

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-

ious technologies, changing consumer tastes, as well as the active development of the legal framework of states. As a result, businesses must adapt to these changes to remain competitive and sustainable. This paper aims to analyze the key trends shaping the modern world economy and identify the strategies that companies can use to succeed in this dynamic environment.

Globalization has brought about increased interconnectedness among economies, leading to greater competition and opportunities for businesses to expand into the new markets. Digitalization has revolutionized the way companies operate, enabling them to reach customers more effectively and streamline their operations. Sustainability has emerged as a critical issue, with the consumers and investors increasingly demanding that businesses prioritize environmental and social responsibility [1].

Innovation is essential for firms to stay competitive in a rapidly changing marketplace, as technology continues to disrupt traditional industries. For business to flourish in the modern world, aspiring entrepreneurs, as well as established businesses, should take into account strategically important factors to continue their activities. This may involve expanding into the new markets through strategic partnerships or acquisitions, investing in digital technologies to enhance customer experiences, incorporating sustainable practices into their operations, and fostering a culture of innovation within the organization. By embracing these trends and adopting a forward-thinking mindset, firms can position themselves for success in the global marketplace.

Main part. One of the biggest challenges facing businesses in the modern world economy is increased competition. With globalization, companies now have to compete not only with local firms but also with international players. These factors and world events force companies to reconsider their business plans and strategies for further development in order to always stay ahead of their competitors, gaining huge advantages. In addition, huge leaps in the field of technological progress began the process of destroying traditional industries, which led to the creation of new business opportunities and ideas for innovation and for a wider company presence in this market.

Another challenge faced by businesses in the modern world economy is regulatory uncertainty. As governments around the world implement new policies and regulations to address pressing issues such as climate change and income inequality, companies must navigate a complex and evolving regulatory landscape. Failure to comply with these regulations can result in financial penalties, reputational damage, and even legal action [2]. Despite these challenges, the modern world economy also offers numerous opportunities for businesses to grow and prosper. The active development of technology has made it easier to contact customers, as well as facilitated the process of improving the operation and lowered the threshold for entry into many markets.

To succeed in the modern world economy, companies must adopt a customer-centric approach and prioritize innovation. Businesses whose goals are focused on good customer interaction and understanding of their needs will have more popularity and weight in the global market, and this contributes

to the growth of the company. Companies whose innovation policy actively conduct research and develop new products are more likely to adapt to actively changing market conditions and gain a huge advantage over competitors.

Companies should also actively use digital capabilities that can facilitate the process of conducting many operations, as well as increase their efficiency. From cloud computing to data analytics, companies can leverage technology to optimize processes, reduce costs, and enhance decision-making. By investing in digital tools and platforms, businesses can accelerate growth and drive sustainable success in the modern world economy [3].

Conclusion. Entrepreneurial activity in the modern global economy is a complex, but useful activity for society. A business that is actively engaged in innovation, customer service, and monitoring the pace of technology development and technological patterns will always be ready for changes and will have the opportunity to continue the company's cycle. This means that the company will be able to increase its profits, increase its economic growth, and also win competition from other companies.

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RUNNING BUSINESS FROM SCRATCH

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Резюме – научная работа рассматривает ведение бизнеса с нуля. Ведение бизнеса с нуля – это долгий и сложный процесс, который включает много этапов. В статье, показаны аспекты запуска бизнеса с нуля.

Resume – the research paper is about running a business from scratch. Running a business from scratch is a long and complicated process that involves many steps. In the paper the main aspects of starting a business from scratch are revealed.

Introduction. Many people ask themselves: how to start a business and not go bust, or how to cope with this challenge? Business is an income that brings pleasure, new opportunities, discovery of new abilities and skills, gaining new knowledge and much more. And not for nothing has the word "new" been said many times – it means a portal to the future with many discoveries. Opening a