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THE IMPACT OF ARTIFICIAL INTELLIGENCE AND AUTOMATION ON BUSSINESS DECISION-MAKING PROCESSES

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Резюме – в данной статье представлено влияние искусственного интеллекта и автоматизации на процессы принятия бизнес-решений, определены преимущества, а также возможные проблемы, возникающие при применении этих инноваций. В статье также рассматриваются такие аспекты, как анализ данных с помощью ИИ, управление рисками и взаимодействие с клиентами.

Resume – this article represents the impact of artificial intelligence and automation on business decision-making processes, identifies advantages, as well as possible problems arising from the application of these innovations. The article also discusses aspects such as data analysis with the help of AI, risk management and customer interaction.

Introduction. Currently, artificial intelligence is used in every area of life and the economy is no exception. Thanks to the automation of mechanical processes, enterprises can analyze huge amounts of data, optimize various processes and expand the ways of making strategic decisions.

Main part. Artificial intelligence has a quite large role in business. One of the key advantages is the speed and accuracy of processing huge amounts of data. Agree, because it is much more convenient to provide AI to analyze the data and identify any patterns that, for example, employees may overlook. Automation of such processes can reduce the number of errors and half a person focus on more important tasks for him.

The next aspect where automation can be used is risk management. It's hard to keep track of the rapidly changing competition in the market everywhere at once, but thanks to AI, this is possible. It analyzes specific data to detect potential risks and then generates some possible solutions to reduce the threat, for instance, financial losses of the organization.

The next sector of artificial intelligence application is customer service. Thanks to the latest developments, there are virtual assistants that provide round-the-clock response to customer requests. These bots are able to answer consumer questions and provide access to information relevant to them at a given time. It goes without saying that this increases the trust of customers and helps to maintain further connections with them. In addition, artificial intelli-

gence helps to quickly collect and structure customer data, such as preferences, wishes and their behavior. Of course, the use of modern technologies can easily facilitate work at the enterprise, but at the same time there are a number of disadvantages.

Although people believe that artificial intelligence provides accurate information, you should never trust for sure. After all, the AI may decide that it is necessary to analyze only data for the past year, and not for the current one. Knowing this, some are afraid to take risks. Another significant drawback is robotic speech. Despite the fact that the manner of creating texts has improved over time, there is still a robotic and unnatural content in them. The next drawback that we would like to highlight is unreasonable dependence. When a person has access to technology that can save his time enormously, then little by little he becomes dependent on this service. Excessive dependence on the neural network can lead to a loss of creativity and originality of work.

Conclusion. In conclusion, it should be noted that the impact of neural networks and automation on business decisions is not easy. Although these innovations provide invaluable opportunities for organizations to improve their performance, they also create problems related to dependency, inaccuracy of data and lack of originality. It is important to learn how to use artificial intelligence correctly to further achieve sustainable growth in the modern economy.

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DOING BUSINESS IN THE MODERN WORLD ECONOMY

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Резюме – данная научная работа рассматривает проблемы формирования бизнеса в современном мире. Рассматривает шаги в построении успешного бизнеса.

Resume – this scientific work examines the problems of business formation in the modern world. The main steps in building of successful business are considered on a large scale.

Introduction. Over the past few years, the economy of the whole world has changed significantly, the changes are due to innovations in the field of var-