

Conclusion. Based on the correlation and dispersion analysis, it can be concluded that both in Belarus and in Russia, the direction for implementing the strategy for production of science-intensive products is being intensified as one of the main mechanisms for competitiveness and ensuring the economic and innovative security of the country. We cannot escape the conclusion about the high effectiveness of funding R&D services for the analyzed five-year period.

Meanwhile, the low effectiveness of the innovative infrastructure functioning should be mentioned. Since 2021 for the development of innovative infrastructure both countries have seen significant transformational processes, connected with the development of the start-up movement, innovative entrepreneurship (especially youth), rational investment of funds. The author has confirmed the hypothesis about the impact of the effectiveness level of the functioning of the market for R&D services on the dynamics of the state of economic security.

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POSSIBILITIES OF USING ARTIFICIAL INTELLIGENCE IN MARKETING

Introduction. The use of marketing tools in the activities of organizations creates a significant advantage over competitors. Artificial intelligence is a key driver of future competitiveness.

Artificial intelligence is not yet able to replace human copywriters, but thanks to the cooperation of artificial intelligence and humans, it is already possible to increase productivity by up to five times and thus reduce costs.

Main part. Of the 951 German companies surveyed in 2021, only 13% have used the technology, and just over a third have planned or considered using artificial intelligence, according to a study by TCS in 2021.

On the other hand, 54% of the surveyed companies believe that the use of artificial intelligence will be an important element in the future competitiveness of their company. This is a low level in international comparison. According to Exploding Topics, 83% of companies consider the use of artificial intelligence a priority in their strategy. [1].

This is also supported by spending on artificial intelligence software. AI software revenue is estimated to increase tenfold to \$997.77 billion by 2028 compared to 2020 [1].

Artificial intelligence is a set of technologies and systems capable of performing processes that are traditionally characteristic of people: generalization of knowledge, logical reasoning and conclusions, conditionally “creative” tasks (writing, drawing).

The tasks that artificial intelligence solves in marketing are as follows:

1. To reduce costs — for example, by reducing jobs when introducing a chat bot with artificial intelligence instead of a staff of operators.
2. To increase efficiency — for example, it studies large amounts of information and puts forward hypotheses for personalizing content faster and more accurately than a person.

Areas of using artificial intelligence in marketing are the following:

1. Communications. The main examples of them are smart voice assistants, call center robots, smart chat bots.
2. Predictive analytics. Artificial intelligence helps to make forecasts for business, marketing, economics and other areas of activity. For example, it can analyze the effectiveness of advertising campaigns over different periods, identify patterns and predict their future effectiveness and costs.
3. Personalization. Such systems analyze a large amount of data about the user, including the history of his past purchases, gender and age characteristics, behavior on sites and much more, and offer the user any solutions based on the analysis.
4. Content creation. For example, Accelerator from IBM has been shown to be effective in creating promotional videos individually for each category of target audience. Depending on the user’s parameters for watching ads, the title, background and other elements of the video are selected.

However, there are some problematic areas of using artificial intelligence:

1. Ethical issues. With the growing involvement of artificial intelligence in marketing, the question arises whether it is ethical to apply “smart” technologies to people who do not know about it. That is, is it not a direct deception, for example, the introduction of a chatbot that resembles a person, or showing users customized advertising that is highly likely to provoke a purchase. 65% of people worry about the ethics of artificial intelligence. It is actively condemned among specialists and causes a lot of controversy.
2. Unjustified expectations. Often, artificial intelligence is perceived as a magical robot that can replace any employee. Artificial intelligence can be entrusted with many tasks, but mostly typical and routine ones. It is currently not coping with creative tasks at the proper level.
3. The expectation of error and distrust that comes from managers who do not believe in the benefits of artificial intelligence and therefore hesitate to implement it. As a result, they miss out on their benefits. Mistakes made by artificial

intelligence systems at the initial stages of their work reinforce mistrust. For example, a poorly trained chatbot can answer questions incorrectly and annoy users.

4. The need for professionals who specialize in working with artificial intelligence systems, data-engineers, data-scientists and, of course, specialized developers are required. However, there is a shortage of specialists in this field in the labor market.

Conclusion. Thus, artificial intelligence can already improve the competitiveness and efficiency of organizations in various fields of activity. AI content creation is a powerful way for companies of all sizes to get high-quality content quickly and cheaply.

Artificial intelligence tools can be useful when creating compelling blog posts or other marketing materials. Experts predict that in the near future artificial intelligence will become an important part of any Internet business. Therefore, it is worth integrating this technology into the business at an early stage.

References

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