

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.

### **References**

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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.

The development of the digital economy certainly takes part in the business development. In 2021, the research organization BloombergNEF noted that startups creating modern digital technologies raised a record 17 billion US dollars [1]. This result may be due to the fact that artificial intelligence and block chain are able to significantly simplify work and increase productivity for companies working in the chemical industry, as well as in the construction materials industry. Computer technologies also make it possible to analyze big data, make more accurate economic forecasts, and more effectively build communication between suppliers and manufacturers, sellers and customers.

However, speaking about so many advantages of the digital economy, it is also worth noting its not quite obvious disadvantages. The information of individuals can be useful for third-party users: data on search and actions on various websites can be sold to third-party organizations, and the possibility of hacking electronic databases is also not excluded. The accumulation of such "information assets" from companies can lead to their discriminatory behavior, which will create additional barriers to entry into the market, as well as contribute to the growth of inequality in competition in it.

Thus, the digital economy opens up many opportunities for the state to improve the standard of living, as well as to improve the efficiency of various industries, but at the same time it creates a threat of uneven distribution of information resources and violation of user privacy. This suggests that this sector requires special control from the legislation.

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## **OWN BRAND: HOW RETAILERS CAN SUPPORT THE ENVIRONMENTAL AGENDA WITH PL**

### **Собственная торговая марка: как ритейлу поддержать экоповестку с СТМ**

*This paper is focuses on* essence of Private Label. It would be most correct to define the term Private Label (PL) in retail as a store brand, which is developed and promoted by retail networks. Products of PL are sold only in one chain and these products are its unique offer.

*The goal of the survey* is to figure out existing advantages of private label implementation and show how it helps businesses make profit and customers to save and