

- 4) строительство;
- 5) спорт;
- 6) реклама;
- 7) промышленность;
- 8) наука.

Однако, все-таки небольшое отличие есть, и оно заключается в том, что в Беларуси VR находится больше на начальном этапе применения в таких областях, нежели в Китае.

4. Образование и квалифицированный персонал: Китайская система образования имеет много программ и учебных заведений, готовых обучать специалистов в области виртуальной реальности. Беларусь также развивает свои образовательные программы по VR, но уровень квалифицированного персонала пока не на таком высоком уровне, как в Китае.

5. Поддержка правительства: Китайское правительство вовлечено в технологию VR. В 2018 году был выпущен документ под названием «Руководящие мнения Министерства промышленности и информационных технологий по ускорению развития индустрии виртуальной реальности», в котором изложено, как он хочет участвовать в развитии виртуальной реальности в Китае. Ожидается, что рынок виртуальной реальности в Китае вырастет в 36 раз в следующие четыре года и достигнет 55 млрд юаней (8,5 млрд долларов). Правительство Беларуси проявляет поддержку в развитии виртуальной реальности (VR) в стране. Они осознают потенциал этой технологии и понимают важность ее развития для экономического роста и инноваций. В рамках поддержки правительство проводит различные инициативы и программы для стимулирования развития VR сектора. Например, они организуют специальные мероприятия, конференции, форумы и конкурсы, посвященные виртуальной реальности.

Делая вывод, можно сказать, что виртуальная реальность развивается активно в Китае и Беларуси, обеспечивая возможности для инноваций и экономического роста. Китай инвестирует значительные средства и получает поддержку от правительства, что способствует стремительному развитию VR-сектора. Беларусь также активно внедряет виртуальную реальность в различные отрасли и прилагает усилия к развитию своих VR-компаний. Обе страны предлагают перспективные возможности и продолжают создавать благоприятные условия для роста VR-индустрии.

УДК 001.895

INNOVATIONS IN THE FORM OF CHATBOTS

Кузовлева А. В.

Белорусский национальный технический университет

e-mail: anyakuzovleva03314@gmail.com

Summary. The article discusses innovations in the form of chatbots. The main advantages of using them for the development and optimization of business

processes. The article also describes how digital technologies can simplify many processes related not only to business, but also to people's daily lives.

In the modern world, digital technologies play a significant role. Humanity is evolving and progressing, constantly inventing new things for convenience and comfort. Digital technologies help optimize many processes, making services and products more interesting, in demand, and efficient. Things that seemed impossible for many years have become real. Artificial intelligence systems are currently being developed on a large scale. This is a virtual system that can become anyone's assistant. It's a system that can entertain and help people with their daily routines, with the greatest advantage being simplifying many tasks in life, thus freeing people from unnecessary actions, increasing their daily efficiency and productivity. So, chatbots are the most rapidly developing and promising technology today.

Now, let's talk about chatbots. A chatbot is your virtual assistant; it can be built into your device or activated in any messenger. It's a program that simulates a conversation with you, entertaining you and helping you. Chatbots automate their work thanks to artificial intelligence and internet connectivity.

These systems are highly versatile: you can check the weather, ask for your favorite songs to be played, inquire about medical, leisure, shopping, and fashion-related questions, track packages, receive outfit recommendations for the day, and many other areas. In fact, chatbots can have information in any field. To achieve this, you need to create them in a way that loads all the necessary information for you or your customers.

Since chatbots are already so advanced, they can be excellent assistants for your business. They can help you with many tasks related to your business, especially in customer service and support [1].

First, a chatbot can make your business more successful by operating around the clock. The program can respond to your customers' requests instantly and be available at any time. People don't like to wait or be in a queue to talk to an operator, which often causes irritation. With a chatbot, they can save time and quickly get answers, regardless of the time of day. Chatbots can take care of basic questions related to your industry, making your life and your customers' lives simpler and more convenient. If your bot is multifunctional and supported by artificial intelligence, your customers can have conversations with it as if it were a human [2].

Secondly, a chatbot can help you with marketing. With their help, you can build a complete database of your customers, clients, or suppliers, depending on your industry and needs. You can record each individual's interests and needs to later send personalized product or service offerings. At the same time, these functions will help you gather customer feedback. According to statistics, email marketing is not very effective these days. Most people don't even open their emails, and only 5 % read them to the end. Chatbot interfaces are much more

engaging and can hold people's attention, providing significant benefits to your business [3].

One of the main advantages of chatbots, in my opinion, is cost reduction. You can save on hiring employees because a chatbot can perform many functions. For example, it can replace a secretary by planning your meetings, scheduling appointments, reminding you of important dates, and even booking flights. This significantly simplifies your work process and allows you to focus on more important matters. Creating a chatbot is much cheaper than hiring employees for each department. A specialist can handle a limited number of conversations, while a chatbot can process multiple questions simultaneously. This will help you reduce personnel costs and speed up your business processes. Additionally, chatbots can provide you with multilingual support. Today, it's possible to create multilingual bots, so no matter what language your potential customer speaks, the bot can answer their questions and provide feedback. This will allow you to enter new markets, increase your chances of successful deals, and gain the trust and loyalty of customers.

In conclusion, chatbots are a very profitable investment today. The costs of creating one will pay off significantly. Chatbots will take your business to a new level because their functions are limitless. Interaction with customers and sales of your products and services will only grow, and the service will constantly improve. Implementing these systems will help you increase your profits and outperform your competitors. You'll have the opportunity to enter new markets, boost sales, and acquire new loyal customers. Your business will become more organized and efficient.

References

1. Top 22 benefits of chatbots for businesses and customers [Электронный ресурс]. – Режим доступа: <https://www.zendesk.com/blog/5-benefits-using-ai-bots-customer-service/>. – Дата доступа: 31.10.2023.

2. 16 Top Benefits of Chatbots for Businesses & Customers [Электронный ресурс]. – Режим доступа: <https://www.tidio.com/blog/benefits-of-chatbots/>. – Дата доступа: 31.10.2023

3. Что такое чат-боты и какие они бывают [Электронный ресурс]. – Режим доступа: <https://www.carrotquest.io/chatbot/chatbot-types/>. – Дата доступа: 31.10.2023.

УДК 004.415.2

СИСТЕМА АНТИПЛАГИАТА ДЛЯ ПРОГРАММНОГО КОДА НА ЯЗЫКЕ PYTHON

Палто Е. С.

Брестский государственный технический университет

e-mail: alena_sokolovskau@mail.ru

Summary. The anti-plagiarism system of software is an integral part of the modern software industry, and its purpose is to ensure the integrity and originality of software products. It is based on the analysis and comparison of codes, excluding the possibility of copying and using someone else's intellectual work