

**THE ROLE OF ARTIFICIAL INTELLIGENCE IN OPTIMIZING THE COMPANY'S
DEVELOPMENT STRATEGY WITHIN BUSINESS PLANNING**

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In the period of global digitalization, information and communication technologies are one of the most important aspects of existence for a business, which makes it more efficient, effective and allows it to quickly respond to a rapidly changing external environment, as well as customer needs. At the moment there is a high level of interest in the world about the possibilities of artificial intelligence (AI) for use in business tasks, as there are already examples of successful implementation where artificial intelligence and machine learning are radically changing the way they work and increasing the profits of organizations in different countries.

According to PwC's 2024 Global CEO Survey, 70% of business leaders believe generative AI will significantly change the way their businesses create, deliver and extract value. There is also widespread recognition of the importance of developing a generative AI strategy “early” to get ahead of the accelerating existential crisis [1].

Let's consider how modern digital technologies are used in the global market and why the use of AI gives companies advantages over competitors.

Table – Practice of using artificial intelligence capabilities

Company name	Project name	Direction of application of artificial intelligence systems
Google	Google Health	Diagnosis of health status, planning a route to the nearest hospital, reminder of when to take medications, assessing progress in fitness activities
	Medical Brain	Analysis of the patient's condition, determining the prospects for the further course of the disease, predicting the likelihood of an unfavorable outcome
Sber	Sberbank Online application	Analysis of preferences of 50 million users according to 1000 parameters and personalized creation of a package of services and information, making transfers and payments, introducing spending statistics
		Providing all loans based on the client's biometric data, studying credit history, income, expenses
		Conducting preliminary interviews with candidates for mass vacancies
Facebook	Online application	Correcting the image of eyes in a photograph of a client who blinked

Note – Source: own development based on [5]

The examples given in the table demonstrate various areas of application of AI in companies, such as medicine (Google Health, Medical Brain), financial services (Sberbank) and image processing (Facebook). In each case, AI helps improve the quality of services and optimize business processes.

A business plan is an integral element of strategic planning for an organization, and its development requires significant resources in the form of time, labor and finance. Artificial intelligence-based business plan generators offer an effective solution to automate this process, providing all the benefits of plan development and significantly reducing time and resource costs [3].

Let us highlight the following advantages of business plan generators based on artificial intelligence:

1. Optimize time and efficiency: Automating the business plan development process with the help of artificial intelligence significantly speeds up the process, allowing entrepreneurs to manage their time and resources more efficiently.

2. Focus on data: AI generators provide data analysis that provides valuable insights into market trends, competitiveness and financial forecasts, which contributes to the further refinement and success of the business plan.

3. Accessibility and Convenience: The use of AI generators has made the business planning process more accessible and understandable to a wide range of users, including those who have no experience in making plans.

4. Systematization and structuring: AI generators ensure the integrity of the business plan, facilitating the correct formatting and completion of all sections, which increases the professional level and significance of the plan to stakeholders.

5. Individualization: the ability to customize business plans to the unique needs and characteristics of the business, sector of activity, goals and brand identity ensures the personalization and adaptation of the plan for each specific enterprise.

Thus, AI-powered business plan generators provide an innovative tool for improving the quality and efficiency of business planning, helping companies develop quality, data-driven growth strategies.

Business leaders around the world see many risks associated with generative artificial intelligence, including cybersecurity risk and the potential for biased decisions or biased actions against groups of employees or customers. The use of artificial intelligence systems gives rise to a number of problems that require elimination or additional human control.

Firstly, it is necessary to form a new regulatory framework (digital law) and determine the party responsible before the law for possible robot errors (designer, developer who created the algorithm or employee, accountant, operator who did not check the result).

Secondly, it is necessary to determine how data confidentiality will be maintained and economic security will be ensured if machines analyze health, gender, age, and recognize faces automatically, without asking for human consent. In addition, the quality of the databases on which models and machine learning are built remains a problem, since a huge amount of data after cleaning and preprocessing can be signifi-

cantly reduced and turn out to be insufficient for the purpose of building a high-quality model to solve the original problem [4].

Thirdly, the rapid obsolescence of source databases, which can cause incorrect conclusions and incorrect results in machine learning.

Fourthly, the presence of the human factor, since people (humans) become intermediaries, automatizers, controllers for AI systems, and this process inevitably leads to job reductions. Another problem related to the human factor is the growing number of people wishing to work in this field and engage in Data Science, however, simple knowledge of the theory against the backdrop of a lack of understanding of the intricacies and specifics of the field for which the problems are being solved is clearly not enough.

Business uses so-called weak artificial intelligence, which can solve only narrow specialized problems using Big Data methods and machine learning algorithms. Strong artificial intelligence capable of multi-tasking is the possession of cognitive abilities and capabilities similar to those of humans.

Thus, automating processes, analyzing large amounts of data, predicting results and determining the best action strategies are all possible thanks to the use of artificial intelligence. This helps companies make informed and effective decisions, improve their competitiveness and thrive in a changing business environment.

List of references

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