

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.

Main part. By 2024, a huge number of generative services have appeared, the development of which is progressing every day due to constant improvements and updates. Moreover, it's not just about games, but about applications that use artificial intelligence or are completely based on it. ChatGPT, Watson, ViaVoice, Midjourney, Craftum AI, Bitritx24, BLOOM (BigScience Large Open-science Open-access Multilingual Language Model) – these are analytical systems based on AI. However, not all developing companies or experienced companies use the capabilities of such systems for the following reasons: 1) ignorance; 2) lack of skills among staff; 3) fear of leakage of company data; 4) the need for large financial costs for the implementation of artificial intelligence.

The above-mentioned points are quite common in the business sector both in Belarus and in the Russian Federation. However, from my point of view, with the help of the application of these systems, it is possible to computerize the work of enterprises and companies. For example, generating models of architectural structures using Midjourney.

This system embodies the description of the image on request from the text, so it is quite possible to obtain various variations of the design of the project. The use of ViaVoice will help to recognize and document customer speech during service, which will improve the operation of CRM systems.

Adobe Sensei is already used abroad as a tool that makes up animations. And Stable Audio 2.0 is a platform that sets new standards in the field of audio material generation. By combining the work of these assistants, you can make a full-fledged animated commercial, which will definitely help speed up work processes and reduce company costs.

As for Craftum AI service, it is a virtual website creator that speeds up the creation process through the use of advanced artificial intelligence technologies. The main dignity of Craftum AI is its ability to promptly generate websites, ensuring optimal structure, attractive images and error-free text.

There is also a Russian Service Bitritx24 which includes such functions as distributing orders to managers, recording conversations with clients.

Conclusion. There are more and more ways to improve and automate work in the business sphere with the help of innovative technologies, nevertheless, staff training does not have time to keep pace with development. The implementation of AI will help accelerate the company's expansion process and bring it to a new level, therefore, entrepreneurs should cling to the opportunities for staff training in the field of interaction with AI, invite experts to various trainings on this topic.

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DOING BUSINESS IN THE MODERN ECONOMY WITH TARGETED FACEBOOK ADVERTISING

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Резюме – в наше время таргетированная реклама в Facebook помогает бизнесу найти клиентов при правильном использовании всех инструментов.

Resume – nowadays, targeted advertising on Facebook helps businesses find customers with the right use of all tools.

Introduction. Today, one of the most important and difficult problems of any business in the modern economy is the search for interested customers. Every year, Internet technologies rapidly develop, and new types and tools of advertising appear. One of the most advanced technologies in the modern world is targeted advertising on social networks. Social media advertising is an effective channel to attract customers on a regular basis. It allows you to interact with the audience and bring profit to organizations. Today, the client increasingly prefers the company that is on the Internet, so the search for customers on social networks is always an urgent topic.

The main part. The main principle of targeted advertising on Facebook is the choice that allows you to find the right users by gender, age, interests and behavioral characteristics on social networks. The most important discovery of recent years is artificial intelligence embedded in the Facebook advertising cabinet. After 4–5 days of advertising, the artificial intelligence of social networks studies the preferences of the audience itself and edits the target audience at its discretion. In 90 % of cases, it improves statistics and reduces the price.

The advantage of Facebook is to provide detailed statistics on advertising campaigns, and this helps to work better with advertising. Another advantage is the connection with Instagram. Facebook Instagram connection allows you to analyze and collect statistics in one account. The problem is that Facebook does not skip your ads with text that takes up more than 20 % of the image area. What is more, the poor design of the site: there are a lot of elements, little free space and a huge number of buttons, since there are a lot of them, it's hard to deal with all this. Facebook is careful about saving user information. In order to ensure data security, it is important to handle user information carefully. Make sure you