

## ARTIFICIAL INTELLIGENCE IN BUSINESS

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*Resume – in this article we consider artificial intelligence in business, its benefits, advantages and disadvantages.*

*Резюме – в этой статье мы рассмотрим искусственный интеллект в бизнесе, его преимущества, достоинства и недостатки.*

**Introduction.** Artificial intelligence (AI) is neither a tool nor a program, but a separate branch of computer science. AI experts create systems that analyze data and tackle issues using methods similar to humans.

**Main part.** Let's explore several areas where AI can benefit businesses:

1. AI can automate repetitive tasks, boost efficiency, and lower expenses. This involves automating tasks such as data analysis, inventory control, and monitoring production processes. 2. By utilizing the power of data analysis and forecasting, organizations are equipped to make strategic and informed decisions that are backed by reliable data. 3. Enhancing the overall customer experience is a key priority for businesses looking to stay ahead in today's competitive market. AI-powered chatbots and voice robots can handle incoming customer inquiries, answer routine questions, and improve customer interactions. This will reduce the workload of call center employees and improve customer service. 4. Development of innovative products and services. Artificial intelligence helps companies develop new products and services, optimize design, analyze market trends and offer innovative solutions. 5. Improving decision-making processes. Artificial intelligence can analyze data, make recommendations, and help managers make informed decisions. This is especially important in a rapidly changing business environment. The benefits of AI in business include: improving efficiency; reducing operating costs; improved decision making; personalized user experience; improved customer experience; improved risk management.

While AI can offer great advantages to companies, it also has disadvantages: 1. Ethical risks. The use of AI can raise questions about rules, values in decision-making. 2. Job loss. 3. Data security and privacy. The use of AI can increase the risk of data breaches, especially if systems do not provide adequate protection. Protecting and securing personal data is becoming increasingly challenging. 4. The utilization of autonomous systems to make decisions independently may result in unforeseen outcomes. 5. The increasing dependence on AI poses a risk of society becoming overly reliant on this technology, potentially resulting in missed opportunities and complications in case of AI malfunction or subpar performance. 6. Absence of accountability. The question of who bears responsibility for the performance of AI remains unanswered. Identifying the party accountable for errors or poor choices is challenging. 7. Social inequality.

The use of AI can exacerbate social inequalities if systems fail to take into account the differences and needs.

**Conclusion.** As AI technology advances, its impact on entrepreneurship is likely to increase. Companies that utilize and incorporate AI into their processes will gain a competitive advantage and thrive in the digital age.

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#### THE USE OF ARTIFICIAL INTELLIGENCE IN BUSINESS

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*Resume – the innovative technology industry contributes every day to improving the working conditions in various fields. This article examines the impact of the emergence of artificial intelligence in business, whether its use is widespread among young and mature companies, as well as options for attracting innovations in various fields.*

*Резюме – отрасль инновационных технологий с каждым днем вносит вклад в усовершенствование условий для работы в различных сферах. Данная статья рассматривает влияние появления искусственного интеллекта в бизнесе, распространено ли его использование среди молодых и зрелых компаний, а также варианты привлечения инновации в различные сферы.*

**Introduction.** The emergence of such innovative technology as artificial intelligence has made the work of many entities much more facilitating. However, the issue of job losses due to the replacement of employees with artificial intelligence remains an open question. In this article, we want to take into account the impact and opportunities of introducing computer intelligence into large and small businesses that will ameliorate the work of employees without displacing them from their positions.