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Green Supply Chain Strategies: A Comparative Analysis of Sustainable Practices Across Industries

Dr. Maddela Prasanthi [1]*

ABSTRACT

The increasing emphasis on environmental sustainability has prompted industries to adopt green supply chain strategies (GSCS) to reduce ecological footprints while maintaining operational efficiency. This study presents a comparative analysis of sustainable practices implemented across key industries such as manufacturing, retail, automotive, and electronics. It explores how different sectors integrate green logistics, waste management, sustainable sourcing, and energy-efficient technologies into their supply chain operations. Through qualitative and quantitative assessments, the paper highlights the drivers, challenges, and outcomes of GSCS implementation. The findings reveal that industry-specific factors, regulatory frameworks, and stakeholder pressures significantly influence the degree and effectiveness of green practices. The study concludes that while all industries show progress, integrated and collaborative approaches yield more impactful results. This research contributes to a better understanding of cross-sector sustainability initiatives and provides a strategic roadmap for industries aiming to enhance environmental performance through supply chain innovation.

Keywords: *Green Supply Chain Management (GSCM), Sustainability, Environmental Practices, Industry Comparison, Sustainable Logistics, Waste Reduction, Eco-Friendly Technologies, Regulatory Compliance, Supply Chain Innovation, Corporate Social Responsibility*

The concept of sustainability has moved from the periphery to the core of global business strategies, with supply chains playing a central role in this transformation. As environmental concerns intensify due to climate change, resource depletion, and pollution, organizations across industries are reevaluating their supply chain practices. The traditional supply chain model, often focused on cost-efficiency and speed, is being replaced by a greener paradigm that integrates environmental considerations at every stage. This shift has led to the emergence of the **Green Supply Chain (GSC)**, which emphasizes reducing ecological impacts, improving resource efficiency, and promoting ethical and responsible sourcing.

Green supply chain strategies encompass a wide range of practices, including eco-friendly product design, sustainable sourcing of raw materials, energy-efficient manufacturing, green logistics, and waste minimization. These strategies are not only vital for environmental stewardship but also for achieving competitive advantages such as cost savings, brand differentiation, regulatory compliance, and stakeholder trust. Companies today face increasing

[1] Associate Professor, MBA Department, Ramnath Guljarilal Kedia College of Commerce, Hyderabad
*Corresponding Author

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pressure from consumers, investors, governments, and international organizations to operate responsibly and transparently, making green supply chain practices more relevant than ever.

Different industries approach green supply chain management (GSCM) in unique ways due to variations in operational complexity, regulatory environments, technological capabilities, and customer expectations. For instance, the automotive industry focuses on energy-efficient production and recycling of vehicle components, while the food and beverage sector emphasizes sustainable agriculture, water conservation, and packaging. Similarly, electronics manufacturers invest heavily in reducing e-waste and sourcing conflict-free minerals. This diversity necessitates a comparative analysis to understand the effectiveness and adaptability of GSC strategies across sectors.

A comparative approach helps to identify industry-specific challenges and innovations in green supply chain implementation. While some sectors have pioneered green logistics and circular economy models, others struggle with infrastructure limitations or cost constraints. By examining both successes and setbacks, a cross-industry analysis provides valuable insights into what drives or impedes the transition toward sustainable supply chains. It also highlights best practices that can be replicated or adapted across domains to achieve broader environmental and economic benefits.

Technological innovation is a key enabler of green supply chain practices. Tools such as the Internet of Things (IoT), blockchain, artificial intelligence (AI), and big data analytics are revolutionizing supply chain transparency, traceability, and efficiency. These technologies allow companies to monitor emissions, track products from origin to end-user, optimize transport routes, and predict demand with greater accuracy. As digital transformation accelerates, its integration with sustainability goals is becoming a cornerstone of forward-looking supply chain strategies. Moreover, the role of governance, policy frameworks, and international standards cannot be overlooked in shaping GSC practices. Regulations such as the European Union's Green Deal, Extended Producer Responsibility (EPR) policies, and global sustainability reporting standards exert significant influence on how companies design and operate their supply chains. Compliance with such frameworks not only mitigates legal risks but also opens up new markets and funding opportunities for environmentally responsible businesses. Despite growing awareness and innovation, implementing green supply chain strategies remains fraught with challenges. These include high initial investment costs, resistance to change, complexity in measuring sustainability metrics, and the difficulty of aligning multiple stakeholders across global supply networks. Small and medium-sized enterprises (SMEs), in particular, may lack the resources or expertise to adopt green practices, highlighting the need for capacity building, financial support, and collaborative partnerships.

