The result of this worldwide shift will show whether the global economy moves toward lasting prosperity or deeper division.

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THE IMPACT OF DIGITAL TRANSFORMATION ON THE GLOBAL ECONOMY

Влияние цифровой трансформации на мировую экономику

The global economy is developing at a rapid pace, keeping up with the latest trends in our society, science and technology. One these technologies is artificial intelligence, which is developing more and more every day. The aim of our scientific research is to investigate the changes, challenges and opportunities connected with the transition in global economy from analogical towards digital.

Artificial intelligence plays a major role in the development of the global economy. Firstly, most global websites, such as Google, Yandex, Apple, Amazon and others have a built-in function that processes queries using artificial intelligence. Thanks to the use of artificial intelligence tools, companies do not need to pass on the increased cost of labour to consumers in order to protect their margins. If inflation remains subdued amid rising

labour productivity, monetary policy can remain relatively accommodative without the need to raise interest rates. Secondly, artificial intelligence is also involved in replacing labour in highly skilled work, replacing «simple hands» with effective diagnostics and analysis. Artificial intelligence in marketing and sales can be actively applied in business in many ways: machine learning, robotics, and natural language processing. With the help of artificial intelligence, it is possible to automate routine business processes, improve forecasting, increase marketing efficiency, and reduce costs.

If we consider artificial intelligence in science and education, which is also an important part of the global economy. Artificial intelligence analyses the results of tasks completed during the learning process and uses this to calculate the risks [1].

Artificial intelligence also influences the development and management of global value chains. It can be used to predict future trends, such as changes in demand for goods, and to manage risks in global trade.

However, the research also highlights several challenges associated with digital transformation. Cybersecurity risks have emerged as a significant concern, with the increasing frequency of cyberattacks threatening the stability of digital infrastructure. Data privacy issues have also come to the forefront, as the collection and processing of large volumes of data raise concerns about the potential misuse of personal information [1].

Despite these challenges, the research suggests that digital transformation presents significant opportunities for economic growth and innovation. The development of digital platforms has created new markets and business models, enabling companies to reach a global audience and increase their revenue streams. Additionally, digital technologies have the potential to promote sustainable development by reducing the environmental impact of economic activities and fostering the adoption of green technologies.

In conclusion, the digital transformation of the global economy presents both challenges and opportunities. Artificial intelligence has a major impact on the global economy, especially recently, as economic development trends directly intersect with artificial intelligence in all sectors of the economy to maximize the benefits of digital transformation, it is essential to adopt comprehensive strategies that address these challenges and promote inclusive development.

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