

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.

Digitalization impacts the global economy by increasing labor productivity through process automation and the use of new technologies. This allows companies to produce more goods and services in less time and with fewer resources, contributing to economic growth. It helps improve people's quality of life and makes them more productive participants in the economy.

Digitalizing the economy significantly reduces information costs by expanding the information space and creating information products. This substantially speeds up and simplifies information search, comparative analysis and exchange as well as contributes to the education development, healthcare, financial services and other life areas [1].

One of the main aspects of digitalization is the use of information technology to optimize business processes. This includes automating production lines, implementing enterprise management systems, data analytics and many other tools that help improve the efficiency and quality enterprise operations. In addition digitalization promotes the new types of businesses development such as IT startups, e-commerce, online education, and others, which often have high growth potential, contribute to job creation and can quickly change the economic landscape.

Digitalization opens up new opportunities for communication and marketing. With the emergence of social networks and online platforms, companies can effectively interact with customers, conduct marketing campaigns and sell their goods and services online.

If we talk about the countries international competitiveness in the future, it will depend to a greater extent on how quickly digital technologies are used in production processes [2].

However digitalization also creates challenges such as cybersecurity threats, changing workforce qualification requirements and increasing digital inequality. Therefore it is important to develop digital transformation strategies that take these challenges into account and ensure sustainable development.

In conclusion it can be summarized that digitalization contributes to increasing economic competitiveness and improving people's quality of life.

## References

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