o Create attractive compensation packages (Price).
o Improve workplace environment (Place).
o Promote development opportunities effectively (Promotion).
4. Implement the Plan:
o Create a detailed action plan with timelines.
o Allocate necessary resources (budget, personnel).
5. Monitor and Evaluate:
o Establish KPIs.
o Conduct regular progress reviews and prepare reports.
6. Continuously Improve:
o Gather and analyze feedback.
o Update and refine strategies based on feedback and new trends.

Conclusion

This methodology ensures that marketing strategies for human capital development are well-planned, effectively implemented, and continuously improved. By focusing on these structured steps, organizations can enhance the skills, motivation, and overall effectiveness of their workforce, leading to sustained organizational growth and success.

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USING ARTIFICIAL INTELLIGENCE IN ADVERTISING

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Abstract: The article presents the author's research on the impact of artificial intelligence on the advertising industry at the present stage. It is shown how the use of artificial intelligence capabilities not only helps to reduce the costs of creating advertising creatives, but also how brands acquire unique image characteristics. The use of new technologies significantly changes the advertising market, not only increasing its level of competitiveness among communication agencies,

but also involving new entities in the advertising market.

Key words: artificial intelligence, neural networks, advertising, efficiency, competitiveness, business opportunity, marketing

In the modern world, we increasingly become witnesses of scientific discoveries. The world is constantly changing, improving various spheres of human activity. Each new day is an opportunity to get closer to the era of completely improved technologies. It is quite difficult to imagine a person who would not look at his smartphone at least once a day. Each enterprise is mechanized and uses all sorts of achievements of modern technological progress. Business technologies, educational, information and communication systems, computer, medical, construction and chemical technologies are rapidly developing. It should be noted that man has been and continues to monitor all the processes of improvement, being the source of all innovative ideas. At the moment, we are gradually moving into the era of robotization, where the main source of solving consumer problems is the robot itself. Robots, performing many different functions, will gradually begin to equalize in rights with people, replacing them in various spheres of life.

One of the types of robotic technology is artificial intelligence. So, we are approaching a time in which artificial intelligence will perform more and more functions that were previously the prerogative of humans. There are many definitions of the concept of "artificial intelligence" (hereinafter referred to as AI) in the literature, as it is becoming increasingly common these days. According to the Soviet Encyclopedic Dictionary, artificial intelligence is a conventional designation for cybernetic systems that model certain aspects of human intellectual activity - logical, analytical thinking [4].

The Explanatory Dictionary of S.I. Ozhegov, N.Yu. Shvedova gives us the following definition: artificial intelligence is a section of computer science that develops methods for modeling individual functions of human creative activity [6].

If we take as a basis the dictionary of cybernetics edited by academician V.M. Glushkov, we can find the following definition: "artificial intelligence" (from Latin Intellectus - reason, intellect) is: 1) an artificial system that imitates a person's solutions to complex problems in the course of his life; 2) the direction of scientific research that accompanies and determines the creation of AI systems built on the basis of computer technology and designed to perceive, process and store information, as well as to form decisions on appropriate behavior in situations that model the state of the natural world and society [4].

Research in the field of AI is at the intersection of psychology, linguistics, philosophy, sociology, mathematics and computer technology. The IBM Dictionary of Terminology and Explanatory Notes on Computing and Data Processing gives us the following definition: "Artificial Intelligence" is the ability of a device to perform functions inherent in human intelligence, such as reasoning, learning, and self-improvement [5]. The term refers to self-learning machines. For a complete understanding, let us turn to another source, which is the English-Russian Dictionary of Linguistics and Semiotics edited by A.N. Baranov and D.O.

Dobrovolsky: "Artificial Intelligence" is a scientific direction that develops theoretical and practical principles for computer modeling of human intellectual abilities, including the ability to understand natural language expressions and synthesize them [1].

