

European countries, up to 40 % of migrants work in the informal economy, which reduces tax revenues. At the global level, migration could generate up to \$1.4 trillion in annual revenue for the world economy if the number of migrants doubled.

Migration regimes reduce remittances, which account for 8 per cent of GDP in some countries, and exacerbate unemployment. Importing countries such as the US and UK suffer from a shortage of workers, leading to slower economic growth, e.g. UK agriculture will lose more than £60 million in 2022 due to labour shortages.

The results show that such measures worsen labour shortages, strengthen the shadow economy and slow growth, while countries with liberal policies benefit from attracting qualified professionals.

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Chen Shiju

Чэнь Шицзюй

Институт бизнеса БГУ (Минск)

Научный руководитель Н.А. Подобед

CHALLENGES AND SOLUTIONS OF USING ARTIFICIAL INTELLIGENCE IN MARKETING

Вызовы и решения применения искусственного интеллекта в маркетинге

The purpose of this article is to study the moral risks associated with artificial intelligence in marketing. This paper focus on the problem of infringing customer privacy and proposes solutions, which help enterprises to use artificial intelligence better in the big data era.

In today's digital age, the combination of big data-driven artificial intelligence and marketing has brought huge competitive advantages to enterprises. However, it has also brought lots of questions. Customer privacy is one of the most important problems. In the big data times, the concept of citizen privacy mainly consists of three elements: legal privacy rights, online privacy rights, and personal data [1].

As artificial intelligence develops, companies can collect and analyze a great deal of customer data to achieve precision marketing. However, sometimes, they may collect personal information excessively without agreement, which include browsing history, shopping records, personal preference, geographic location and so on. If this data is obtained by criminals, customers will face the risk of harassment, fraud and even identity theft. For example, some e-commerce platforms use artificial intelligence to analyze shopping habits and then sell data to third parties, which seriously infringes customer privacy.

In order to solve the problem of customer privacy infringement, the following measures can be taken:

Firstly, before collecting and using customer data, enterprises should clearly inform the scope of use and obtain consent, so that customers have the right to choose to provide data and limit use.

Secondly, strengthen data security management, establish strict systems and use advanced technology to protect the safety of storage and transmission of data. At the same time, train employees to improve data security awareness and prevent internal leaks.

Thirdly, clarify the data usage rights, stipulate which departments and personnel can access and use conditions, and take stricter control over sensitive data.

Finally, strengthen government supervision by making laws and regulations and struggling against crimes that violate people's information. In China, with the release of the Civil Code and the Personal Information Protection Law, they have played a very important role in the protection of personal information and privacy [2].

In conclusion, opportunities and challenges coexist in the application of artificial intelligence in marketing. Enterprises and governments should work together to take effective measures to ensure its sustainable development and bring benefits to enterprises and consumers. Consumers should also raise awareness, protect their privacy rights and interests, and jointly create a fair, just and transparent market environment.

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