

Y. Druk

Ю. А. Друк

БГЭУ (Минск)

Научный руководитель П. В. Романова

ACHIEVEMENTS AND PROSPECTS OF DIGITAL TRANSFORMATION OF SOCIETY

Достижения и перспективы цифровой трансформации общества

The purpose of this study is to explore the process of digital transformation of society and its impact on the economy, social sphere and activities of organizations.

The digital transformation of society refers to the process of integrating digital technologies into all spheres of life. It fundamentally changes governance, social relations, culture and people's daily lives. Digital transformation has penetrated almost all spheres of life.

Using information and communication technologies and digital technologies, all major processes of human activity, society, as well as the state are carried out. In recent years, the influence of digitalization on the development of states has been of particular interest. The use of information technology greatly increases the efficiency of the economy. This is the driving force behind the economic progress of societies and states.

However, the gap between advanced and emerging digital economies continues to widen. To maintain their competitiveness, countries are developing digital technologies together. All this occurs in the following areas: transport and logistics infrastructure, agriculture, energy, education, healthcare, and social services.

Digital transformation offers numerous advantages, including increased productivity, improved customer relations, upgraded user experience, and a strong competitive advantage. The competition is growing every day. To stay on top or be ahead of the competition, organizations are improving technologies every day. IT innovations enable businesses to adapt faster to changes in the market environment. With increasing competition, productivity increases.

Customers expect a personalized approach to their requests. Digitalization provides an opportunity for organizations to understand their customers' needs more quickly and offer the best options. Optimization and automation of business processes reduce task execution time and lower costs. This allows you to focus on the core elements of your business.

Digitalization provides new opportunities. Thus, more unique offers emerge that help to stand out among competitors. Nevertheless, digital transformation is not an easy process. Several problems may arise in its development. For example, lack of qualified specialists or the high cost of developing technologies.

To successfully implement digital transformation, companies are taking some steps. The first is assessment of the current situation. The following is strategic planning, technology selection, team involvement, implementation of changes, impact evaluation. To describe in more detail, companies evaluate current processes and technology to identify weaknesses. If it needs to be improved, companies formulate new goals and strategy of digital transformation. The goals can be directed to any area in the work. After setting objectives, organization choose technologies that will most effectively achieve the goals. The success of digital transformation largely depends on employee engagement. It is crucially important to have a team that is ready to create something new. Then the change implementation phase begins. This process is usually long and requires enough attention to make minimal mistakes. After the creation of new technologies, it is necessary to assess their effectiveness and make timely improvements if needed.

Today, artificial intelligence and machine learning are actively developing. Enterprises began to adapt quickly to changes and integration of new technologies. The most popular achievements of digital transformation: cashless payment, online shopping, technology selection, all of which demonstrate how deeply digital technologies have been integrated into everyday life. The results of the study demonstrate how much digital transformation changes our lives. The analysis reveals that more changed the work of companies with the introduction of digital devices. It will affect our activities more and more every year.

D. Doloh

Д. М. Дьолог
БГТУ (Минск)

Научный руководитель А. В. Коньшева

THE IMPACT OF DIGITAL TECHNOLOGY ON ADVERTISING MANAGEMENT

Влияние цифровых технологий на управление рекламной деятельностью

In the context of global digital transformation, which affects all institutions of modern society, fundamental changes are occurring in business processes, including advertising management. The development of the Internet, mobile technologies, artificial intelligence, and data analytics has not only facilitated the emergence of new tools but also created a new environment for audience engagement.

The purpose of this study is to analyze the impact of digital technologies on the transformation of key processes and tools in advertising management.

With the transition from traditional to digital marketing, the principles of advertising campaigns have changed. Key changes include the shift from the 4P concept to the 4C