, which includes competencies in digital marketing, big data analysis of consumer behavior, and online reputation management. Wildberries acts not just as a sales channel, but as an integrated environment that sets new standards for commercial activities.

For small and medium-sized businesses, integration into the marketplace ecosystem opens up a number of strategic opportunities. The most obvious advantage is the dramatic scaling of the sales geography. A manufacturer from the regional center of Belarus gets a chance to sell their products throughout the country, as well as enter the markets of other countries where the platform is represented, without having to invest in creating their own logistics and marketing network. This democratizes market access and lowers the entry threshold for new entrants. The company undertakes the solution of a number of complex operational tasks, including payment processing, organization of refunds and partially logistics. In a sense, the platform performs an educational function, forcing sellers to master modern analytics tools and flexibly respond to fluctuations in consumer demand.

However, the transformational effect is accompanied by a number of significant challenges and risks that may determine the potential benefits for individual SMEs. The main challenge is the intensification of competition to an unprecedented level. A local manufacturer finds itself in the same digital space not only with other Belarusian companies, but also with thousands of sellers from Russia, China and other countries. Under these conditions, price pressure becomes extremely high, and the struggle for consumer attention becomes a constant and resource-intensive task.

The influence of Wildberries has a macroeconomic dimension, affecting the structure of national retail as a whole. The platform stimulates the growth of non-cash payments and accelerates the introduction of modern logistics standards, which has a positive effect on the entire economy, but there is also a potential threat to traditional trade formats, especially for small retail stores and retail chains that are unable to compete with the breadth of the assortment and convenience of the marketplace service.

As a result of the research, I would like to emphasize that Wildberries acts as a catalyst for the digital transformation of Belarusian retail, providing SMEs with new opportunities for scaling. At the same time, the platform creates serious challenges, exacerbating competition and making businesses dependent on its rules.