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## **THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE SPHERE OF EDUCATION, MARKETING AND ECONOMY**

### **Roienko Liudmyla**

Senior Lecturer, the Department of Philology and Translation  
Kyiv National University of Technology and Design, Kyiv, Ukraine  
ORCID: <https://orcid.org/0000-0002-6794-0051>

### **Nikitchyna Dariia**

Bachelor`s student  
Kyiv National University of Technology and Design, Kyiv, Ukraine

Due to the global technological development and the connection of people's activities with technology, we need to modernise all spheres of life and introduce information and communication technologies into it. Information and communication technology is a broad term that includes information technology and telecommunications, computers, software, communications, media broadcasting, audio and video processing, networks and much more that allows us to create, transmit and process information. Due to access to such resources, we can improve our lives if we use this opportunity effectively. An example of this is China, which is known for its innovation and robotics, and it is the country's large investments in technological development that contribute to the stability of the economy in various crisis situations, as it was during the Covid-19 epidemic. Innovative methods help to reduce waste and costs in production, and in some cases ensure the capacity and competitiveness of a company, which is especially necessary when entering the international market.

It is important to note that the informatisation of education is an integral part of this global process. However, today's challenge is to develop educational technologies that can modernise traditional teaching methods in order to improve the quality of education in educational institutions. More and more pupils and students are switching to distance learning in order to be independent of their place of residence and to be able to obtain a European-type diploma, as for example, the Kyiv

National University of Technology and Design is implementing a voluntary double degree programme in cooperation with Poland. There are many different opportunities: to listen to the opinions of people from all over the world at conferences, to learn from the experience of foreign schools, to participate in international competitions and projects, to make various presentations and use data from around the world. But we should be careful. It is important to teach children to use the available information effectively without abusing the readily available artificial intelligence. If students do not learn and analyse information on their own, preferring to use the completed task where they have not made the least effort, then a global educational crisis will occur. In the education systems of European countries, students spend most of their time studying independently. This time can range from 40% to 80%, depending on the specific course, university and teacher's approach. Therefore, there is a need to develop a methodology for managing students' independent work. It is important to emphasise that the use of information and communication technologies (ICT) in the educational process does not mean a return to programmed learning, which involved dividing the material into small parts and studying it step by step [2].

The use of information and communication technologies is also particularly relevant in marketing, with major brands already advertising on influencers, social media and various media outlets. Today, consumers actively search for information about goods and services on the Internet, discuss them and make purchases online. Online communications have become an integral part of the selection and purchase process. Such technologies also greatly simplify market analysis, determine supply and demand for a particular product, and enable effective competition. Outdated methods of developing marketing strategies lead to severe stagnation of production, as marketing is a constantly changing and evolving field. Advertising that showed incredible results two years ago will be ineffective now. People have less trust in advertising because there is too much of it in our environment and you need to be new and fresh to attract the attention of customers.

Artificial intelligence is a revolutionary technological advancement that gives machines the ability to learn from human and their own experience, adapt to new conditions, perform various tasks that were previously considered possible only for humans, predict events and optimise the use of resources. Its use has become widespread in later fields of activity, and marketing is no exception. It is mainly used to develop a personalised approach for each customer based on individualisation and effective analytics. There is a real need for accurate forecasts and deeper analytics of customer data. And this is where artificial intelligence reveals its potential. The cooperation between the American brand Guess and the Chinese online giant Alibaba shows how the developed artificial intelligence systems are changing the approach to shopping. Fashion AI is a system integrated into a mirror that allows customers to create their own fashionable look. It uses facial recognition technologies that are becoming increasingly popular in retail. This is just one example of how artificial intelligence is helping to develop a personalised experience for customers [1]. It is

also a new opportunity for specialists to save time in a period of fast fashion and trends, the so-called trend and PR, where interest in a particular type of product emerges as quickly as it disappears.

Although ICT has had a major impact on the modern face of marketing, education, science and many other areas of human activity, it has influenced the economy. In this sector, the latest technologies have created a new trade sector - e-commerce. Most people have started to prefer shopping online rather than wasting time going to the store, which has given buyers access to a huge selection of products and price variability, and sellers can avoid paying rent for a store, although they will have to spend part of their budget on online promotion.