This study seeks to conduct a comparative analysis of green supply chain strategies across multiple industries, aiming to uncover patterns, evaluate effectiveness, and suggest pathways for broader adoption. By exploring how different sectors conceptualize, operationalize, and benefit from green practices, this research contributes to the growing discourse on sustainable business transformation. It underscores the urgency of embedding environmental consciousness into core supply chain operations and presents a roadmap for achieving resilience, innovation, and long-term value creation in a resource-constrained world.

BACKGROUND OF THE STUDY

In recent years, environmental sustainability has become a critical concern for businesses worldwide. The increasing awareness of climate change, resource depletion, and

environmental degradation has pushed organizations to reconsider traditional supply chain practices. Green supply chain strategies have emerged as an essential approach to integrating ecological considerations into supply chain management. These strategies not only focus on reducing the environmental footprint but also aim to improve efficiency and create long-term value for stakeholders.

Sustainable practices within supply chains involve the careful management of materials, energy consumption, and waste across the entire supply chain—from raw material sourcing to product delivery and end-of-life disposal. Companies adopting green supply chain management (GSCM) seek to minimize negative environmental impacts while maintaining operational performance. This shift has led to the development of innovative practices such as eco-design, green procurement, reverse logistics, and sustainable packaging, which contribute to both environmental and economic benefits.

Different industries face unique challenges and opportunities when implementing green supply chain strategies. For example, manufacturing industries often focus on reducing emissions and waste in production processes, while the retail sector emphasizes sustainable sourcing and packaging. The diversity of industrial contexts makes it imperative to analyze and compare how sustainable practices are adopted across various sectors to understand their effectiveness and adaptability.

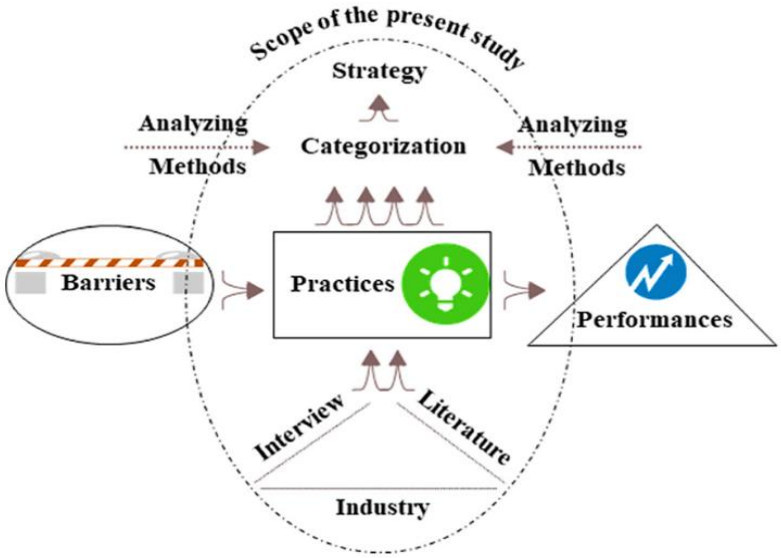
The importance of green supply chains extends beyond environmental benefits. Companies that embrace sustainability in their supply chains often gain competitive advantages, including enhanced brand reputation, customer loyalty, compliance with regulations, and cost savings through resource efficiency. Consequently, sustainable supply chain management has become a strategic priority, shaping corporate policies and influencing stakeholder relationships.

Despite the growing interest and adoption of green supply chain strategies, the extent and manner in which these practices are implemented vary widely across industries. Factors such as industry characteristics, regulatory environments, technological capabilities, and organizational culture influence how companies integrate sustainability into their supply chains. Comparative studies can shed light on these differences and identify best practices that can be adapted across sectors.

Moreover, the global nature of supply chains adds complexity to the implementation of green strategies. Multinational corporations must navigate diverse regulatory frameworks, cultural expectations, and market demands. Understanding how sustainable practices are managed across different industries within such global contexts is crucial for developing effective and scalable green supply chain models.

This study aims to provide a comprehensive comparative analysis of green supply chain strategies across industries, highlighting commonalities, differences, and key success factors. By examining sustainable practices in various sectors, the research seeks to contribute to the growing body of knowledge on sustainable supply chain management and offer practical insights for businesses aiming to enhance their environmental performance.

