

a request (a prompt) that asks the AI to speculate a given topic and bring out its thoughts with an explanation of the course of thought. The main idea of this type of work is the ability of the AI to see some of the relationships between the details that could be invisible at first glance to us. The second technique is called «the roles» and it's about giving AI a particular role and ask it to comment an advertisement, for instance. The benefit of this method is possibility of conducting a small marketing research in a short time and without any costs.

The development of Artificial intelligence is gaining momentum, and at the moment there are divided into 2 completely opposite ones. The first ones say, that the AI technology is a sword of Damocles, and we all should be really worried about the progress crossing the boundaries, while the second ones tell us to let our hair down, because even if the AI becomes an invention, that'll be smarter than human, it still will be programmed to help people and to serve the society.

To sum up, it should be noted that at the moment, AI is a vital tool for every specialist, who wants to deal with their tasks successfully, efficiently and, the most important, on time. For that reason, studying of the artificial intelligence should be included in the educational program for the future managers and marketers in order to raise the quality and the speed of their work.

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PROBLEMS OF LEGAL REGULATION OF THE USE OF ARTIFICIAL INTELLIGENCE IN THE REPUBLIC OF BELARUS

Проблемы правового регулирования использования искусственного интеллекта в Республике Беларусь

Legal aspects of the use of artificial intelligence (AI) in information activities are becoming increasingly relevant in the context of rapid technological development. The effective use of artificial intelligence (AI) in information activities requires the development of legal mechanisms that ensure a balance between technological progress and the protection of human rights. The formation of an adequate legal framework will contribute to the safe use of AI, minimising risks and unlocking the potential of new technologies. The purpose of this study is to analyse the existing legal framework regulating the use of AI in the Republic of Belarus and to identify key challenges in this area.

The study of the national legislation of the Republic of Belarus has led to the following conclusions: in Belarus there is a fragmentation of legal norms, and many

aspects of the use of AI do not yet have clear legal regulation and legislative enshrinement. At the moment, there are no specific laws in the national legislation that explicitly mention the term «artificial intelligence». However, there are several normative legal acts that may refer to AI-related technologies, although they do not directly contain this term: the Law of the Republic of Belarus «On Personal Data Protection», Decree № 8 «On the Development of Digital Economy», and the State Programme «Digital Development of Belarus» for 2021–2025. This creates legal gaps that need to be filled to ensure the safe and effective use of technology.

One of the main legal challenges is data protection, as the use of AI often involves the processing of large amounts of personal information. This requires strict compliance with privacy norms and the development of new data protection mechanisms, including personal data.

In connection with the above, it seems advisable to develop comprehensive legislation that takes into account the specifics of AI and its impact on information activities in the Republic of Belarus. Development of a separate normative legal act (NLA), the norms of which will cover the whole complex of public relations arising from the use of artificial intelligence. The development of international co-operation may help to create unified norms and standards to be applied in the Republic of Belarus. It is also proposed to introduce mandatory codes of ethics for AI developers and users.

It is also important to improve legal literacy among AI users, which may contribute to a more informed and responsible approach to the use of technologies. Training programmes and workshops can help foster a safe culture of AI use.

Thus, the successful application of AI in the information sphere in the Republic of Belarus requires the development of legal instruments that will ensure a balance between technological development and the protection of citizens' rights. The creation of a suitable legal framework will facilitate the safe and ethical use of artificial intelligence.

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PROSPECTS FOR THE DEVELOPMENT OF DIGITALIZATION IN THE ECONOMY

Перспективы развития цифровизации в экономике

Digital transformation is the process of integrating digital technologies into various aspects of society, including the economy, education, healthcare and culture. This fundamental shift not only affects business processes, but also changes the way people interact with each other and with the world around them. Therefore, the main goal of my