and public sentiment – important factors for the economic sector [3]. Digital technologies contribute to the improvement of intra-corporate communication through the use of CRM systems. This allows different departments to co-operate in real time, facilitates faster decision-making and efficient work on projects.

In the context of social responsibility, versatile digital technologies are used as well, mainly to ensure workplace safety. For example, robots can replace humans in dangerous situations, while the use of computer vision and the Internet of Things helps detect and prevent potentially dangerous situations at work. In addition, virtual and augmented reality technologies are effectively used to train employees, especially those who face high occupational risks.

To sum up, digitization and ESG principles are closely linked and jointly contribute to sustainable business development. Applying digital technologies as part of ESG transformation enables companies to manage their resources more efficiently, reduce their environmental impact and improve working conditions for employees. The implementation of appropriate combined strategies not only contributes to improving the financial performance of companies, but also creates a positive social and environmental footprint.

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## FEATURES OF USING CHATGPT IN BUSINESS: PROS AND CONS

Neural networks are one of the prime examples of advanced technology today. According to the latest statistics, their usage in business has grown by 270% over the past few years. The capabilities of artificial intelligence and neural networks have grown from simple automation of big data processing to analytics and business process forecasting. The simplest and most familiar example of neural networks is ChatGPT [1].

The purpose of this study is to analyze the usage, opportunities and drawbacks of neural networks, particularly ChatGPT, in business.

The promising capabilities of ChatGPT make it extremely useful for many aspects of companies. However, the potential risks of its implementation should not be overlooked [2].

Regardless of the field of activity and the purpose of use, the integration of neural networks with routine work causes interest in people who can interact with it: consumers, customers, competitors. Meanwhile there are questions arose about the feasibility and usefulness of such an innovation. Will it bring real benefit or is it just another marketing move to attract attention? The answer to this question depends on many factors describing a particular company. However, as of today, the practical usefulness of ChatGPT is real and has been proven by the example of many companies that have already automated their work through neural networks [3].

Some of the most significant business benefits of ChatGPT are:

– High accuracy;

ChatGPT can take on highly specialized and energy-intensive tasks that involve processing large amounts of data. These can include calculating transactions, tracking pricing trends, and planning management decisions.

- Large database of training data;

Due to the fact that neural networks have an extensive knowledge base at their core, they are suitable for implementation in companies of almost all spheres of activity. At the moment ChatGPT is already automating such processes as searching for information on issues from various spheres, writing code, scripts or medical recommendations and many others.

- Convenience and simplicity of use with the possibility of personalization;

The Q&A principle is simple and easy to understand for everyone, and the possibility to set the interface language makes it an indispensable tool for working with foreign clients [4].

In case of using ChatGPT it is necessary to pay attention to training data: their inaccuracy, incorrect placement or insufficient quantity can cause failures in the neural network. In addition, ChatGPT requires specially written plug-ins for high level of operations, most often related to mathematical calculations [5].

Despite the drawbacks, with proper training and implementation, the resulting operational benefits far exceed the resources spent in the initial stages.

However, the most controversial point in the decision to implement ChatGPT is the possibility of leakage of data analyzed and used by the neural network. This means that the use of ChatGPT, like many other software solutions, entails certain risks of information disclosure. The data collected in the process of using the neural network is stored, processed in accordance with the accepted rules. The company establishes a privacy policy that regulates the collection, use, storage of and access to information from users.

The use of neural network is possible for purposes such as:

- Analyzing customer behavior, tastes and preferences;

- Forecasting demand for goods and services, trends and needs, using data on customer purchases and behavior;
- Optimizing inventory management, while analyzing customer behavior;
- Analyzing customer actions within the framework of the company's online resources in order to determine the sphere of consumer interests and form optimal offers;
- Organizing technical support for customers based on the database of information provided by the company;
- Compiling presumptive diagnoses based on the archive of medical histories;
- In banking, calculating the probability of loan approval, analyzing credit history, etc [6].

Consequently, ChatGPT has high competitiveness among software solutions, relatively low cost and a wide range of solvable tasks. This neural network is not suitable for customer authorization or work with confidential data of working process. However, for example, for developers, marketers, analysts, managers and executives, it will not only bring invaluable benefits, but also save time that can be used for the implementation of new projects or a more detailed study of current tasks.

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