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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE DEVELOPMENT OF MODERN BUSINESS

Влияние искусственного интеллекта на развитие современного бизнеса

Nowadays, artificial intelligence (AI) has a strong impact on the development of modern business. It allows companies to improve their efficiency and productivity, enhance the quality of the customer service provided, and reduce costs. The use of AI helps to improve and automate basic tasks, speeds up management decision-making and opens up new opportunities for data analysis. The aim of this research is to examine the main advantages of using AI and to analyze current trends in this field as well as the possible ways to use artificial intelligence and its possible impact on the success on the market.

Artificial intelligence is one of the key areas of modern technology development, which includes machine learning, big data processing, and business process automation. It helps companies analyze huge layers of information, predict market trends, personalize customer service, and make strategic decisions that could lead to productivity increase, costs reductions, and other improvements.

There are several ways AI can be used in business:

- Process automation: performing routine tasks without human intervention.
- Marketing and Sales: AI helps companies understand what customers need, how to offer them their own products and how to increase the effectiveness of advertising.
- Customer support: the introduction of chatbots and virtual assistants to provide round-the-clock and high-quality customer service.
- Analytics and forecasting: the use of smart algorithms to analyze large data, identify patterns and predict future changes.
- Personnel management: using AI to select employees, evaluate effectiveness, and develop personal training programs.

Current trends illustrate that the role of artificial intelligence in business will only strengthen in the foreseeable future. Companies regularly invest in digitalization and the development of intelligent systems. Artificial intelligence is becoming rapidly used in industries such as finance, logistics, medicine, education, and e-commerce. This not only increases competitiveness, but also contributes to the formation of new business models that focus only on new technologies and stable growth.

Since different organizations are actively implementing AI in their business, certain difficulties arise. It is necessary to address issues of data security and confidentiality, train employees in new skills and adapt laws to meet modern technologies. Without a careful

approach to these issues, the use of artificial intelligence can lead to problems in both society and economy.

In conclusion, we can state that artificial intelligence is becoming a significant factor in the development of modern business. It opens up new opportunities for growth, optimization, and innovation. Companies that are able to effectively integrate AI into their operations, gaining significant competitive advantages and becoming market leaders. In the future, artificial intelligence will become the determining factor in the development of the global economy and will set the vector for successful business.

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NEW MODELS OF BUSINESS-SOCIETY INTERACTION IN THE DIGITAL ERA

Новые модели взаимодействия бизнеса и общества в цифровую эпоху

The digital transformation has radically changed not only the internal processes of companies but also their interaction with society. Modern businesses can no longer focus solely on economic indicators – they are becoming part of a social ecosystem where success is measured not only by profit but also by contributions to sustainable development, transparency, and trust from consumers, employees, and local communities. In the context of globalization and rapid technological advancement, companies are forced to rethink their strategies to remain competitive and socially relevant. The research aims to identify, analyze, and evaluate the effectiveness of new models of business-society interaction in the context of digital transformation, as well as to determine their impact on the sustainable development of companies, social responsibility, and the building of trust between business entities and society.

One of the key trends of the digital era is the shift from the traditional shareholder model, which focuses on maximizing profits for owners, to the stakeholder model, where the interests of all parties involved are considered. This means that companies actively engage not only investors but also customers, employees, partners, and even local communities in dialogue. This not only improves the company's reputation but also fosters long-term customer loyalty, as consumers increasingly prefer brands with a sense of social responsibility.

Another important model of interaction in the digital age is the development of social platforms and ecosystems that bring together users, companies, and partners in a single space. Crowdsourcing projects, allow customers to directly participate in creating new products, while shared consumption platforms are changing the very concept of ownership