

to AI, which will adversely affect the formation of a young specialist in the professional field [2]. However, the survey showed that Belarusian students do not share this view; on the contrary, they feel more optimistic about the spread and impact of technology. For them, AI is both an important tool for realizing their goals in various spheres of life and a beacon of hope for a more efficient, albeit competition-saturated, professional world.

References

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INNOVATIVE TECHNOLOGIES AS A DRIVING FORCE OF DIGITAL TRANSFORMATION IN SOCIETY: ACHIEVEMENTS AND FUTURE PROSPECTS

Иновационные технологии как движущая сила цифровой трансформации общества: достижения и перспективы на будущее

Introduction. Digital transformation, driven by the integration of innovative technologies, is a key factor shaping the development of the modern world. This thesis aims to analyze the achievements already realized through digital technologies and explore their future impact on society.

Achievements of Modernity

1. Improved Quality of Life: Innovative technologies, such as mobile applications and online services, have significantly simplified daily tasks. For instance, food delivery and ride-hailing services have transformed everyday routines, allowing people to save time and effort.

2. Access to Information and Education: Online learning platforms like Bell Life Learning and Mentor have made education accessible to a broader audience. This not only expands professional growth opportunities but also enhances the overall knowledge level in society.

3. Business Efficiency: The adoption of automation and data analytics technologies enables companies to optimize processes, reduce costs, and increase productivity. Examples include CRM systems and big data analysis tools.

4. Healthcare Advancements: Telemedicine and digital health management platforms provide patients with access to medical services without the need for in-person visits. This has become especially relevant during the pandemic when physical interactions were limited.

5. Environmental Sustainability: Innovative technologies contribute to addressing environmental issues. Smart grids and resource management systems promote more efficient energy use and help reduce carbon footprints.

Future Prospects

1. Inclusive Society: In the future, innovative technologies could help bridge the digital divide by ensuring internet access and digital services for all societal segments, creating equal opportunities for education and employment.

2. Smart City Development: The integration of IoT (Internet of Things) and AI (Artificial Intelligence) into urban infrastructure can enhance citizens' quality of life by optimizing traffic flows, waste management, and energy supply.

3. Personalized Healthcare: With advancements in data analytics and genomics, we can expect the emergence of personalized medical solutions, improving treatment quality and effectiveness.

4. Sustainable Development: Innovations in renewable energy sources and eco-technologies may form the foundation for sustainable development, allowing society to minimize its environmental impact.

5. Ethics and Security: As data volumes grow, the need for ethical standards and security measures becomes paramount. The future of digital transformation will depend on how effectively we address privacy concerns and data protection.

Conclusion. Innovative technologies are a crucial driver of digital transformation in society, opening new horizons for development across all life spheres. Achievements of modernity demonstrate how technology can enhance quality of life, improve access to education and healthcare, and promote sustainable growth. At the same time, significant challenges remain, such as ensuring inclusivity and data security. The future prospects hinge on how we leverage these technologies to create a fair and sustainable society.

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THE ROLE OF AI IN DIGITAL TRANSFORMATION: PERSPECTIVES AND ETHICAL CHALLENGES

Роль искусственного интеллекта в цифровой трансформации: перспективы и этические вызовы

The digital transformation of society is being advanced by new technologies, among which (AI) occupies a special place.