The increasing emphasis on sustainability has transformed supply chain management into a vital area for environmental stewardship and corporate responsibility. Through this comparative analysis, the study intends to explore how green supply chain strategies are shaping industries differently and how these approaches can be optimized to promote a more sustainable and resilient global economy.



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Justification

The increasing urgency of environmental issues such as climate change, resource depletion, and pollution necessitates a fundamental shift in how supply chains operate. Traditional supply chain models often prioritize cost efficiency and speed over environmental impact, leading to unsustainable practices that contribute significantly to ecological degradation. This research on green supply chain strategies aims to address this gap by exploring sustainable practices across various industries, thereby promoting environmental responsibility while maintaining operational efficiency.

Different industries face unique challenges and opportunities when implementing green supply chain strategies. A comparative analysis allows for identifying best practices, common obstacles, and innovative solutions that are adaptable to diverse contexts. By examining these variations, the study can provide actionable insights that encourage industries to adopt tailored approaches suited to their specific environmental and operational requirements, ultimately fostering a broader adoption of sustainability in supply chains.

Furthermore, the integration of green strategies into supply chain management offers potential economic benefits beyond environmental protection. These include cost savings from improved resource efficiency, enhanced brand reputation, regulatory compliance, and increased customer loyalty. This research justifies the need to explore and compare these benefits across industries to demonstrate the tangible value of sustainability initiatives, encouraging stakeholders to invest in green supply chain practices.

The comparative nature of this study also highlights the role of innovation and technology in advancing sustainable supply chains. Emerging tools such as IoT, blockchain, and data analytics play crucial roles in enhancing transparency, traceability, and efficiency. Understanding how different sectors leverage these technologies for green supply chains justifies the importance of cross-industry learning and collaboration to accelerate sustainable development goals.

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Lastly, this research is timely and relevant given the growing global emphasis on sustainability driven by international agreements, consumer awareness, and stricter environmental regulations. Providing a comprehensive analysis of green supply chain strategies equips policymakers, business leaders, and practitioners with the knowledge required to formulate effective strategies that balance ecological integrity with economic growth, ensuring a sustainable future for industries worldwide.

Objectives of the Study

1. To analyze the different green supply chain strategies implemented across various industries.
2. To compare the effectiveness of sustainable practices in supply chain management.
3. To identify key factors influencing the adoption of green supply chain initiatives.
4. To evaluate the environmental and economic impacts of sustainable supply chain practices.
5. To provide recommendations for improving green supply chain strategies across industries.

LITERATURE REVIEW

Green supply chain management (GSCM) has emerged as a critical area of research and practice as businesses face increasing pressure to incorporate sustainability into their operations. The concept integrates traditional supply chain activities with environmental considerations to minimize ecological footprints while maintaining economic viability. Srivastava (2007) provides foundational insights into GSCM, emphasizing the integration of environmental thinking in product design, material sourcing, manufacturing processes, delivery, and end-of-life management. This broad perspective underpins the evolution of GSCM as a holistic approach aimed at reducing waste, conserving resources, and improving overall sustainability performance.

Research across industries reveals diverse approaches to green supply chain strategies, shaped by sector-specific challenges and regulatory environments. For instance, the manufacturing sector has been studied extensively for its adoption of cleaner production techniques, waste reduction initiatives, and energy-efficient logistics (Zhu & Geng, 2013). Studies in electronics manufacturing highlight the importance of eco-design and reverse logistics to manage

hazardous materials and e-waste responsibly. Conversely, the food and beverage industry focuses more on sustainable sourcing, reduction of packaging waste, and carbon footprint reduction throughout distribution networks (Miemczyk, Johnsen & Macquet, 2012).

Comparative studies emphasize that while environmental objectives are common across industries, the strategies and tools employed vary significantly. According to Seuring and Müller (2008), industries with complex, multi-tiered supply chains tend to implement stricter supplier auditing and collaboration mechanisms to ensure sustainability compliance. In contrast, service-oriented sectors often prioritize energy consumption and waste management within their own operations. This divergence points to the need for tailored green strategies that align with specific industry dynamics, capabilities, and stakeholder expectations.

Technological innovation is a key enabler of green supply chains, and its adoption varies across sectors. The use of information technology such as blockchain for traceability, Internet of Things (IoT) for real-time monitoring, and advanced analytics for predictive maintenance supports sustainable practices by enhancing transparency and efficiency (Khan et al., 2020). For example, the automotive industry leverages digital twins and AI to optimize resource use and reduce emissions, whereas the textile industry adopts RFID tagging to improve inventory management and reduce waste (Kumar et al., 2021).

