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ARTIFICIAL INTELLIGENCE AND INNOVATION IN IMPROVING THE EFFICIENCY OF THE ORGANIZATION

Modernity spares no one, it uses all possible ways to improve the quality of life of an ordinary person. Nowadays, many technologies and mechanisms are available that old people did not even suspect, what the future would bring. Now the whole society uses digital innovations and GPT chats to improve human resources and improve the quality of life, to solve many everyday problems with the help of artificial intelligence, which will be discussed in this article.

An efficient business is not just a long-term goal or a single short-term achievement; efficiency is a continuous effort in all areas of the business. Improving efficiency with AI systems improves customer service, can provide cost savings, increases sales and helps build loyalty [1].

By showing artificial intelligence and improving its daily rules, increasing and opportunities to improve the efficiency, efficiency and performance of competitors. New digital and physical technologies improve the execution of some tasks and operations, taking into account their automation, increasing the activity of resource resources and providing analytics based on data. And artificial intelligence has made significant progress and has taken root in the realities of the routine environment and simplifying it and freeing up the management of organizations for more strategic roles. In short, the above is a new RPA system that uses bots for data entry and customer service, allowing companies to process faster and more accurately. For example, take banks that have implemented this system to automate back office functions, reducing processing time and errors, allowing them to focus on higher-value tasks and strategic planning.

The example above shows us the basic use of RPA, but there is also intelligent automation, including machine learning, which allows systems to adapt to changes in real time. An example is logistics and its supply chains, which require dynamic adjustment of inventory levels or the construction of production schedules.

But what can be said about digital technologies, containing a lot of information carriers and social networks? Many companies have long abandoned the use of banners and many other physical advertising methods in favor of an advertising campaign on the Internet. In this case, artificial intelligence helps in every possible way to promote advertising and receive high-quality customer service. Interaction with advertising is high, since modern society is a "victim of marketing", accordingly, it is necessary to analyze every human action to attract him to your organization. Technologies allow customers to receive an accessible answer to a question at any time of the day or night, through advertising on social networks: Instagram, Telegram, Facebook and many others. AI technology tracks the interests of users and provides the necessary information and advertising using all kinds of target algorithms, which, in turn, helps organizations promote their product or service. In the same area, this technology is used to set answers

for buyers or interested parties in dialogues on specific elements. This greatly simplifies interaction with interested users.

If we talk about the effectiveness of using the above innovations, they definitely bear fruit and the internal performance of the company. Many project managers, designers and other employees of organizations use innovative machines for structured work, delegation of tasks and diversity of creative thinking. As a rule, each person has a limit to his imagination or cannot decipher the idea he has conceived or cannot structure the approach to the implementation of the project plan, in this case, the technologies of the future (present) come to the rescue.

The ability to use all possible innovative approaches is built into the company's current regulations and some organizations provide the opportunity for competent training in the use of all kinds of chats and information generation. One of the key factors external to the innovation process itself is that managers responsible for innovation are increasingly faced with a highly unstable and dynamic environment. This includes increased competition in global markets, the emergence of competing technologies and rapidly changing political conditions [2]. At the same time, there has been a significant increase in the availability of information which continues to accelerate. These trends indicate that an organization's ability to remain competitive directly depends on its ability to effectively process information and solve complex problems.

To summarize, it is also necessary to mention that in many industries, the negative consequences of the risks associated with innovation are aggravated by the growth in the costs of their implementation. The cost of each innovation increases at a significant rate and this also affects human thinking. It is not uncommon that due to intellectual developments people have refused to connect their mental process which leads to the degradation of the brain and independent critical thinking.

Artificial intelligence and all the implemented and emerging innovations will help people solve specific problems. This is a multifaceted system that will penetrate our environment. It is extremely important to understand where it is reasonable to use these technologies and where to avoid their use. Otherwise, everyone may face displacement of the workforce.

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