

possible to find out how likely the client is to make a purchase again. Since the neural network is capable of finding numerical parameters based on the information received.

In conclusion we can say that the tasks listed above are not the limit of the capabilities of neural networks. There are a huge number of them, and in the future neural networks will become even more developed and widespread.

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SOCIAL MEDIA'S ROLE IN BUSINESS DEVELOPMENT

Роль социальных сетей в развитии бизнеса

The initial role of social media was to communicate over distances and share information with friends. However, in recent years, social media has become an integral part of business strategies for companies worldwide. The importance of social media promotion has grown to such an extent that it has led to the emergence of a separate field in marketing – social media marketing (SMM). The goal of this research is to analyze the impact of social media on business development, identifying the main advantages and challenges associated with SMM.

Today, SMM is a powerful tool for attracting customers, building a brand, and establishing communication, which drives business growth. The largest platforms for SMM have become Facebook, Instagram, TikTok, Telegram, and X.

The main impact of social media on business can be summarized in three points:

1. Reach. According to statistics, over 5 billion people actively use social media. Social media gives brands access to global audience, expanding opportunities to find new customers from anywhere in the world. Additionally, social media offers targeted advertising options that can be displayed to audiences with specific interests.

2. Customer engagement. Social media allows for interaction with consumers on a more personal level. Companies respond quickly to inquiries, resolve customer issues online, and provide any information in real-time, which increases customer satisfaction and loyalty. Furthermore, the feedback that companies receive from social media (reviews and comments) helps improve products and services.

3. Ease of marketing. Companies create unique content in various formats that can be easily shared by users. Therefore, diversity and originality of content are quite important, as they attract the attention of new customers to the brand.

The advantages of promotion in social media also include cost. SMM allows businesses to reach a wide audience without the high costs of traditional advertising, such

as print, television, or radio because most social media sites are free to access, create a profile, and post information [1].

Despite the obvious advantages, the use of social media in business comes with certain challenges. One big one is the fierce competition that comes with the amount of content posted to social media, which makes it important to stand out and create unique material as well as to keep up constant content updates to be able to follow the rapidly changing trends on social media.

Another problem companies can face is copyright, since using content without proper licenses can lead to legal consequences and fines. The presence of fake company accounts exacerbates this issue, since it can spread misinformation, confusing customers and competitors alike.

In conclusion, social media is an essential part of modern business and its influence will only continue to grow. Social media provides companies with new opportunities for audience expansion, customer engagement and marketing. Despite some challenges, the proper use of social media can significantly enhance the efficiency of business processes and contribute to company growth. In addition, new technologies such as artificial intelligence and virtual reality will likely unlock new paths for interaction between companies and customers.

Reference

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ARTIFICIAL INTELLIGENCE IN DIGITAL TRANSFORMATION

Искусственный интеллект в цифровой трансформации

As global industries evolve rapidly, artificial intelligence (AI) is increasingly recognized as a core component of digital transformation strategies across sectors. AI reshapes traditional business practices, enabling faster decision-making, more accurate data analysis, and enhanced customer experiences. In this study, we aim to explore how AI contributes to digital transformation, examining both its practical applications and the challenges that organizations face. The purpose of our study is to evaluate the effectiveness of AI tools in enhancing operational efficiency, customer engagement, and innovation.