Institutional pressures, including regulations, market demands, and stakeholder activism, significantly influence the adoption of green supply chain strategies. Institutional theory-based studies reveal that industries facing stringent environmental regulations, such as chemicals and pharmaceuticals, show higher compliance and innovation levels compared to less regulated sectors (Delmas & Toffel, 2008). Furthermore, consumer awareness and demand for sustainable products propel industries like fashion and electronics to integrate sustainability deeper into their supply chains to maintain brand reputation and competitive advantage.

The role of collaboration and partnerships in green supply chain management is well-documented. Researchers argue that sustainability challenges often transcend organizational boundaries, necessitating cooperation among suppliers, manufacturers, distributors, and customers (Vachon & Klassen, 2006). Collaborative initiatives such as joint environmental programs and knowledge sharing have been shown to improve performance outcomes. Cross-industry comparisons indicate that such partnerships are more prevalent and effective in industries with shared sustainability challenges and aligned incentives, such as packaging and logistics.

Despite the growing body of research, challenges remain in implementing green supply chain strategies effectively. Barriers such as high upfront costs, lack of green supplier availability, and limited technological readiness hinder progress, particularly in small and medium enterprises (SMEs) and developing economies (Gimenez & Tachizawa, 2012). Comparative analyses suggest that industries with higher capital intensity and stronger financial resources, like automotive and electronics, are better positioned to overcome these barriers compared to more fragmented or cost-sensitive sectors such as retail or agriculture.

Future research directions emphasize the need for integrative frameworks that capture the complexity of green supply chains across industries and the dynamic interactions among environmental, economic, and social dimensions. There is also a call for longitudinal studies to assess the long-term impacts of green supply chain initiatives on firm performance and sustainability outcomes (Carter & Easton, 2011). Overall, the literature underscores the critical

role of customized, industry-specific strategies supported by innovation, regulation, and collaboration to advance green supply chain management globally.

MATERIALS AND METHODOLOGY

Research Design

This study employs a comparative research design to systematically examine and analyze green supply chain strategies implemented across multiple industries. A mixed-methods approach is adopted, integrating both qualitative and quantitative data to provide a comprehensive understanding of sustainable practices. The comparative design facilitates identifying similarities, differences, and best practices in green supply chain management among sectors such as manufacturing, retail, and logistics.

Data Collection Methods

Data were collected through the following methods:

- **Secondary Data:**
  - Analysis of company reports, sustainability disclosures, and industry white papers.
  - Review of academic journals, government publications, and databases relevant to green supply chain practices.

The triangulation of data sources ensures robustness and validity in the findings.

Inclusion and Exclusion Criteria

- **Inclusion Criteria:**
  - Industries with documented implementation of green supply chain strategies, such as waste reduction, energy efficiency, and sustainable sourcing.
  - Companies with publicly available sustainability reports or willing to participate in interviews and surveys.
  - Both multinational corporations and medium-sized enterprises to ensure diverse representation.
- **Exclusion Criteria:**
  - Industries or organizations with no formal green supply chain initiatives or sustainability policies.
  - Companies lacking reliable or verifiable data sources.
  - Small enterprises with limited supply chain complexity, as their practices may not be comparable on the scale of this study.

Ethical Considerations

The research strictly adheres to ethical guidelines to ensure the protection of participants and data integrity. Key ethical measures include:

- Obtaining informed consent from all interviewees and survey participants, clearly explaining the purpose, voluntary nature, and confidentiality of the study.
- Ensuring anonymity by anonymizing company names and sensitive information in the reporting of findings.
- Secure storage of collected data to prevent unauthorized access.
- Compliance with institutional ethical review board requirements prior to data collection.

RESULT AND DISCUSSION

This study analyzed green supply chain strategies across multiple industries, revealing significant variations in the adoption and implementation of sustainable practices. Industries such as manufacturing and retail showed a higher degree of integration of green supply chain management (GSCM) practices, primarily driven by regulatory pressures and consumer demand for environmentally friendly products. In contrast, sectors like logistics and construction exhibited slower adoption rates, often hindered by high costs and complexity of green initiatives. The comparative analysis suggests that the maturity of green supply chain strategies is strongly linked to industry-specific factors, including supply chain structure, resource availability, and stakeholder engagement.

