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## **ARTIFICIAL INTELLIGENCE IN SMALL BUSINESSES**

Individuals are living in a constantly evolving world where technologies account for a huge part of their lives. And artificial intelligence has also been altered from just a fiction to a technology which transforms all the industries and humans' lives worldwide.

Small businesses play a crucial role in communities and the overall economy of a country. They create job opportunities, attract new ideas and solutions to the market. In comparison with large corporations, small businesses are indeed more agile. That is why they are able to adapt to new forms of technological progress much faster.

The aim of this study is to research the impact of artificial intelligence in the development of small businesses. We are interested in various ways how business owners upgrade the efficiency and the competitiveness of the company on the market and what is people's on that.

The application of artificial intelligence-based technologies assists in the process of creating smart machines which are capable of making judgements with very little or even no human involvement. These technologies make it possible to dramatically increase the efficiency and speed of business processes and create new consumer properties of products and services.

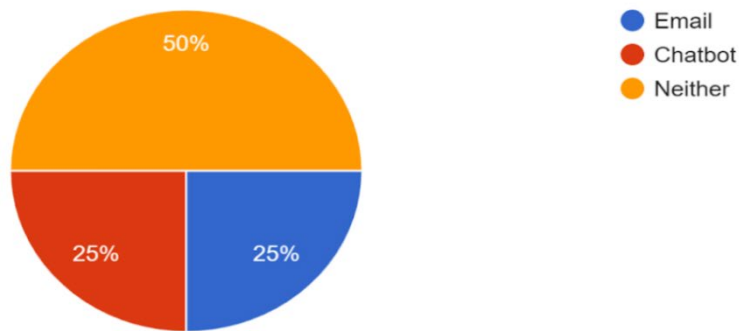
Small businesses can use AI to generate content that is specifically tailored to their target audience. Artificial intelligence systems can produce content that is customised to each customer's preferences and interests by evaluating data and user behaviour. They can also assist small businesses in staying current with industry news and sharing relevant information to their audience by monitoring trends and identifying valuable content. Small firms might benefit from this by becoming recognized as experts in their particular field.

Artificial intelligence-driven solutions can help businesses by predicting how much materials and transportation will cost, as well as how quickly items will be able to move through the supply chain. Supply chain experts can use these kinds of insights to help them choose the most effective way to ship their goods [1].

When discussing the improvement of customer service, some may immediately think about chatbots. Chatbot is a useful tool created to mimic human conversation when responding to customers. On top of managing a lot of tasks simultaneously, a small business owner would have to cope with customers on his/her own or hire an additional specialist, if chatbots did not exist.

Chatbots and email marketing are two different approaches to customer communication. Chatbots are automated messaging systems that can interact with customers and provide information, support, and assistance in real-time. Email marketing, on the other hand, involves sending marketing messages to a group of people via email. When choosing between chatbots and email marketing, it is important to consider your goals, audience, and resources.

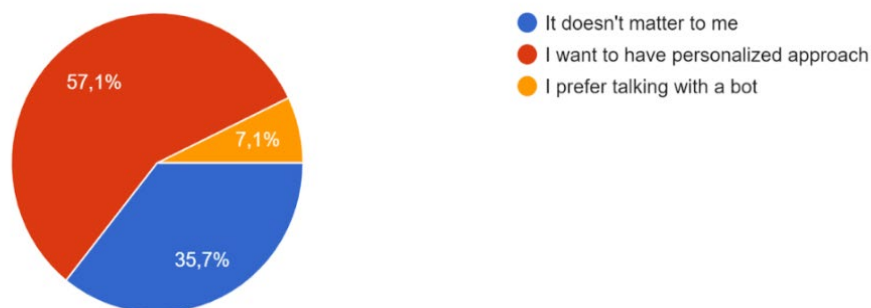
We decided to conduct a survey among the students of the School of Business BSU via google forms. Based on our statistics, 50% of users would not like to receive any ads, be it sent to them by chatbot or email. However, another half is divided in exactly 25% on preferring email or chatbot (fig.1).



*Fig. 1.* Answers to the question:  
what advertisement or a text you are more likely to open?

Unlike humans, chatbots are not able to show emotions and are highly unlikely to respond to a phrase in a way that a real human would. Consumers generally prefer human customer service agents over AI. This is because consumers believe that humans better understand their needs, provide more thorough explanations, offer more options to address their issues, and are less likely to frustrate them (fig.2).

Some business owners might assume that if their company makes a good product or provides a useful service, then it will definitely succeed. Unfortunately, this is not always the case. This is a situation when marketing techniques and tools can stand out. They let the world know about the existence of a business. Artificial intelligence tools in particular have been revolutionising marketing for companies of all kinds.



