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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.

The simplest solution for the introduction of artificial intelligence is to choose a ready–made technology or service that provides the possibility of using AI. The price of this solution is available to businesses by paying for the actual use of the technology without buying a license.

When implementing artificial intelligence, it should be understood that AI works in conjunction with a person, but does not exclude human labor in any way. That is, we are not talking about automation of work as a whole, but about automation of routine, repetitive tasks from time to time.

You should not be afraid to introduce artificial intelligence into business, any AI-based service initially does not know how to analyze, plan or respond to requests. First of all, artificial intelligence is trained, therefore, it can only do what it has been taught.

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DIGITALISATION OF THE ECONOMY

Цифровизация экономики

The purpose of the research is to discuss main features of digital economy, its advantages and disadvantages.

Currently, it is possible to note the relationship between the development of digital technologies and the economy: the use of modern digital and electronic technologies contributes to improving the efficiency of companies and, accordingly, has a positive impact on the economy of both individual countries and the global economy as a whole.