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## **ARTIFICIAL INTELLIGENCE IN THE BANKING SYSTEM**

### **Искусственный интеллект в банковской системе**

In today's competitive and technology-driven world, Artificial Intelligence (AI) has become an integral part of various aspects of our lives, including medicine, retail, the trucking industry, and the banking system. What's even more intriguing is that we often interact with AI without consciously realizing it.

Firstly, we acknowledge that AI plays a significant role in the field of banking, working behind the scenes the moment we initiate any transaction. It carefully monitors our communication style, desires, preferences, and intonation. By analyzing vast amounts of customer data, AI develops sophisticated algorithms that provide the most relevant and appropriate responses for each individual consumer. As a result, we are presented with tailored offerings, avoiding the suggestions of goods and services that we are unlikely to purchase. It's astonishing to think about how long it has been since we last received an advertisement on our phones for a product we truly have no interest in. This ability of AI to recognize our speech patterns enables it to select the most attractive and useful offerings for us.

Additionally, AI employs neural networks to create frameworks that optimize various aspects of the banking system. For instance, neural networks determine the most efficient collection routes for clients, help determine the optimal number of employees required in different bank divisions, identify the most productive employees, and assist in identifying borrowers who may be in need of support. The speed at which AI accomplishes these tasks, which would typically take humans days or weeks, is truly remarkable. Thanks to the effectiveness of neural networks, banks can efficiently allocate their resources, focusing on areas with promising potential, rather than wasting efforts on uninterested clients.

Definitely, the integration of AI into the banking system is an unstoppable trend, as most analytical operations are now automated. This not only reduces costs for banks but also enables them to swiftly address emerging issues with optimal solutions. While it may seem that we have already discovered all the functions of AI, it's important to note that there is still immense potential for developing programs to assist bank employees. For example, AI could develop schedules for employees engaged in consulting work to ensure their productivity and comfort based on individual preferences and the time of day. Furthermore, AI could facilitate consultations between employees and customers who are likely to establish rapport

and have productive interactions. This would be mutually beneficial and highly convenient for both parties.

To conclude, AI's impact on the banking system is undeniably transformative. It has automated analytical processes, reduced costs, optimized operations, and improved customer experiences. AI continues to evolve and holds immense potential for enhancing employee productivity and further personalizing banking services. As AI continues to revolutionize the industry, we can expect even greater advancements in meeting the diverse needs of clients while fostering efficient and fruitful relationships.

### References

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2. *Panshin, B.* Digital economy: features and development trends / B. Panshin // Science and Innovation. – 2016. – No. 157. – Pp. 17–20.

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## **GENERATIONAL MARKETING: HOW TO ATTRACT ZOOMERS**

### **Маркетинг поколений: как привлечь зумеров**

The initial stage of creating a marketing strategy is to determine the portrait of the consumer. In the era of targeted advertising, marketers can focus on a person's field of activity, geographic location or income level, but one of the key factors is still the age range. This approach is related to the concept of generational marketing. It involves segmenting customers depending on the year of their birth. There are currently 5 main generations: Baby Boomers, Generation X, Generation Y, Generation Z and the new Generation A. Each has different beliefs and collective experiences that determine their consumer behavior. This scientific work aims to describe the consumer habits of the most economically active generation in the near future – Generation Z – and give advice on attracting this target audience.

Generation Z was born approximately between 1997 and 2012 [1]. Most of the representatives of this generation are still schoolchildren and students, but in 5 years they will become the largest group of consumers. Moreover, teenagers have a great influence on their parents' spending habits: they are determined to educate parents