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ARTIFICIAL INTELLIGENCE IN BUSINESS

А. П. Хацкевич, студент группы 10503320 ФММП БНТУ,
научный руководитель – канд. пед. наук Л. В. Соловьева

Резюме – современный мир развивается в быстрых темпах. Использование искусственного интеллекта в сфере бизнеса – одно из направлений, которое активно поддерживается инвесторами.

Summary – the modern world is developing at a rapid pace. The use of artificial intelligence in business is one of the areas that is actively supported by investors.

Introduction. Artificial intelligence in business is the introduction of technologies into a business process with imitation of human labor to perform routine and monotonous work. Artificial intelligence performs these tasks more accurately and faster than a living organism.

The main part. Neural networks are the most frequent representatives of artificial intelligence in business. Artificial intelligence is able to take business to a new level. Today, many companies are striving to introduce artificial intelligence into business development in order to improve the quality of service and facilitate the work of employees in monotonous work [1].

Ways to use Artificial intelligence:

– Data collection, analysis and processing. Artificial intelligence facilitates the collection and analysis of data from various companies, determining factors that encourage customers to repeat actions.

– Innovations in marketing. Allows you to increase the reach of a non-target audience, allows you to find a client on various sites.

– Improving the quality of service. Thanks to artificial intelligence, a business can be more customer-oriented. For example, chatbots. They respond with automatic messages to constant and identical customer questions.

– Recruitment of personnel. A business can reduce the load on human resources departments or without them at all [2]. In addition to business, artificial intelligence is being introduced in other, equally important spheres of life. Let 's highlight some of them:

– Industry – automation, breakdown information.

– Banking – chatbots in applications, forecasting.

– Trade – procurement management, dispatch of orders.

– Medicine – documentation management [1].

There are several areas in which artificial intelligence is most in demand:

– Healthcare. Virtual assistants to the surgeon and other medical staff, autonomous surgical robots, automatic diagnostics. Accuracy and caution are very important in this area. The ability to configure artificial intelligence for such work improves the results of treatment of people.

– Entertainments. Artificial intelligence is able to select movies, music, events and much more based on your interests and sorting criteria.

– Transport. Artificial intelligence is able to build a route so as to shorten the trip time [2].

Conclusion. The introduction of artificial intelligence is becoming a necessary stage in all areas of business. However, the question of how to make this transition is not so simple, but modern business strives to develop this direction.

<div align="center">LITERATURE</div>

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BANGTAN SONYEONDAN IN THE ECONOMY OF SOUTH KOREA

*А. Д. Цветкова, студент группы 10503120 ФММП БНТУ,
научный руководитель – канд. пед. наук, доцент Л. В. Соловьева*

Резюме – в данной статье рассматривается влияние корейской музыкальной группы BTS на экономику Южной Кореи.

Resume – this article examines the impact of the Korean music group on the South Korean economy.

Introduction. One of the broadest sectors of the economy of each country is the entertainment industry. The entertainment industry includes fashion, television, music industry and so on. The music industry is one of the rapidest growing areas of global business.

The music industry includes organization that make money by writing songs, selling recorded music and presenting concerts.

According to the IFPI Global Music Report 2021 South Korea is the sixth largest music market in the world. In 2020, the total value of the Korean music market was estimated to be $6 billion, representing a growth of 8,9 percent over the previous year according to the recent industry report by the Korea Creative Content Agency (KOCCA), a public agency that oversees the promotion of the Korean content [1].

Because of the Covid-19, all the mass enterprises including concerts were cancelled, but the Korea music market still made a profit because of the international success of the music band like BTS.

The main part. BTS (Bangtan Sonyeondan) is a South Korean boy band that was debuted in 2013. Nowadays they are one of the most popular band in the world. The group has performed in front of millions of fans, won plenty of different awards, charted multiple No.1 Hits on Billboard.