

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.

Digital transformation involves leveraging digital technologies to modify traditional business processes, creating new value and ensuring sustainability in a competitive environment.

1) Predictive Analytics: AI-driven predictive analytics allows businesses to anticipate trends, risks, and customer needs, helping them adapt proactively. In industries such as retail and finance, AI algorithms analyze historical data to forecast sales, demand patterns, and market fluctuations.

2) Automation and Process Optimization: Through Robotic Process Automation (RPA) and AI-driven tools, businesses can automate repetitive, rule-based tasks, freeing up human resources for more complex activities.

3) Enhanced Customer Experience: AI revolutionizes customer engagement by personalizing interactions and providing real-time responses. Chatbots, for example, handle customer inquiries, resolve issues, and recommend products based on browsing behavior. Advanced recommendation systems, such as those used by Netflix and Amazon, analyze user preferences to provide personalized content, increasing customer satisfaction and retention.

To evaluate the impact of AI in digital transformation, we conducted a study involving a survey and data analysis.

The survey results reveal several key insights into AI's effectiveness in digital transformation:

Despite the benefits, implementing AI comes with challenges. The initial investment for AI infrastructure and talent acquisition can be high, making it difficult for small and medium-sized businesses to adopt AI on a large scale. Additionally, 54% of survey respondents noted concerns about data privacy and ethical issues, particularly around AI-driven decision-making. To address these concerns, businesses need robust ethical guidelines and transparency in AI systems to build trust with stakeholders.

AI is expected to continue advancing, integrating even further into digital transformation strategies. Innovations such as reinforcement learning, improved natural language processing, and AI ethics frameworks will likely shape AI's future applications. For businesses, the potential for AI-driven personalization, predictive maintenance, and intelligent automation will create new opportunities for growth and customer engagement.

The results of the conducted study confirm that AI is a crucial driver of digital transformation, bringing measurable improvements in operational efficiency, customer satisfaction, and innovation. However, AI adoption is not without its challenges, including ethical considerations and financial barriers. Moving forward, organizations must approach AI implementation thoughtfully, ensuring transparency and ethical standards while leveraging AI to remain competitive in an increasingly digital landscape. As AI technology continues to evolve, its role in digital transformation will undoubtedly expand, offering new avenues for businesses to innovate and excel.