

AI is based on algorithms and analyses set by people, since a well-prepared source information is needed to set up a neural network. That is why, in order to avoid replacing human labor with artificial intelligence, product managers and project managers should improve their meta-skills: develop analytical thinking, adaptability and flexibility to various situations and leadership qualities. In addition, the neural network cannot be fully implemented in such areas as medicine, education, art, personnel management, because they require empathy and a complete absence of errors, which are sometimes possible when working with AI. Another problem of neural networks is their availability. The paradox of the introduction of neural networks lies in the simultaneous budget and high cost of this innovation. The use of AI makes it possible to reduce staff and reduce salary costs, however, the introduction of this technology implies the availability of qualified employees in this field, the availability of the latest business models and equipment, which entails large expenses that are not affordable to everyone.

Research results: familiarization with the main areas of application of neural networks was conducted and their main disadvantages were identified.

References

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SHOPPING ONLINE OR ALIVE. WHAT DOES MODERN SOCIETY CHOOSE?

Шопинг онлайн или вживую. Что выбирает современное общество?

Purpose: To explore what kind of shopping is popular these days. To identify which option of buying has more advantages.

The tendency of the development of our world is observed every day. With the help of new technologies humans makes our daily life more comfortable and easier.

Now you do not need to spend your whole day shopping at the mall. In online stores you can order food, books, clothes and much more. You just have to click on the mouse a couple of times. And the most incredible thing that all purchased goods will be delivered directly to the door of your home. According to the results of research by the Organizing Committee of the IDR'2020 Online Retail Conference and Data Insight, online shopping began to grow after the pandemic. And now every year the percent of buying from home is increasing rapidly. For example, according to research results for 2022 69% of people in the United States doing shopping online.

It seems that this option of shopping is ideal for both people and nature. Humans do not use a car or public transport to get to the store. It means that less carbon dioxide gets into the environment. But not everything is as simple as it seems. Firstly, not all parcels arrive on time. Secondly, most goods from other countries are delivered by water transport that pollutes the marine and oceanic habitat. Thirdly, many home deliveries fail the first time, so the driver often has to drive from one end of the city to the other several times a day. If the customer does not like the thing and returns it to the seller then, accordingly, the concentration of carbon dioxide in the air increases twice. According to the research by economists from the University of Bamberg, Germany takes first place among European countries in terms of the number of returned goods. In 2022 99 billion were spent on things that were bought in online stores. However, every fourth was sent back.

The leaders among the goods that are most often handed back are clothes and shoes. The main reasons for the return: damage to the product, discrepancy with the picture or description on the website, as well as size discrepancy. Therefore, shopping in alive is more reliable. You can come to the store to check the quality of the thing, touch it, and most important try it on.

Usually clothes and shoes are not sent for secondary sale to stores. And there is why. The goods must be processed after sending back, but it is simply not profitable for most companies. Because of this, returned products are mostly thrown away, an example of this is the largest clothing dump in the world, which is located in the Atacama Desert, Chile. Based on statistics, purchased online goods are returned more often – in 25% of cases, while the percent of returns to stores is about 8%. Accordingly, if the percent of return is higher, then the level of environmental pollution will be high.

Ending the research work, there is a conclusion that the convenience of selection and search is the main advantage of online shopping. But practicality and environmental friendliness are the main qualities of buying goods in stores. Everyone has the rights to choose what to do and how to make their purchases. But in the era of global warming, we must try to help the planet.