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## **CHAT GPT AND ITS INFLUENCE ON MODERN BUSINESS**

*Digitalization of business processes today is one of the key trends in the development of the modern economy. Artificial intelligence technology is having an increasingly significant transformational impact on business development. New chat bots are emerging, the main value of which is the automation of business processes and the optimization of organization resources. The objective of this study is to identify the level of awareness about the availability of chatbot technology, to study the scope of this technology in companies, as well as to identify the effectiveness of their application using the GPT chat as an example.*

**Keywords:** digitalization, business-process, artificial intelligence, technology, chat bots, GPT chat

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## **ЧАТ GPT И ЕГО ВЛИЯНИЕ НА СОВРЕМЕННЫЙ БИЗНЕС**

*Цифровизация бизнес-процессов сегодня является одним из ключевых трендов в развитии современной экономики. Технология искусственного интеллекта оказывает все более значимое трансформационное влияние на развитие сферы бизнеса. Появляются новые чат-боты, главной ценностью которых является автоматизация бизнес-процессов и оптимизация ресурсов организации. Задачей данного исследования является выявление уровня осведомленности о наличии технологии чат-ботов, изучение сфер применения данной технологии в компаниях, а также выявление эффективности их применения на примере чата GPT.*

**Ключевые слова:** цифровизация, бизнес-процесс, искусственный интеллект, технологии, чат-боты, GPT-чат

One of the most recent major developments in artificial intelligence was the release of a platform called ChatGPT in November 2022. Chat GPT is defined as a generative language model. However, in practice it is understood as an artificial intelligence chat that has been trained and designed to hold natural conversations. Chat GPT belongs to the research company OpenAI, founded in San Francisco in 2015 by Sam Altman, Elon Musk, Greg Brockman, Ilya Sutskever and Wojciech Zaremba.

As the name suggests, ChatGPT is billed as a chatbot. That means users can engage in a conversation about a wide range of topics, such as personal hobbies, interests, or current events.

But ChatGPT's abilities go well beyond conversation. It can generate a variety of different text-based material, like emails, advertisements, or entire stories. It even answers questions on potentially complex topics like science, technology, and history – making it helpful for completing homework or research projects. ChatGPT can also tell jokes, suggest movies, TV shows, and books, and give advice on personal anecdotes. It can correct its own mistakes, ask follow-up questions, and often get into the finer details of a specific topic.

The tone and content of ChatGPT's responses can be influenced by the user. For example, one can ask ChatGPT to generate responses in an upbeat, positive tone. Its response would be different than if one were to specify a cynical, negative tone.

But maybe most impressively, ChatGPT can write and debug computer code. When presented with 40 pieces of incorrect code, researchers found that ChatGPT successfully corrected 19 of them – a success rate of just under 50 %.

Despite its impressive abilities, ChatGPT is still a limited memory AI system. It is unique from other chatbots because it can call on past answers to update its current output. Unfortunately, it's limited to a single medium: text-based chat. That makes it a form of narrow or «weak» AI.

Proponents of AI argue that it brings many benefits. AI could replace human workers in particularly dangerous jobs. An AI could also get tedious and repetitive tasks done faster than a human could. Plus, in theory, an AI is always available and working consistently around the clock. ChatGPT specifically has a wide range of useful applications: it can automatically generate new content, like advertisements, emails or blog posts; it can review and summarize existing content, helpful for both students and teachers; it can help with translation and learning new languages; and companies can use it to provide quick, automated support to their customers. With all that in mind, AI has the potential to make certain types of work safer, faster, and less tedious.

But AI has its critics too. As AI platforms get larger and more powerful, the less we understand how they actually work. An AI algorithm can get so complex it becomes impossible for the developers to identify how it produces its output. This is especially dangerous because ChatGPT often presents false information as facts, which could potentially help the spread of dangerous misinformation. There's also the potential for misuse. While ChatGPT has safeguards in place to prevent the generation of offensive or inflammatory content, users have found loopholes. ChatGPT could also be used by students to cheat on their assignments. ChatGPT has other, less serious limitations. It has trouble recognizing complex structure. Its responses are often excessively long and repetitive, and occasionally completely nonsensical. So even though ChatGPT is impressive, it's important to keep those potential dangers in mind.

