

any commercial ideas to the stakeholders) are dangerous examples, too reminiscent of the time when having a «.com» web address automatically meant access to financing.

In conclusion, we'd like to state that it is probably too early to speak of a fully formed market bubble in the AI sphere for several reasons: first, the stock prices are rising, which means the formation process is still in progress, second, at least some of the products do produce tangible results (ChatGPT and DeepSeek as the most famous examples). Nevertheless, threatening dynamic can be seen in both quantitative indicators and public processes taking place around newly founded companies, even those with dubious commercial potential, demonstrate a worrying narrative.

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MODERN SOCIETY IS ON THE PATH OF DIGITAL TRANSFORMATION

Современное общество на пути цифровых преобразований

Digital transformation is not simply the introduction of new technologies, but a profound change in all areas of society. It affects the economy, culture, education, medicine, communications, and even our perception of the world. Today, digital technologies are becoming the foundation on which modern society is built.

The aim of this study is to identify key social, economic, cultural, and political changes caused by digital transformation, as well as to analyze its impact on the structure of modern society, forms of communication, employment, education, and value systems. Particular attention is paid to finding a balance between technological progress and the preservation of humanistic values.

The information revolution is permeating all spheres of human life, including the economy, politics, culture, and education. Every day, we see how digital transformation permeates our everyday lives. The development of the internet has become a significant factor in this societal transformation. Thanks to the global computer network, people can now instantly and unrestrictedly exchange information and resources. Digital technologies have already transformed traditional ways of communicating, working, learning, and entertaining.

In today's world, digital technologies are becoming an integral part of ensuring sustainable development at the global level. They open up new opportunities for collecting, analyzing, monitoring, and managing information, facilitating the efficient use of natural resources, ensuring safety, and improving environmental health. They also contribute to the development of healthcare and education, providing opportunities for managing urban environments, transportation systems, and social processes, all of which contribute to the overall well-being of society.

As technology becomes an integral part of society, we face not only new opportunities but also growing potential dangers. Personal data security is becoming a key concern, as its growth inevitably leads to an increased risk of unwanted leaks that can have catastrophic consequences.

Advances in artificial intelligence raise concerns about potential job losses, although they also imply the need for specialists to develop new skills.

Creating a society in which everyone can develop personally and professionally is a complex and time-consuming process in the digital age. To achieve this goal, it is necessary to successfully combine innovative practices with theoretical concepts, taking into account the interests and needs of people. The research results demonstrate that digital transformation is having a comprehensive impact on all areas of society. In the social sphere, it is shaping new communication models, simultaneously increasing the risks of information overload and digital dependence. In the economy, the labor market is undergoing a transformation, leading to the emergence of new forms of employment and the increased importance of digital competencies. In education and culture, digitalization is expanding access to knowledge and cultural products, but requires the development of critical thinking and media literacy to overcome the consequences of information overload. Political and managerial practices demonstrate increased transparency and efficiency thanks to digital platforms, but face threats from cybersecurity and the manipulation of public opinion.

Thus, digital transformation is not only a technological process but also a social revolution, shaping new values, challenges, and models of interaction.

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THE FUTURE OF WORK IN THE AI ERA: NEW JOBS AND RETRAINING

Будущее труда в эпоху ИИ: новые профессии и переобучение

We are living in an era of rapid change driven by the development of artificial intelligence. AI is already transforming the job market and this process will only accelerate. Instead of focusing on the disappearance of jobs, let's embrace the opportunities that lie ahead: the creation of new professions, the need for retraining and the transition to hybrid work models. Research objective: to analyze the transformation of the labor market under the influence of artificial intelligence.

Anxieties surrounding artificial intelligence generally fall into two distinct groups. The first revolves around the technology's fundamental reliability and precision. This includes questions about its performance against design specifications, the potential for