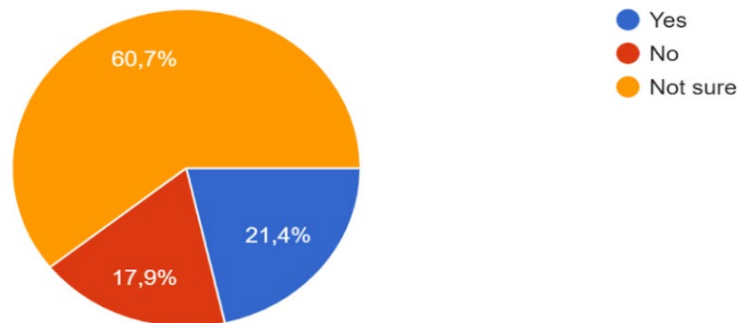
*Fig. 2.* Answers to the question:  
do you feel comfortable talking with AI or you want  
to talk with a real person during client service?

Artificial intelligence tools can be applied to customer segmentation, recommendations, and other marketing-related tasks. But in order to come up with original and inventive content strategies that will connect with audiences, people are still required. Customers, for instance, are drawn to the content that demonstrates the firm's values and beliefs and how they coincide with their own, when it comes to social media. Companies that rely too heavily on AI content might come across as dull and boring. Consumers prefer to know that people behind the brand understand their concerns [2]. That can be proved by our survey. 67,9% of customers maintain a relationship with a brand primarily due to shared values. So, we can make a conclusion that shared values, trust, authenticity and social responsibility play crucial roles in decision-making processes.

Artificial intelligence can be used in the process of creation of advertisement. Large sums of money are allocated to advertisement, that is where small businesses can face challenges. They usually have quite tight budgets.

AI content creation can be time-saving, produce consistent quality, be inexpensive, and scalable, enabling the creation of vast quantities of content in a short period. But AI content may lack originality, authenticity, creativity due to the fact that its generators rely heavily on existing data, templates, and keywords, which can lead to unintentional plagiarism.

Having a look on our research diagram we can say that the biggest part of participants is not sure whether AI produces similar or non-similar content (fig.3).



*Fig. 3.* Answers to the question:  
do you think AI produces similar content?

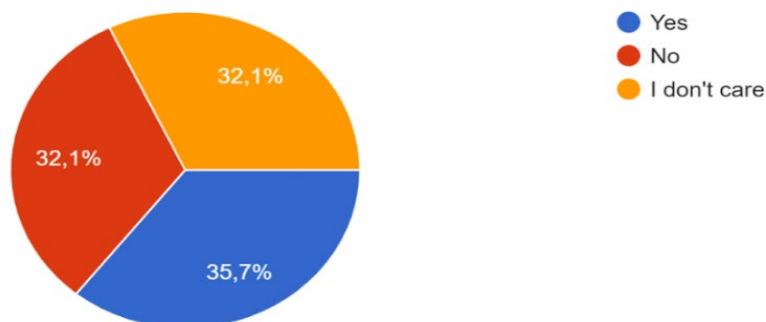
Since small businesses can benefit exponentially from technological advancements like artificial intelligence, they must also be aware of all the security issues they can come across.

The adoption of AI in enterprises introduces new security risks, including data privacy, lack of transparency, AI manipulation, etc. These risks are amplified by the vast amounts of data fed into AI systems and the potential for AI-generated voice fraud.

According to Accenture's Cybercrime study, small businesses account for 43% of cyberattacks annually [3]. This is indeed not a small number. Cyberattacks against small businesses have dramatically increased during the last year. Regretfully, this trend will only worsen in the upcoming years. Small businesses are more vulnerable to attacks as they adopt more sophisticated technologies and shift their operations to the cloud.

Even though AI security tools can survey data sets more quickly than humans, automate processes, and save time, IT teams are still responsible for reviewing the results, taking appropriate action, and initially configuring the parameters of an AI tool to make sure it functions as intended.

While doing research it was found out that the overall opinion about security while talking to a chatbot can be viewed in 3 approximately equal portions. However,  $\frac{1}{3}$  is not a small part, so we can say that the search results highlight the importance of privacy and data security considerations in the development and use of AI services in business(fig.4).



*Fig. 4.* Answers to the question:  
do you feel that your data is secure while talking to a chatbot?

To conclude we would like to say that AI has the potential to transform the way small businesses operate, providing a competitive advantage and enabling them to scale and grow in new ways. Artificial intelligence can reduce the amount of time spent on routine tasks, produce custom copy, photos, videos, and layouts, process data quickly to enhance business decision-making, and completely change the customer experience. Artificial intelligence is revolutionary and, despite worries about security, it is here to stay.

### **References**

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