

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.

Given that 61 % of consumers will never return to a site that is not adapted for mobile devices, 80 % of the top-ranked sites are adapted. With 80 % of mobile phone owners preferring to buy from companies with easy-to-use mobile apps and websites, this data further emphasizes the value of simplicity. In addition, around 70 % of search queries from mobile devices lead to some form of online action, highlighting the importance of mobile marketing as a sales and engagement driver

Mobile data usage is predicted to grow 46 % per year, which only reinforces the importance of mobile marketing for companies seeking sustainable growth and a better customer experience.

So, it is possible to conclude, that mobile marketing has become an integral part of modern promotional strategies. Companies looking to strengthen their market position should consider mobile marketing not only as an opportunity to increase customer loyalty and conversions, but also as a strategically important element of long-term success in the digital economy.

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HYBRID WORKPLACE: FANTASY AND REALITY

Гибридное рабочее место: фантазии и реальность

The term «hybrid workplace» is used more and more to describe the new employment opportunity for modern workers. The purpose of this work is to analyze remote work as a new format of employment organization, identify its features, advantages, and disadvantages, as well as evaluate its impact on the productivity and efficiency of employees.

The hybrid workplace model is a flexible work environment that combines remote and office work. As a result of the COVID-19 pandemic, the world has undergone significant transformations. This has led to a number of challenges in the corporate sector and has forced organizations to implement remote work policies.

The next step in the evolution of the employment relationship was confirmed by Microsoft's Work Trends Index 2021 report. According to an August 2021 Medallia survey, less than 20 % of employees who work remotely are keen to return fully to the office without any flexibility.

Researchers at Jabra, an audio device company, suggest three possible approaches to a hybrid work model in an article for the Harvard Business Review:

1. Defining days to work from home and office.
2. Establishing a minimum number of days that must be spent in the office.
3. Allowing employees to work remotely and visit the office at will.