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THE IMPACT OF NEURAL NETWORKS ON INTERNATIONAL BUSINESS

Влияние нейросетей на ведение международного бизнеса

The development of technology and achievements in the field of artificial intelligence and the development of neural networks have significantly influenced modern business.

The goal of this study is to study the impact of neural networks on international business, their potential and advantages in this area. Analyze various aspects, including process automation, market trend forecasting, decision-making improvement, and operations optimization in international business. Consider examples of successful application of neural networks in real situations of international companies.

Today, in international business, which is characterized by a high level of competition and quite dynamic conditions, the usage of new and most promising technologies is becoming increasingly important. Currently, one of these promising technologies is neural networks, which allow companies to increase the efficiency of data analysis, predict trends and tendencies, and make informed decisions affecting the company's activity. Neural networks allow automating almost all routine processes such as data processing, information classification, automatic translation, documentation, and much more. All these processes help the company increase work efficiency, reduce costs. An example of such processes can be the automation of the customs declaration process for international transport, where the neural network is capable of processing large volumes of data and optimizing the declaration process. Neural networks are capable of analyzing colossal volumes of market data, including economic indicators, various patterns, media channels, and much more, to predict the outcomes of various events, situations, trends, and systematize information. Forecasting helps companies make more informed decisions on the development of new markets, products, pricing policy, and production planning. The use of neural

networks helps in decision-making, removes the risk of the human factor, which often can negatively affect the company's activities. Neural networks are capable of analyzing complex data and providing valuable information for making strategic decisions. For example, neural networks can determine the optimal marketing strategy, predicting demand, and making decision to optimize production processes. Artificial intelligence can optimize a large number of complex operations, which can find application in logistics, inventory management, forecasting and production planning, as well as in the distribution of information within the enterprise and beyond. Among the examples of successful usage of neural networks in international business can be Amazon, which uses data analysis and machine learning to predict consumer behavior, which allows them to offer personalized product recommendations. Netflix using data analysis and machine learning to offer personalized movie and TV show recommendations. Google uses neural networks to improve its search algorithms and offer personalized advertising, as well as for instant translation between 21 languages and providing up-to-date information about road conditions and traffic jams. Facebook also uses artificial intelligence to predict user interests and offer personalized advertising. These are the simplest examples of the usage of artificial intelligence by large international companies.

Research results: nowadays, artificial intelligence is used in many large international companies, but the prospects and potential of neural networks are increasing every year. Neural networks are used in data work and analysis, forecasting and decision-making, but their potential and capabilities continue to grow every year.

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DIGITALIZATION IMPACT ON THE WORLD ECONOMY

Воздействие цифровизации на мировую экономику

The purpose of the study is to identify the changes occurring in the economy under the influence of digital technologies, the new opportunities for businesses and consumers, the changing relationships between companies and consumers as well as identifying potential risks and challenges associated with digitalization.

Digitalization plays a key role in the modern global economy. It affects all industries and sectors, changing the ways of production, consumption, management and communication.