

## **THE INTERNET OF THINGS: PAVING THE WAY FOR AN INTELLIGENT ECONOMY**

### **Интернет вещей: путь к интеллектуальной экономике**

The Internet of Things (IoT) is the introduction of internet connectivity to all devices to share information with each other. This technology has become an integral part of modern life, finding applications in healthcare, industry and home devices. With the development of IoT, not only our economy is changing, but also the way we live, work and interact with the world around us.

The purpose of this article is to explore the impact of IoT on the modern economy and emphasise its important role in different areas of life. In addition, we will examine the integration of artificial intelligence (AI) with IoT, emphasising its potential in accelerating economic growth and societal development.

The modern economy is increasingly intertwined with IoT technologies. From optimising manufacturing processes to improving customer experience, IoT contributes to the quality of life by simplifying actions and saving time. A prime example of IoT's contribution to economic growth is an innovation in the retail industry. Zippin has developed smart kiosks equipped with sensors and IoT devices that eliminate the need for traditional queues at the checkout. Customers simply pick up the items they want and payment is processed automatically when they leave the shop. This innovation has increased sales by 240 % at Gainbridge Fieldhouse and reduced service time at Tropicana Field to an average of 40 seconds. . Belarus does not yet have such technologies, but Belarus is not without IoT technologies, such as the 100,000 smart streetlights installed in Minsk and the BelToll electronic toll collection system.

The IoT market is growing rapidly, but estimates vary widely. For example, IOT Analytics estimated the market for IoT at \$200 billion in 2022, while Allied Market Research analysed that it will reach \$1 trillion. These discrepancies reflect the difficulty in understanding the full development and potential of IoT.

Most recently, everyone was talking about the new 5G, but it has been overshadowed by artificial intelligence. The Internet of Things was already one of the fastest growing markets, and with the advent of artificial intelligence it will gain even more momentum. Andrey Govorenko of the Research Institute of Digital Economy, Artificial Intelligence and Information Security said that doctors will soon have AI assistants. In theory, these assistants will perform part of the doctor's work that is not considered medical. This raises the question of liability for AI decisions. Humans should not be absolved of decision-making responsibility, they should be ultimately responsible for the consequences of

decisions, and have a more inclusive and informed attitude towards AI, thus ensuring its ethical and beneficial use. Discourse about AI often raises fears of job loss and negative consequences; however, these fears stem from a misunderstanding of the role of artificial intelligence. Rather than seeing AI as a job replacement, it should be seen as a tool that, when combined with human talent, can significantly improve human abilities and outcomes.

The research presented in the article emphasises that the Internet of Things is becoming an integral part of modern life, transforming not only the economy but also social interactions. The interconnection of IoT and artificial intelligence opens new horizons for accelerating economic growth and societal development. IoT is driving the development of new business models based on data collection and analysis, which opens up opportunities to personalise services and create new products. The use of the Internet of Things with AI leads to a number of ethical and legal issues, highlighting the need to create legislation that will regulate the use of the Internet of Things and AI. Only then will we be able to utilise IoT and AI for the benefit of society and ensure sustainable development of humanity.

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## **MOBILE MARKETING IN BUSINESS PROMOTION**

### **Мобильный маркетинг в продвижении бизнеса**

This paper focuses on the importance of mobile marketing as a key tool in business promotion in the modern environment. While mobile marketing allows access to a huge audience of potential customers, not all companies today are fully utilizing mobile platforms and technologies to attract and retain customers. Ericsson predicts that there will be 7.21 billion mobile phones in the world in 2024. This is 28.98 % more than the 5.59 billion devices in use in 2019. This raises a number of challenges that cause companies to miss opportunities and end up becoming less competitive locally and internationally.

The most accurate definition of mobile marketing is a marketing strategy that utilizes mobile channels to attract people from smartphones or tablets. It involves the integration of modern solutions that facilitate effective communication with customers in apps such as social media, push notifications, MMS, SMS and others.

The goal of this survey is to analyze the advantages of using mobile marketing in business promotion processes. The survey is founded on the analysis of existing literature and practical data on effective mobile marketing strategies.

Thus, the results of the study confirm that companies that have implemented mobile marketing have a considerable competitive advantage. Currently, 70 % of internet traffic comes from mobile devices, and people use their mobile phones about five hours per day.