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

research is to determine the prospects for the development of digitalization in the economy based on the analysis of the consequences of digital transformation in the economic sphere.

One of the key aspects of digital transformation in the economy is the use of new business models: e-commerce, subscription models, and the platform economy. For example, subscription models such as Netflix, Spotify and online delivery services are becoming increasingly popular. The next important aspect is the optimization of operations: automation, the use of big data and analytics, predictive analytics. For example, the use of robotic automation processes (RPA) in accounting and financial management allows you to speed up the completion of tasks and reduce the risk of errors. An equally important aspect of the digital transformation in the economy is the improvement of customer interaction: personalization, a variety of channels of interaction, feedback and customer opinion. With the help of digital technologies, companies can communicate with customers through various channels – websites, mobile applications, social networks and messengers. Financial technologies and payment systems make financial services more accessible and convenient for consumers. For example, mobile payments, digital wallets and cryptocurrencies. The use of blockchain technology allows you to ensure the security and transparency of financial transactions. Another important aspect is development and social responsibility. Companies are starting to use technology to reduce their carbon footprint, optimize logistics, and improve resource management.

So, having considered the current situation of the digital transformation of society, it is possible to determine the prospects for its development in the future.

With increasing dependence on digital technologies, there is a need for sustainable development. This includes the development of environmentally friendly technologies and the efficient use of resources. The importance of digital ethics should also be considered, including issues of privacy, data security and the prevention of digital inequality. The use of artificial intelligence will continue to transform all spheres of society. Automating processes and working with data can increase productivity, but there is also the possibility of an increase in unemployment as a result of the substitution of human labor. Therefore, new approaches to education and retraining are needed so that people can adapt to these changes. Blockchain technology can also significantly change the financial sector, providing greater transparency and security of transactions. Decentralized applications can lead to changes in areas such as governance, voting, and personal data. Digital transformation is ennobling globalization by destroying barriers between countries and cultural communities. However, with this integration, there is a risk of cultural unification. The future presupposes a balance between global and local cultures, which will promote diversity and inclusion.

In summary, after analyzing the implications of digital transformation, I have concluded that while digital technologies enable new business models and increase customer engagement, they also raise important issues related to privacy, data security, and the risk of unemployment due to automation. Future developments require sustainable practices, the adoption of green technologies, and a special focus on digital ethics

to ensure that the benefits of digital transformation are fairly distributed. As digital transformation continues to evolve, it is imperative to prioritize responsible change management strategies to cope with the complexities and challenges associated with this profound change in human life.

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CHANGES IN CONSUMER PREFERENCES DUE TO DIGITAL TRANSFORMATION

Изменения в потребительских предпочтениях в связи с цифровой трансформацией

The study's main goal is to investigate how the digital transformation has affected consumer behaviour, specifically with regard to brand loyalty and engagement. This means looking at how consumers' interactions with brands, their purchasing choices, and their demands for individualised experiences have been impacted by technological advancements.

Digital transformation has fundamentally altered how customers engage with brands and make purchases in recent years. With the introduction of new technologies such as mobile apps, online platforms and artificial intelligence, consumer behaviour has undergone significant changes. It is crucial to take into account the ways in which these innovations have affected consumer expectations, preferences, and brand loyalty.

Customers now have access to a wide range of goods and services thanks to the growth of the digital economy, which is increasing their options and altering conventional purchasing habits.

One of the most important changes that have influenced buying behaviour has been personalization. The use of analytics technology helps companies tailor products and services to customer preferences. This is what leads to higher levels of satisfaction as well as customer loyalty.

Social media has also become an integral part of digitalization. They are now a major source of product reviews and information. Social media platforms are actively used by consumers to find reviews and testimonials, making online brand reputation even more important. The ability to evaluate products based on reviews, ratings and expert opinions significantly shortens the decision-making process.

Additionally, the ability to use multiple channels at once (online stores, social networks, physical stores) is one of the primary advantages of consumers. As a result, businesses are encouraged to integrate all customer-company communication channels