



Figure 3 Main reasons for closing startups

This research highlights how online platforms transform entrepreneurship by eliminating geographic and resource barriers, thus facilitating startup success. Key insights include:

1. Capital acquisition: Online platforms provide access to funding and expert advice through various networks.
2. Crowdfunding and social media: Essential for attracting investors and understanding market demand.
3. Business consulting and talent acquisition: Offer global access to expertise and advice.

Overall, these platforms enhance entrepreneurs' ability to secure funding, connect with experts, and assess market needs, streamlining startup development. Despite the absence of local platforms in the Republic of Belarus, the global reach of these tools addresses local challenges effectively.

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USING CHAT GPT IN BUSINESS

Every year more and more new technologies appear in the business sector. The most modern and promising of them is the GPT chat. Chat GPT is an artificial intelligence technology that is used to create texts based on input data. The AI-based technology was introduced in November 2022 and made a splash on the market. Unlike predecessors, the new chatbot can answer questions at a high speed without clichés and the feeling of

talking to a robot. The purpose of the research is to investigate the areas of using chat GPT technology in business, to analyze the prospects for the development of this technology in the future.

There are many more areas of chat GPT application than it seems at first glance. First, it can be used in Customer Service. Chat GPT can quickly provide accurate and detailed information, allowing support teams to focus on more complex issues such as technical problems or account concerns. GPT-based chatbots can be useful in business for automating communication with customers, answering important questions, customer support. The technology can be used to automate customer service responses in your internal knowledge management software. By training chat GPT with commonly asked questions and issues, you can create automated responses that can be sent to customers quickly and accurately. [1]

Chat GPT can also help businesses in marketing. The tool can generate a multitude of ideas across different formats, from blog posts to social media posts. For instance, by prompting chat GPT with a topic or industry, one can generate a range of potential article titles, video ideas, and social media post ideas. Copywriting is another area where chat GPT can be incredibly useful in digital marketing. Chat GPT can even be used in search engine optimization (SEO) by performing keyword research, clustering, content optimization, backlink outreach, and generating FAQs.

AI technology can completely transform HR functions by automating HR processes, enhancing the employee experience and HR compliance. Chat GPT can also be helpful in retail customer service to improve customer experience, personalize retail offerings, assist in inventory management, conduct market research, and even detect all sorts of fraud activities.

Therefore, the key advantages of using GPT chatbots in business are efficiency, 24/7 availability, reducing staff workload, and personalization of processes personalization.

There are also some disadvantages and limitations to the use of the technology in business. Chatbots do not always understand a context completely. It can lead to lack of precision in requests. Consequently, it takes more time and resources. There are also risks of data leakage.

Well-established and innovative companies are actively using this AI tool. In February 2023, a survey was conducted from ResumeBuilder.com of 1,000 American company executives to assess the use of chat GPT among businesses. The survey showed that almost half of all companies have already implemented the technology in their activities. Another 30% intended to do so. In addition, almost half of those who already use chat GPT said it replaced their staff.

In January 2023, Satya Nadella, chairman of the board, Chief Executive Officer of Microsoft, spoke about the expansion of the partnership between Microsoft, and Open AI, emphasizing that this agreement will promote innovative research of artificial intelligence and facilitate its use by a wide range of developers and companies. Microsoft Teams Premium offers short descriptions and chapters with artificial intelligence support, helping teams and organizations become more productive. Microsoft Bing chat with artificial intelligence support provides an innovative approach to consumer search.

Microsoft Copilot uses huge Language Models (LLM) with Microsoft 365 business data and applications to enhance creativity, productivity and skills. [2]

Carrefour, a global grocery chain with stores in more than 30 countries, has implemented a chatbot and a human avatar generated using artificial intelligence to minimize the cost of creating videos for customers. This first example was an explanation in the style of frequently asked questions: Avatar advised buying more useful and cheaper products through the company's website. Artificial intelligence is used in the company as a means of individualizing purchases, optimizing product selection and reducing waste.

Ada, a Toronto-based company that automates 4.5 billion customer interactions, is collaborating with Open AI to further expand the capabilities of its chatbots. While Ada chatbots have traditionally been successful at handling repetitive requests with accurate answers, they find it difficult to handle more complex customer questions. Using the Open AI GPT-3.5 generative model, the company was able to gain access to a deeper understanding of customer requests, offer more effective solutions and synthesize conversations between the client and the bot before they are transmitted to staff, which allows them to collect important information about customer behavior and preferences. Ada chatbots by themselves can make the refund process easier by eliminating the need for tedious approval procedures. Thus, by combining the efforts of Ada and Open AI, the company acquires the potential to revolutionize the customer service industry, allowing chatbots to understand and meet customer needs in an unprecedented way.

Using these examples, it can be noted that GPT chat in business is mainly used in two areas: support service and education. With the support of GPT chats, companies serve customers quickly and without difficulty: they help to find solutions to problems, answer questions. In addition, companies use chats to provide quick access to information or additional resources.

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ETIQUETTE IN ONLINE STORES

In the digital age, online shopping has revolutionized the way we shop for goods and services. With the click of a button, consumers can browse through a vast array of products, compare prices, and make purchases from the comfort of their own homes.