Also, with the development of ICT, instant transfers between banks in different countries have become possible, there is an increase in employee productivity due to increased mobility and remote access to productive systems (ERP), internal and external communications have become faster and more efficient thanks to ICT, which also contributes to the automation of business processes." [3]

Freelancing and virtual teams have also become more common, opening up new opportunities for both employers and employees. Some are able to hire the best talent from around the world without being limited to a particular region, while others can plan their own work schedule, location and projects of their choice. This transformation in working practices has been made possible by the rise of information technology. Thanks to the Internet, specialised software tools, and real-time online communication and collaboration capabilities, companies and their employees are able to stay connected regardless of their physical location

The development of ICTs is favourable for the country, as it is a chance to encourage foreign investment in the economy, stimulate it, and catch up with the level of world leaders. The impact of information and communication technologies (ICTs) on modern society, education and the economy is enormous. In education, ICTs are opening up new horizons for learning and collaboration, but it is important to maintain a balance between the use of technology and the development of key skills to avoid a global education crisis. In marketing, ICT is revolutionizing strategies and approaches, enabling brands to compete effectively and adapt to changes in consumer behaviour. Artificial intelligence is becoming a key tool for analysing and personalising customer experience, which affects the efficiency and profitability of businesses. In the economy, ICTs contribute to productivity growth, provide fast and efficient communications, and open up new opportunities for flexible forms of work and international cooperation. The development of these technologies contributes to the economic growth of countries, making them attractive for investment. All of this shows that ICTs are defining new realities of modern life, and it is important to maintain a balance between technological advances and the preservation of human values, ethics and the development of key skills for the successful functioning of society.

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## DIGITAL CAPABILITIES OF GENERATIVE AI FOR BUSSINES

**Shelest Tetiana**

PhD, Fellow Researcher

Judge Business School, University of Cambridge, Cambridge, United Kingdom

The digital capabilities of generative AI for business open up a great deal of room for innovation and improvement in various areas of company operations. Current technological trends in digital capabilities of generative AI for business are shown in fig. 1.

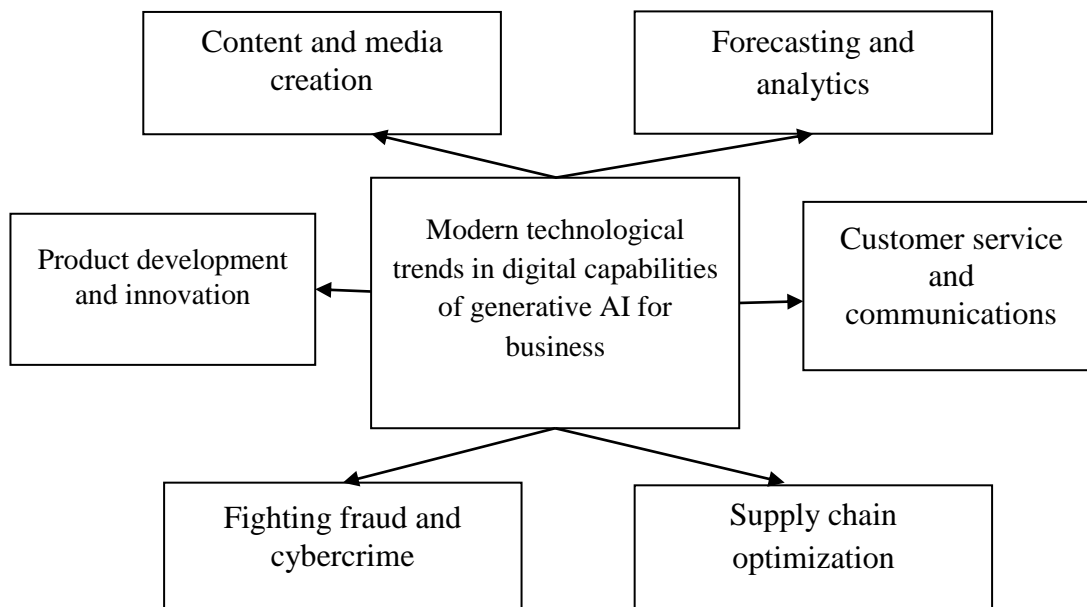


Fig. 1. Modern technological trends in digital capabilities of generative AI for business

Source: based on [1,2].

One of the key areas of use is content and media creation.