

marketing is a focus on consumer demand, making profit and not impact on it for the purpose of selling a previously developed product. Forming the benefits of new and high technologies helps to find buyers for high-tech products and technologies.

The uniqueness of the market of high technologies is that it is characterized by a high degree of uncertainty, risks in developing innovative products and technologies and the uncertainty in the preferences of consumers and in evaluation of competitors, that requires different market strategies and tactics.

The development of the various activities involves the use of the range of technologies (industrial technology, information technology, biotechnology and etc.) The effects of the combination of know-how, scientific and technical knowledge, the complexity of the technologically fast-growing market, high speed of the development of technology and creation of innovative products help to get a significant competitive advantage for the high-tech enterprises that create conditions for using the multi-variant marketing strategy.

Key aspects, that should be reflected in the developed marketing strategy, are:

- 1) purpose of the strategy and the advantages of an innovative product (technology);
- 2) target market, market niche, positioning the company and its difference;
- 3) marketing tactics (marketing tools);
- 4) image (brand) of the company.

During promoting high-tech products on the market it is necessary to optimize the strategy of the combination of marketing technologies (product specifications, patents, brands, communication strategies, advertising, promotion, public relations, strategic alliances, services and pricing).

Conclusions. Selection of priorities for innovation development should be based on the results of marketing research of market demand for product and process innovations, identifying the opportunities for effective development of enterprises on the basis of the production and sales of the innovative products, both in the short and long term.

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DIGITAL ECOSYSTEM

Цифровая экосистема

In modern conditions, the countries of the Eurasian Economic Union: the Republic of Armenia, the Republic of Belarus, the Republic of Kazakhstan, the Kyrgyz Republic and the Russian Federation are actively cooperating and integrating with each other. Of great

relevance is the creation of a single digital ecosystem between the countries of the union, which will enable all members of the braked union to receive a wide range of services without all sorts of barriers. For the first time, the concept of an ecosystem in the economy was introduced by James Moore and sounded as follows: it is an economic community that consists of a set of interconnected organizations and individuals. It produces goods and services of value to the consumer, which are also part of the ecosystem. The ecosystem of any enterprise also includes suppliers, leading manufacturers, competitors and other stakeholders. Over time, they co-evolve their capabilities and roles and tend to follow the directions set by one or more leading companies [1]. According to the definition of Rosstat, a digital ecosystem is a client-centric business model that combines two or more groups of products, services, and information to meet the final needs of customers [2]. Georgy Borisovich Kleiner gives the following concept of a digital ecosystem, it is a complex of uncontrolled hierarchically controlled organizations, business processes, innovative projects and infrastructure systems localized in space that interact with each other in the course of the creation and circulation of material and symbolic goods and values that can function for a long time and independently at the expense of the circulation of these goods and systems [3]. Most often, digital ecosystem services work in the areas of e-commerce and fintech. At the same time, the ecosystem direction of development of companies:

1. ensures high competitiveness of all participants in the ecosystem;
2. generates profit from non-traditional activities;
3. increases the user base and reduces the cost of customer acquisition
4. increases the value of the ecosystem and the success of the brand.

Digital ecosystems are characterized by access to all services through a single account (single sign-on technology, Single Sign-On) and the unification of services by a common brand. The integration of all services within the digital ecosystem ensures the emergence of a "seamless user experience", which implies seamless switching of the client between the various services included in such ecosystems. Thus, a digital ecosystem is a digital space in which several services of one or several companies operate. The range of services offered by the ecosystem satisfies many daily human needs. In the international space, Apple, Microsoft and Amazon are considered the most famous digital ecosystems. In Russia, the most famous are Sberbank, MTS, Yandex, which are also available in some EAEU countries. A single digital ecosystem will reduce the time it takes to find the right option for a product or service. It will reduce the distance between consumers and manufacturers by expanding functionality, simplifying workflows, and improving the quality of service.

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APPLICATION OF ARTIFICIAL INTELLIGENCE IN BUSINESS

Применение искусственного интеллекта в бизнесе

During the Fourth industrial Revolution, it is no secret that digital technologies are actively used by many enterprises around the world. A business using digital technologies gains a significant advantage over competitors associated with improving the efficiency of the company in various areas: personnel management, resource allocation, cost reduction, etc.

It is digital technologies that help bring business to a qualitatively new level. One of the most popular technologies is artificial intelligence (AI). The purpose of the article is to study the use of AI and consider the possibilities of automation using AI in business.

Companies working with a large amount of data often resort to implementing artificial intelligence — as it helps to perform any routine tasks and operations, can process large data streams and provide conclusions presented in the form of analytics.

Business, thanks to AI, gets the initial basis for making strategically important and timely decisions — a list of recommended actions to achieve the desired goals. In addition, artificial intelligence is able to perform a large number of tasks.

In order for artificial intelligence to start performing business tasks, it needs to be trained. There are two directions of AI training: machine learning (the algorithm is trained by observing a person, analyzing many examples of work) and expert systems (the expert explains to the algorithm all the principles of his work). The combination of these two directions in AI training allows you to achieve the most accurate result.

Artificial intelligence is a powerful tool for business scaling. For example, often small businesses cannot afford to have a support service working around the clock. AI does an excellent job with this kind of tasks.