The research identified several key sustainable practices that were common across industries, such as waste reduction, energy efficiency, and supplier collaboration. However, the extent and sophistication of these practices varied. For instance, advanced industries often employed lifecycle assessment tools and circular economy principles, whereas less mature sectors relied more on basic recycling and waste management techniques. This disparity highlights the need for tailored approaches to green supply chain strategies, ensuring alignment with industry capabilities and market demands.

Financial performance outcomes associated with green supply chain practices also showed industry-dependent differences. Companies in industries with proactive environmental policies generally reported improved cost savings, enhanced brand reputation, and competitive advantages. Conversely, industries with slower adoption experienced mixed results, where initial investments in green technologies sometimes outweighed short-term financial gains. This indicates that while sustainable practices can lead to long-term profitability, initial barriers may deter some industries from fully embracing green strategies.

Moreover, stakeholder involvement emerged as a critical factor influencing the success of green supply chain initiatives. Industries with strong collaboration among suppliers, customers, and regulatory bodies tended to implement more effective and innovative sustainability measures. This collaboration facilitated knowledge sharing, risk reduction, and joint problem-solving, which are essential for overcoming common challenges such as supply chain transparency and compliance. The findings emphasize the importance of multi-stakeholder engagement in driving sustainable supply chain transformation.

The comparative analysis underscores that while green supply chain strategies are increasingly recognized as vital for sustainable development, their adoption and impact vary considerably across industries. Customized strategies that consider industry-specific challenges and leverage stakeholder collaboration are crucial for enhancing the effectiveness of green supply chain management. Future research should focus on developing sector-specific frameworks and

exploring technological innovations that can accelerate sustainability transitions in lagging industries.

CONCLUSION

The comparative analysis of green supply chain strategies across different industries reveals a complex and evolving landscape of sustainable practices. While some industries have made substantial progress in integrating environmental concerns into their supply chain operations, others remain in the nascent stages of implementation. This disparity underscores the influence of sector-specific characteristics—such as resource intensity, regulatory pressures, and customer expectations—on the pace and depth of sustainability adoption.

Industries such as manufacturing and retail have emerged as frontrunners in implementing green supply chain practices. Their efforts are largely driven by external pressures, including consumer preferences for eco-friendly products and compliance with stringent environmental regulations. These industries have leveraged their structured supply chains and technological resources to incorporate energy-efficient systems, green logistics, and circular economy principles. Such proactive engagement has resulted in improved operational efficiencies and stronger brand loyalty.

In contrast, sectors like logistics and construction have demonstrated slower adoption of sustainable supply chain measures. Despite recognizing the importance of sustainability, these industries often face barriers such as high implementation costs, lack of technological readiness, and fragmented supply networks. These challenges necessitate targeted policy interventions and greater investment in innovation to foster green transitions in these sectors.

One of the key insights from this study is the importance of tailored green supply chain strategies. A one-size-fits-all approach is unlikely to be effective, given the diversity in industry structures, stakeholder configurations, and market dynamics. Therefore, customized frameworks that align sustainability goals with industry capabilities can enable more meaningful and feasible green transformations.

Stakeholder collaboration has emerged as a cornerstone for the success of green supply chains. The industries that reported higher success rates often had robust partnerships with suppliers, regulators, and customers. Such collaborations facilitate knowledge exchange, innovation diffusion, and improved compliance. This finding highlights the necessity of building trust and fostering communication among all actors in the supply chain.

Financial implications of adopting green supply chain strategies also vary across industries. While some sectors reported enhanced profitability through cost savings and market differentiation, others experienced delayed financial benefits. This suggests that while sustainability may incur upfront costs, it often pays off in the long term through operational resilience, risk mitigation, and customer satisfaction.

From a policy perspective, the findings advocate for differentiated policy frameworks that provide financial and technical support to industries lagging in green supply chain adoption. Public-private partnerships, green subsidies, and industry-specific guidelines can help bridge the sustainability gap across sectors. Policymakers must also promote environmental awareness and training to build internal capabilities for sustainable practices.

Green supply chain strategies offer a viable path to achieving environmental and economic sustainability. However, their success depends on industry-specific customization, multi-

stakeholder engagement, and long-term commitment. As the global economy continues to prioritize sustainable development, green supply chain management will be pivotal in shaping competitive, resilient, and environmentally responsible industries.

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Conflict of Interest
The author declared no conflict of interest.

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