

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

by offering alternatives to traditional purchasing. These models not only optimize resources but also help build communities where users interact with each other, share experiences, and create additional value for the brand.

Equally significant is the integration of ESG (Environmental, Social, Governance) strategies into corporate culture. Companies place environmental and social goals on par with financial ones, demonstrating that business can be both successful and responsible. Initiatives to reduce carbon footprints, support local producers, or implement transparent governance mechanisms not only mitigate risks but also open up new growth opportunities. For instance, IKEA actively supports local communities by creating jobs and investing in education, which strengthens its position in the global market.

Digital technologies also enable businesses to build direct and deep connections with their audiences through social media and messaging apps. Brands create their own communities where users exchange ideas, participate in discussions, and become part of the company's story. This not only increases loyalty but also allows companies to respond more quickly to changes in demand and trends.

However, new interaction models are not without risks. The digital divide remains a serious issue: not all regions and social groups have equal access to technology, which can exacerbate the gap between developed and developing markets. Cybersecurity and data protection issues also require special attention, as data breaches or hacker attacks can cause significant reputational damage. Finally, ethical dilemmas related to the use of personal data and the manipulation of user behavior present new challenges for businesses, demanding transparency and accountability.

In conclusion, the digital era offers businesses unique opportunities to build closer and more mutually beneficial relationships with society. Companies that successfully integrate stakeholder models, social platforms, ESG strategies, and digital communities into their operations will not only strengthen their market positions but also make a significant contribution to sustainable development.

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## **THE INFLUENCE OF SOCIAL NETWORKS ON THE EVOLUTION OF LANGUAGE AND COMMUNICATION NORMS**

### **Влияние социальных сетей на эволюцию языка и нормы коммуникации**

Social networks represent a unique phenomenon of the twenty-first century that has firmly embedded itself in people's lives and revolutionized communication and interaction with others. This integration has significantly impacted language and communication itself