THE ROLE OF ARTIFICIAL INTELLIGENCE IN IMPROVING WORK EFFICIENCY

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Abstract. *This article will highlight the characteristics of artificial intelligence that influence global development. In developing countries, the appropriate use of artificial intelligence has become a pressing issue, as there are also cases where this tool can be used to spread false information. For example, discrimination, harassment, and other incidents can occur online. This article presents methods, findings, and recommendations for harnessing the benefits of artificial intelligence for appropriate purposes and minimizing its harmful impact.*

Keywords: *innovation, organization, industry, enterprise, society, technology.*

РОЛЬ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА В ПОВЫШЕНИИ ЭФФЕКТИВНОСТИ РАБОТЫ

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Аннотация. *В этой статье будут освещены характеристики искусственного интеллекта, влияющие на глобальное развитие. В развивающихся странах надлежащее использование искусственного интеллекта стало насущной проблемой. Поскольку существуют также случаи, когда этот средства может использоваться для распространения ложной (фейковой) информации. Например, дискриминация, оскорбления и другие инциденты могут происходить в онлайн-сетях. В статье представлены методы, выводы и рекомендации по использованию преимуществ искусственного интеллекта в надлежащих целях и минимизации его вредного воздействия.*

Ключевые слова: *инновация, организация, промышленность, предприятие, общество, технология.*

Currently, some industries, businesses, organizations, and institutions struggle to understand the difference between innovation, new ideas, and artificial intelligence. As these technologies become widely applied across various fields, they will transform human life and society.

As we know, innovation is a tool that performs unique functions for peaceful life, well-being, and human development. In other words, it is a successful product or technology necessary for improving the efficiency and quality of work to create a healthy environment.

Many online sources also refer to artificial intelligence as artificial cognition, artificial intelligence, and intelligent machines.

The methods for this study were based on the following approaches: an analysis of artificial intelligence capabilities presented in scientific literature and online sources; and a comparison of the advantages and disadvantages of artificial intelligence in organizations based on this analysis.

The primary goals of implementing artificial intelligence or artificial cognition are: peaceful, calm, and prosperous lives; improving the quality of a

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healthy environment for human life; promoting economic development; upholding the law; ensuring security, creating modern workplaces within organizations, etc.

Artificial intelligence (AI) serves as a social tool capable of conveying the content of large volumes of information in concise and understandable forms, as well as ensuring social integration and fulfilling competitive objectives within organizations.

These intelligent machines are viewed as a process or management method designed to produce high-quality products that provide significant value to organizations. They improve operational efficiency and produce quality products that meet requirements and needs. This creates new value, resulting in higher profitability. However, it's important to remember that these beneficial methods also come with their own risks.

Artificial intelligence is currently the subject of heated debate around the world. It has become clear that AI has the potential to take over virtually every field. This, of course, reduces human dominance and raises concerns among experts, since artificial intelligence is capable of performing all the tasks that humans can perform, and in sufficient quantities.

These research methods were implemented based on the following approaches: analysis of the capabilities of artificial intelligence presented in scientific literature and online sources; comparative study of the advantages and disadvantages of artificial intelligence in organizations based on the analysis; A comprehensive, systematic approach to assessing its impact, a comprehensive analysis of all the features of this system; a logical comparison of its capabilities with the organization's activities in a natural state, supporting numerical indicators of the SI's effectiveness.

Based on the research conducted, it can be concluded that artificial intelligence will affect virtually all professions. Consequently, some jobs will disappear. Others will adapt to the new conditions. As a result, new professions related to intelligent tools will emerge.

According to statistics, this unique tool is expected to create approximately 133 million jobs by 2027. It's worth noting that a number of processes cannot be performed without human intervention. Because many processes are difficult for artificial intelligence to perform. For example, replacing repetitive and simple processes, as well as entering and processing new data, requires human skills.

Artificial intelligence is currently capable of performing virtually all tasks the human mind can, including decision making. It excels in areas such as the ease of implementing complex processes, rapid problem solving, visual perception, and translation. Computer programs developed specifically for language translation are of enormous importance. Such intelligent programs facilitate rapid development in many different fields.

Based on the above, it can be said that artificial intelligence is a unique tool that can perform all the tasks that a human can perform, such as understanding language, storing, processing, recording, reconstructing images, analyzing and solving complex problems in a short time. Such intelligent tools are capable of creating systems that can perceive their environment, process data, and perform actions, making them extremely important and useful in everything from virtual assistants to self-driving cars.

Based on the above, it can be said that it is crucial to have complete information about the positive and negative consequences of using these intelligent machines. It is necessary to develop rules governing the use of artificial intelligence in organizations. Measures should be developed to correctly implement the future development of programs created using artificial intelligence. To preserve employees' jobs, their numerical skills must be developed. To this end, that is, to improve workers' digital skills, it is necessary to develop measures and training methods. This will help prevent conflicts between employers and employees, prevent social inequality, and reduce processes that affect a healthy work environment.

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