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THE USE OF ARTIFICIAL INTELLIGENCE IN THE FIELDS OF MARKETING AND MANAGEMENT

Introduction. Today, artificial intelligence is rapidly gaining popularity, but people do not yet realize what advantages it can bring in the future. In fact, people may not even realize that they encounter artificial intelligence almost every day because it is present in all areas of life – social networks, applications, search engines, Telegram bots, etc. This technology has been used for many years, but we can say that it is still in the early stages of development.

Objectives. Explore the possibilities of artificial intelligence in the fields of management and marketing.

Methods. Artificial intelligence (AI) is rapidly transforming various industries, including marketing and management. AI is revolutionizing the way businesses operate, helping them make better decisions and providing them with a competitive edge. In this essay, we will explore the use of AI in the fields of marketing and management.

In marketing, AI is used to personalize customer experiences and improve engagement. By analyzing customer data, AI algorithms can identify patterns and preferences, enabling marketers to create targeted campaigns that resonate with their audience. For example, AI-powered chatbots can interact with customers in real-time, providing them with personalized recommendations and addressing their queries. Additionally, AI can be used to analyze social media data and consumer sentiment, providing marketers with insights that can inform their marketing strategies.

AI is also transforming the field of management, making operations more efficient and cost-effective. One of the most significant ways AI is used in management is through predictive analytics. By analyzing historical data and using machine learning algorithms, AI can predict future trends and identify potential issues before they occur. This enables managers to make data-driven decisions, anticipate demand, and optimize their supply chains.

AI is also being used in human resources management to streamline recruitment and talent management. AI algorithms can analyze resumes, identify qualified candidates, and even conduct initial interviews. This saves time and reduces the bias that may occur in traditional recruitment processes. Additionally, AI can be used to analyze employee data and identify patterns of behavior that may indicate job dissatisfaction or potential turnover.

Moreover, AI is being used in customer service to improve response times and customer satisfaction. By using natural language processing (NLP) and machine learning algorithms, AI-powered chatbots can understand and respond to customer

queries in real-time. This not only reduces response times but also improves customer satisfaction, as customers can receive assistance 24/7.

However, there are also challenges associated with the use of AI in marketing and management. One of the most significant challenges is the lack of transparency and accountability in AI algorithms. As AI algorithms become more complex, it becomes increasingly difficult to understand how they arrive at their conclusions, making it difficult to hold them accountable for their decisions.

Another important application of AI in marketing and management is in the field of data analysis. AI algorithms can be used to analyze large data sets, identify patterns, and generate insights that can help businesses make informed decisions. For example, AI can be used to analyze customer purchase history and preferences, enabling businesses to create personalized offers and improve customer retention.

AI is also transforming the field of financial management, providing businesses with greater insights into financial performance and risk management. By analyzing financial data and market trends, AI algorithms can provide businesses with real-time insights into financial performance and potential risks.

By analyzing data on production output, inventory levels, and demand forecasts, AI algorithms can help businesses optimize production processes, reducing costs and improving efficiency.

AI is also being used in the field of product development, helping businesses identify market trends and design products that meet customer needs. By analyzing consumer data and behavior, AI algorithms can identify emerging trends and design products that are more likely to be successful in the market.

In the field of risk management, AI is being used to identify potential risks and threats to businesses. By analyzing data on cyber threats, economic trends, and market conditions, AI algorithms can help businesses anticipate and mitigate potential risks.

AI is also being used in the field of customer relationship management, helping businesses improve customer engagement and retention. By analyzing customer data and behavior, AI algorithms can help businesses personalize customer interactions, improving engagement and loyalty.

In the field of project management, AI is being used to optimize resource allocation and improve project delivery. By analyzing data on project timelines, resource allocation, and team performance, AI algorithms can help businesses optimize project delivery, reducing costs and improving outcomes.

AI is also being used in the field of marketing automation, helping businesses automate repetitive marketing tasks and improve efficiency. By automating tasks such as email marketing and social media management, businesses can free up time and resources for more strategic marketing initiatives.

AI is also being used in the field of sentiment analysis, helping businesses understand consumer sentiment and monitor brand reputation. By analyzing social media data and customer reviews, AI algorithms can help businesses identify potential issues and improve brand perception.

Conclusions. AI is transforming the fields of marketing and management, enabling businesses to make better decisions, improve efficiency, and enhance

customer experiences. As AI continues to evolve, it is important for businesses to stay informed about the latest developments and leverage AI to drive innovation and growth.

References

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THE INTERNATIONAL MANAGEMENT AND STRATEGY OF CHINESE MULTINATIONAL CORPORATIONS

Due to the impact of COVID-19, international political instability has increased, global economic growth has slowed down, anti-globalization and trade protectionism have risen, making the environment for multinational companies to operate internationally more complex. At present, economic cooperation and competition between countries are deepening in the global scope. The development of new technologies has overthrown traditional economic forms and brought about the transformation of digital economy. In this critical period, transnational corporations act as an important force connecting international production, circulation, distribution and consumption links. Many multinational corporations are engaged in global distribution to compete for world market share. In the fierce international competition, high-tech industry is more vulnerable to various trade barriers because of its high technology added value, high industry barriers and huge social benefits.

At present, China's economy is shifting to a stage of high-quality development. In order to cope with the complex and changeable international trade environment and effectively improve the ability of independent innovation, innovation policies should be detailed to specific industries and enterprises. In light of different industry development levels and innovation capabilities, different industries and enterprises