

be transformed. There is no need to be afraid of them, because they contribute to improving the quality of life of people, open up new opportunities for development and help to cope with the global problems of humanity. And ultimately, this will lead to a new technological revolution.

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ETHICS AND AI: NAVIGATING THE DIGITAL LANDSCAPE IN ADVERTISING

Этика и ИИ: ориентация в цифровом пространстве рекламы

The goal of the research is to analyze and systematize the trends of digital transformation and AI development in the field of marketing and advertising of fashion brands.

The results of the study are presented in the article. Under *artificial intelligence (AI)* we understand *a set of technologies that enable computers to perform a variety of advanced functions*. Many organizations are experiencing a transformation that requires the use of AI to create a competitive advantage over other market participants. AI helps organizations make more accurate and valid decisions based on data analysis and forecasting future trends.

We have decided to analyze trends of using AI in marketing and advertising campaigns of fashion brands. AI is changing the way fashion businesses market their products. With the help of its tools, businesses can analyze data to use the best marketing strategies and maximize the impact of their advertising. We can see how the iconic British fashion brand «Burberry» uses AI in different ways to promote their products.

Product visualization: AR (Augmented Reality) allows customers to see products in more realistic and personalized way. You can try on clothes virtually and see how they would look in different settings. Therefore, Burberry can attract buyers who cannot visit their physical stores.

In addition, the brand was the first in the world to make use is Snapchat's Snapcode feature, which allows customers to unlock information by barcodes attached to their products.

Other brands also use AI for their promotion: «Valentino» showed a hybrid world between humans and machines in campaign in January 2023, where they used text-to-image system to offer a glimpse into how brands can elevate their visual storytelling through AI. Meanwhile, «Moncler» teamed up with «Maison Meta» to do its

first AI-driven campaign. The collaboration consisted of machine-generated images that perfectly combined with the «Moncler's» avant-garde sensibility. They showed how AI-generated content could complement high-level events.

Nevertheless, such a progress has its own risks. For example, in 2023, photos of politicians wearing «Balenciaga's» clothes spread online. They have garnered millions of views and sparked heated discussions on social media, but have been officially labeled as fakes. Then a video was uploaded showing actors from the famous Harry Potter film series wearing clothes from the same brand. Both of these works were done without Balenciaga's involvement, but some people believed that the brand was behind it. Thus, the use of AI can lead to confusion and loss of reputation by brands.

AI is rewriting the rules of the trade for brands, helping them streamline their supply chains, enhance personalization, and elevate creative marketing. Probably the pace of development of artificial intelligence will not decrease in the coming years. In the near future, the use of «smart assistants» in most areas will become the standard and most of businesses will use AI in different ways. Nevertheless, this can lead to the spread of deep fakes and misinformation. I believe that over time, we will become more cautious about such information and will verify its reliability. Artificial intelligence is a powerful tool for businesses and their marketing strategies, but it is important to use it responsibly.

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CHALLENGES OF IMPLEMENTING DIGITAL TRANSFORMATION

Вызовы реализации цифровой трансформации

The digital revolution is a process that affects all areas of life and is expressed in a widespread shift from mechanical and analogue to digital and reflects a fundamental change in the way people work and organize their life, when human resources are increasingly replaced by mechanical and software solutions. Over the last 40 years, digital transformation has undoubtedly already changed our world. There are ideas of creating «paperless offices», with entire companies run by small groups of people, while robots and digital systems perform the role of workers. However, the implementation of such ideas will not happen soon: with a sufficiently strong development of digital technologies, a large number of enterprises are extremely inefficient. This article aims to explain the challenges of digital transformation, to reveal the main barriers to implement it as well as to show its benefits.

The first barrier is the lack of a clear concept of digital transformation. For example, many people mistakenly consider the presence of a system administrator or programmer in