As an AI language model, GPT chat has the potential to influence business in several ways:

- Customer Service: GPT chat can be used as a customer service tool to interact with customers and answer their queries. It can provide quick and accurate responses, leading to improved customer satisfaction.

- Sales and Marketing: GPT chat can be used to engage with customers and promote products or services. It can also provide personalized recommendations based on customer preferences, leading to increased sales.

- Data Analysis: GPT chat can analyze customer conversations and provide insights into customer behavior, preferences, and pain points. This information can be used to improve products and services, leading to increased customer satisfaction.

- Cost Reduction: GPT chat can automate certain tasks, such as answering frequently asked questions, reducing the workload of customer service representatives. This can lead to cost savings for the business.

- Healthcare: GPT chat can be used to provide medical advice and triage patients, reducing the workload of healthcare professionals and improving patient outcomes.

- Education: GPT chat can be used to provide personalized learning experiences for students, answering their questions and providing feedback on their work.

- Finance: GPT chat can be used to provide financial advice and manage customer accounts, reducing the need for human intervention and improving efficiency.

– Human Resources: GPT chat can be used to automate certain HR tasks, such as scheduling interviews and answering employee questions, freeing up HR professionals to focus on more strategic initiatives.

– Travel and Hospitality: GPT chat can be used to provide personalized recommendations for travel destinations and accommodations, improving the customer experience and increasing sales.

– Retail: GPT chat can be used to provide personalized product recommendations and assist customers in making purchasing decisions, leading to increased sales and customer satisfaction.

We conducted research in the form of a Google form questionnaire, in which 53 students of the Institute of Business of BSU took part. Among them (Fig. 1), 37 people know what GPT chat is, 15 do not know, and 2 have heard such a name, but do not know exactly what it is. As GPT chat becomes more widely used, it is likely that awareness of this technology will grow. The more people interact with GPT chatbots in their daily lives, the more they become aware of its capabilities and limitations. It can be assumed that the awareness of chat will grow as this technology becomes more common in our daily lives.



Fig. 1. Students' awareness of GPT chat

We asked the students: do they think that one day chats (like GPT) will be able to completely replace human labor (Fig. 2), to which 25 people answered no, 21 yes and 7 people found it difficult to answer. As an AI language model, I cannot write a research paper on my own. While researching the issue, we came to the conclusion that GPT chat can replace some of the human labor in certain areas, such as customer service and support, where repetitive and simple tasks can be automated. GPT Chat can



Fig. 2. Students' expectations about replacement of human labor by chat bots

increase efficiency and reduce costs for businesses by providing 24/7 customer support without the need for human intervention. However, GPT chat cannot fully replace human labor as it lacks the empathy, creativity, and critical thinking skills that are required in several areas such as healthcare, education, and law. In this way, GPT chat can complement human labor by performing routine and simple tasks, while people can focus on more complex and valuable tasks that require human skills and judgment. Governments, businesses and society must consider the ethical and social implications of using AI to replace the workforce and ensure that it is implemented responsibly and fairly.

Recently, GPT chat is often used in the medical field. It helps to summarize medical records using family history, symptoms, and lab results; analyze research papers: for doctors who aren't experts, identify key phrases in an abstract or distill a lengthy, in-depth study; compose genetic texts, such as e-mails, a book blurbs. In addition, the chat is used as a chatbot for the medical center's frequently asked questions (FAQ) section or appointment scheduling. GPT Chat can also be very useful in the sphere of marketing: to write content, for example Mint Mobile ads (the company partly owned by Ryan Rendols) is created from scratch by Chat GPT; in the sphere of sales: Chat GPT understands the concept of «tone» and thanks to this it can write unique content specifically for the company; in the sphere of tech support: to write codes and solve complex coding tasks; in the sphere of HR management: writing letters of performance reports to the employees.

To conclude, as technology continues to advance and language models become more sophisticated, it's likely that there will be even more innovative applications and uses for Chat GPT in the future. We believe that such technology can access global usage in the next 3–5 years and replace some human activities, making working processes easier and faster. It is difficult to predict if such technological development is useful or fatal, will see in the future.

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