

evident even in the smallest companies. When family members allow themselves to open a fund to take money for their personal needs or to start running the administration, relying on the opinion that they are part of the business. It is essential that the cash flow be respected. Every employee, regardless of position, should be able to count on his salary and manage his life with its help, so as not to endanger the financial stability of the company and do not create harmful habits.

**Conclusion.** In conclusion, it can be said that family business plays a significant role in the market economy of developed countries. From the above material it is possible to draw conclusions that this type of activity has a large number of advantages that are not inherent in any form of ownership. Family businesses can therefore help the State reduce unemployment, close the class gap, and improve the material security of the population.

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### THE ROLE OF ARTIFICIAL INTELLIGENCE IN MODERN MARKETING

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*Резюме – в данной работе рассматриваются роль искусственного интеллекта в современном маркетинге, преимущества использования ИИ в маркетинговых исследованиях.*

*Resume – the article analyzes the role of artificial intelligence in modern marketing, benefits of using AI in marketing research.*

**Introduction.** Artificial intelligence is increasingly beginning to replace humans in the modern world. Marketing also did not stand aside. Now banners, video advertisements, as well as high-quality websites are produced under the AI label. That is why at this stage of technology development, many marketers need to think about the relevance of AI research.

**Main part.** The integration of artificial intelligence (AI) in marketing revolutionizes the way companies gather and analyze consumer data, enabling them to tailor personalized marketing strategies, enhance customer engagement, and optimize advertising campaigns for maximum impact. AI algorithms are instrumental in predicting market demand, fine-tuning pricing strategies, managing inventory efficiently, deciphering customer emotions through online interactions, and crafting compelling content that resonates with target audiences.

Machine learning capabilities and neural networks empower marketers to automate audience segmentation, forecast emerging trends, evaluate responses to marketing initiatives, and adapt strategies in real-time to evolving market dynamics. By leveraging AI in marketing endeavors, businesses can streamline labor-intensive processes such as audience segmentation, content personalization, trend forecasting, and consumer behavior analysis, facilitating decision-making.

The strategic deployment of AI empowers companies to launch highly targeted marketing campaigns, attract a broader customer base, and foster stronger brand loyalty, ultimately translating into heightened sales figures and increased profitability. Furthermore, AI-driven analytics enable organizations to gain a competitive edge by scrutinizing competitor strategies and performance metrics, unveiling growth opportunities, pinpointing competitive advantages, and anticipating rival moves. AI streamlines the monitoring and analysis of various marketing channels like social media platforms, search advertising, and email campaigns, enabling swift adaptations to shifting consumer preferences and ensuring optimal resource allocation [1].

In essence, AI technology equips businesses with the tools needed to enhance market competitiveness, outshine rivals, and forge innovative marketing strategies that drive business growth, boost revenues, and solidify market leadership positions. Another key benefit of AI integration is the ability to craft personalized marketing initiatives based on deep insights into customer behaviors and preferences, ensuring tailored messaging that captures attention and drives engagement. Moreover, AI facilitates advanced machine learning algorithms and predictive analytics that sift through vast datasets, uncover patterns, and forecast future trends, empowering companies to make data-driven strategic choices grounded in empirical evidence rather than guesswork. By harnessing AI capabilities in marketing operations, companies can optimize advertising spending through precise targeting and budget optimization, yielding superior returns on marketing investments and amplifying the impact of promotional campaigns. One of the key advantages of integrating artificial intelligence into marketing operations is the automation of hard tasks such as data analysis, reporting, and content management. This automation liberates marketing teams to concentrate on strategic initiatives while routine activities are efficiently handled by AI. Moreover, the utilization of artificial intelligence enables marketers to conduct more precise and comprehensive evaluations of the efficacy of their campaigns and strategies. By leveraging machine learning algorithms, companies can uncover intricate relationships and patterns within data, empowering them to make data-driven decisions grounded in empirical evidence. Artificial intelligence is revolutionizing customer interactions by facilitating the creation of chatbots, personalized recommendations, and predictive consumer behavior analysis. This technological advancement enhances the customer experience, elevates satisfaction levels, and nurtures robust customer relationships, ultimately fostering brand loyalty and customer retention.

**Conclusion.** To sum up the information, AI is where modern specialists need to look at how Human-AI interaction working together will bring enormous results in the field of sales. Ignoring these technologies will allow competitors to use resources much more efficiently, which will lead to bad consequences. That is why you need to invest in studying and using these technologies. Examples of the successful use of AI in marketing include companies such as Yandex, Volkswagen, Levi's and Coca-Cola [2].

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#### ARTIFICIAL INTELLIGENCE IN MARKETING

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*Резюме – ИИ становится нужным и актуальным в маркетинге, так как дает возможность улучшать маркетинговые стратегии и взаимодействия с клиентами.*

*Resume – AI is becoming necessary and relevant in marketing, as it provides an opportunity to improve marketing strategies and customer interactions.*

**Introduction.** In modern society, there is a gradual introduction of artificial intelligence, which aims to automate various aspects of life. Individual companies are starting to use AI, including companies working in the field of marketing. Artificial intelligence is not limited only to marketing, its application extends to areas where processing large amounts of data, their systematization and forecasting of future events are required. The advent of artificial intelligence tools has significantly reduced the time required to complete complex marketing processes that previously necessitated more than one hour of work. AI marketing allows you to do more in less time. The key area of application of artificial intelligence in marketing is the use of digital assistants.

**Main part.** The most famous way to use artificial intelligence in marketing is the generation of advertising materials. It can be text, photos and videos. AI often used to describe goods and services by analyzing product characteristics, competitors, and reviews. This is how meaningful texts are created. Artificial intelligence also helps in creating media files for advertising companies. He will create the video and photo materials you need in accordance with the field of ac-