

СЕКЦИЯ D
DOING BUSINESS IN MODERN WORLD ECONOMY

УДК 338.366

ADVANTAGES OF RUNNING INTERNET BUSINESS

***В. В. Амелишко**, студент группы 10506323 ФММП БНТУ,
научный руководитель – старший преподаватель **Н. П. Буланова***

Резюме – в научной работе рассматриваются преимущества ведения интернет-бизнеса и причины его быстрого развития и популярности в современных реалиях. Также произведены исследования рынка и оценка конкурентов.

Resume – the scientific paper examines the advantages of running an Internet business and the reasons for its rapid development and popularity in modern realities. Market research and competitors evaluation have also been carried out.

Introduction. When talking about business, it seems like something very complicated and incomprehensible. There is an opinion that a large amount of money is needed to create a business. But in modern realities, this is not quite true. Today, technologies and trends are developing so fast that it is possible not to keep up with them. What was relevant and fashionable a week ago, today no one will even remember about it. It is harder for offline businesses to tolerate this than for online businesses and various marketplaces. That is why doing business online is becoming very popular. The purpose of this paper is to study the advantages of running internet business and the reasons for its rapid growth.

Main part. The Internet business is the future of entrepreneurship. The rapid development of technology in the world has a strong impact on all aspects of our lives, including business. Internet business is becoming one of the most promising areas in the modern economy, which offers a number of undeniable advantages to entrepreneurs. Let us consider advantages of running Internet business. Easy entry, that is, unlike a traditional business, minimal costs are required to launch an Internet project – sometimes it is just enough to keep a blog on one of the popular social networks or create a website for promotion. Large audience coverage, the Internet and social networks allow reaching a huge number of people, since the majority of Internet resources are now used; it is also possible to reach people from completely different countries.

Convenience and accessibility, online business is available to everyone around the clock and in any weather, and this significantly increases sales, since you can make a purchase without getting out of bed. This attracts customers very much; many people just don't like shopping among crowds of people.

Targeting different audiences, that is, there is such an opportunity on the Internet as targeted advertising, this advertising is aimed at a certain audience with certain requests [1]. It can also be targeted at people with certain traits, for example, distinguishing a client by age, gender or geographical location. Free-

lance is a self-employed job that is not tied to a specific place, such as an office, not tied to a specific schedule and superiors.

Why is this business format so popular? There is a wide range of goods and services in online stores and on various marketplaces. On the Internet, you can find what interests you in a couple of clicks and you don't have to spend a lot of your time shopping in real life. There is easy accessibility to services.

By developing your personal blog on various social networks such as Instagram, TikTok, YouTube, you will be able to gain an audience and promote your services. Whether it is a variety of makeup courses, earning training on the same social networks, or running various marathons on healthy eating, social media has become a powerful and effective tool for promotion.

The Internet audience is constantly growing over time. According to statistics by 2025 the number of users will exceed 5 billion, which will create a powerful potential customer base [2].

No matter how good this type of business is, we must not forget that trends are constantly changing. You need to be able to conduct market research and evaluate your competitors to identify new opportunities for you and various threats. Market research and forecasting of the future will allow you to adjust your strategies in the market in a timely manner. It is important to be able to adapt quickly to changing trends for your business to flourish. Trend tracking allows you to create content that will be really interesting to your target audience. How do you properly research the market and evaluate your competitors? Initially, you need to understand who your target audience is, study their needs and interests of potential customers.

You also need to do an analysis of the industry in which you are located, explore general trends and market sizes. It is important to monitor social networks, view discussions and reviews of people on various platforms. To evaluate competitors, you need to compare the services provided, their prices and comments from your competitor's customers. People can't know what's going to happen in a week and they don't even know anything about tomorrow. But any experience is an experience, and it is important to be able to learn from your mistakes and those of your competitors.

Conclusion. The Internet business offers entrepreneurs unlimited opportunities for growth and development. Your income depends only on you and your desire. As technological advances continue to evolve, the Internet business will undoubtedly play an increasingly important role in the modern economy and be the driving force of future entrepreneurship.

REFERENCES

1. What information is needed to start an online business? [Electronic resource]. – Mode of access: <https://medium.com/@debchat1960/what-information-is-needed-to-start-an-online-business-bc5b65d0c053>. – Date of access: 15.03.2024.

2. What is online business? [Electronic resource]. – Mode of access: <https://marketbusinessnews.com/financial-glossary/what-is-online-business/>. – Date of access: 15.03.2024.

УДК 004.832.22

THE IMPACT OF ARTIFICIAL INTELLIGENCE AND AUTOMATION ON BUSSINESS DECISION-MAKING PROCESSES

*А. А. Борисюк, студент группы 10506223 ФММП БНТУ,
научный руководитель – преподаватель Д. И. Бондарчук*

Резюме – в данной статье представлено влияние искусственного интеллекта и автоматизации на процессы принятия бизнес-решений, определены преимущества, а также возможные проблемы, возникающие при применении этих инноваций. В статье также рассматриваются такие аспекты, как анализ данных с помощью ИИ, управление рисками и взаимодействие с клиентами.

Resume – this article represents the impact of artificial intelligence and automation on business decision-making processes, identifies advantages, as well as possible problems arising from the application of these innovations. The article also discusses aspects such as data analysis with the help of AI, risk management and customer interaction.

Introduction. Currently, artificial intelligence is used in every area of life and the economy is no exception. Thanks to the automation of mechanical processes, enterprises can analyze huge amounts of data, optimize various processes and expand the ways of making strategic decisions.

Main part. Artificial intelligence has a quite large role in business. One of the key advantages is the speed and accuracy of processing huge amounts of data. Agree, because it is much more convenient to provide AI to analyze the data and identify any patterns that, for example, employees may overlook. Automation of such processes can reduce the number of errors and half a person focus on more important tasks for him.

The next aspect where automation can be used is risk management. It's hard to keep track of the rapidly changing competition in the market everywhere at once, but thanks to AI, this is possible. It analyzes specific data to detect potential risks and then generates some possible solutions to reduce the threat, for instance, financial losses of the organization.

The next sector of artificial intelligence application is customer service. Thanks to the latest developments, there are virtual assistants that provide round-the-clock response to customer requests. These bots are able to answer consumer questions and provide access to information relevant to them at a given time. It goes without saying that this increases the trust of customers and helps to maintain further connections with them. In addition, artificial intelli-