

**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-

tivity of your company. Also AI can analyze a large amount of data on consumer preferences and behavior, taking into account their location, website interactions and devices used. Thus, considering individual preferences and audience needs, it helps create marketing campaigns and display relevant content. Based on AI forecasts, discounts and conditions can be offered to increase customer satisfaction. Predicting customer behavior allows you to make better decisions and improve customer communication [3]. But you should notice the fact that artificial intelligence does not calculate anything on its own and does not provide guaranteed high-quality scenarios. That is, you do not need to rely on the AI to think everything out and decide for you. By analyzing the indicators in sales reports, he is able to identify patterns in current demand, predict the prospects for the demand for products or services and adapt marketing strategies accordingly. This is a key competitive advantage in the business environment. AI provides automation of various marketing tasks, such as sending personalized email campaigns, managing social media, and analyzing campaign performance. This allows companies to save time and resources, as well as minimize human factor when performing routine tasks [2]. After using AI, the last part of the job for the marketer will be to make a decision.

However, we must not forget about the disadvantages of using AI in marketing. Despite the high accuracy and effectiveness of artificial intelligence, and the fact that artificial intelligence allows companies to improve their marketing strategies, there is a risk of errors, failures, and incorrect conclusions that can negatively affect business. To work effectively, it is necessary to constantly update data and train models, so using AI can be difficult and expensive for some companies, as it requires appropriate technologies and specialists. Artificial intelligence may be limited in creating unique and original ideas, which may lead to the standardization of advertising [1]. It may also fail to take into account emotional aspects, as a result of which there is a risk of misunderstanding the preferences and needs of consumers. Subsequently, the use of artificial intelligence reduces personal contact with customers, and this leads to a decrease in the level of trust. It is important to pay attention to the above disadvantages and take measures to minimize them.

**Conclusion.** We can say that artificial intelligence technologies can be used in marketing, as it is a powerful tool for marketers. With the right managing you can improve marketing strategy, increase the effectiveness of marketing campaigns and customer satisfaction, find the best solution to a particular problem, and be better among the competitors. But do not forget that artificial intelligence is not a human being, and it will not be able to completely replace it. You need to check the information provided by the AI well, as well as monitor your interactions with it. In order to minimize risks and all kinds of failures, it is worth investing in staff training and the development of a quality control system.

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### MANAGEMENT CHALLENGES IN MODERN WORLD ECONOMY

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*Resume – the article describes management as a system of governance and science that has blended in with every sphere of world economy, it is a foundation that no business can operate without.*

*Резюме – в данной статье описывается менеджмент как система управления и наука, которая проникла во все сферы мировой экономики и является основой, без которой не может функционировать ни один бизнес.*

**Introduction.** Management as a system of governance and science appeared nearly one hundred years ago and has already gained tremendous significance in coordinating and executing processes. After implementing the management structures in companies, the performance of workers improved. Management had a good influence on people's work-life balance. So, these structures were developing quickly [1]. The appearance and evolution of management thought and schools are shown in fig. 1.

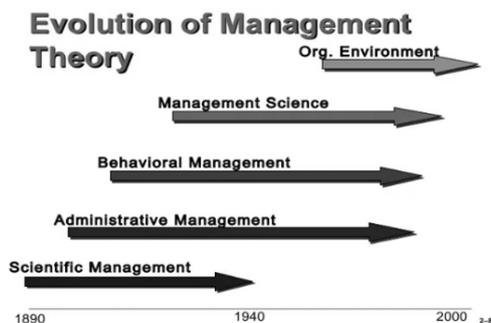


Figure 1 – Evolution of management theory

Note – Source: own development.