

**ALFRED NOBEL UNIVERSITY
DEPARTMENT OF MANAGEMENT**

MASTER'S QUALIFICATION WORK
on the topic
**“Smart Solutions for Ageing Populations in BBB Contexts:
Investigate tech-enabled”**

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SUMMARY

Kuchuk V.I. “Smart Solutions for Ageing Populations in BBB Contexts: Investigate tech-enabled”

This research investigates the integration of smart technological solutions into urban and domestic environments to facilitate “healthy ageing” and “ageing-in-place”. The study addresses the limitations of traditional, centralized care structures by exploring decentralized business service models that utilize local providers, digital platforms, and modular technologies.

The methodology focuses on three core pillars: the physical interaction between smart technologies and built environments, the behavioral factors (trust and acceptance) influencing technology adoption among older adults, and the economic viability of scalable ageing ecosystems.

Key results indicate that tech-enabled smart solutions, when integrated through a decentralized model, significantly enhance user autonomy and responsiveness while reducing overall systemic costs. The findings provide a conceptual framework for transforming smart ageing from a purely technological challenge into a systemic urban management strategy, ensuring that built environments are resilient, ethical, and inclusive.

Keywords: Smart Ageing, Ageing-in-place, Decentralized Business Models, Better Built Back (BBB), Urban Management, IoT & AI Integration, Built Environment, User Autonomy

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