Thus, artificial intelligence is a device aimed at performing difficult, multifunctional tasks in a short period of time, with the goal of replacing human activity in order to facilitate and improve life in general. Artificial intelligence has found its application in many areas, but science does not stop there, continuing its modernization and in-depth implementation. Artificial intelligence has also found wide application in advertising, especially in the last few years. It cannot be denied that the epidemiological situation contributed to this result, since, thanks to AI, many processes have become available without human interaction, thereby guaranteeing a safe lifestyle. It should be mentioned that machine learning, which is a method of working with AI, helps in working with artificial intelligence. Machine learning is a method that provides knowledge based on solving some complex problems, or based on the knowledge of experts.

One of the laws of science fiction writer Arthur Clarke states that any

sufficiently developed technology is indistinguishable from magic. This is how artificial intelligence positions itself from the outside: it gives us the opportunity to see interesting advertising that attracts the attention of the target audience,

personalize creatives. It should also be noted that it gives good ideas for startups. It is in the last year that many company executives have increasingly begun to think about the implementation of AI, considering it a real phenomenon of scientific technology.

The use of artificial intelligence in advertising is a fairly broad concept, since advertising is a multifaceted thing, having various sectors and directions. Having delved into the essence of the problem, it becomes obvious that AI can be used to develop effective and creative advertising. At this stage, artificial intelligence is used to create creatives, automating some stages. A more visual example of this issue is IBM, which has its own AI algorithm called Accelerator. This algorithm evaluates videos, voiceovers, calculates various variables, and as a result, collects all the materials into a new video for each segment of the target audience. By examining the company's statistics, significant progress can be seen, as the campaign's effectiveness has increased by 120% [2].

Another important artificial intelligence technology is deepfake technology, where neural networks take photo and video portraits as a basis, thereby replacing the model's face with the face of the desired person. The effectiveness of artificial intelligence can be confirmed by the fact that it is practically impossible to distinguish a generated video from a real one. An example of the use of neural networks is Sberbank, which moved the hero of the comedy "Ivan Vasilyevich Changes Profession" by Georges Miloslavsky to 2020, thereby gaining wide recognition from the target audience [2].

The use of artificial intelligence in programmatic advertising should be considered, since it is possible that in the future this technology will facilitate advertising targeting after the abolition of third-party cookies, thereby providing great assistance to brands. Accelerator technology has the function of dividing consumers into large groups, depending on how this segment of society reacts to advertising creatives. It is worth mentioning another equally important technology, Quantcast, which, in turn, analyzes many parameters of user data, as a result, finding exactly the data that has a direct impact on targeting. Speaking of artificial intelligence, it is necessary to mention it as a technology used in the creation of contextual advertising. Contextual advertising should be placed in the most appropriate place so that the target audience responds best to this kind of ad. Thus, artificial intelligence algorithms "view" the page using computer vision, evaluating both audio and visual components, as well as the topic, semantics and deep context. Television has always played a key role in the media sphere. Despite the fact that the modern generation has largely switched to using gadgets and other devices, television advertising remains the most widespread and most effective type of advertising, while being expensive. The target audience is mainly middle-aged and older people, but this in no way impedes the development of television advertising. It is important to note that artificial intelligence has become widely used in television advertising, performing the function of recognizing objects in the frame.

The user's life is noticeably simplified, since the path to purchasing a product is shortened. All that should be done is to press "Pause", then follow the link and become the owner of the product from the video. In order to clarify the situation, we should consider the Google campaign, based on the automatic product search function, that is, the algorithm determines which products the blogger shows so that YouTube users can purchase them later. The Ascona company used artificial intelligence to analyze the behavior of visitors, which clarified and specified the client portrait. Thus, artificial intelligence is the reason for reducing advertising costs to attract customers. A person lives in a society, he has all the skills of communication and interaction with people, which is an integral part of our life. If an individual needed to solve a problem, he turned to another individual for help. Nowadays, a robot bot comes to the rescue. An important area is conversational commerce - this is an area that implies a dialogue between campaigns and users through chats, but if the user needs to resolve a certain situation, then most often a chat bot comes to the rescue and gives appropriate recommendations.

Today, artificial intelligence is becoming increasingly popular, as it has the ability to correctly embed advertising content appropriate to the situation, which maintains consumer engagement when viewing. All this happens due to a detailed analysis of the content and the ability to determine the emotional context by artificial intelligence. If we consider artificial intelligence not only in

advertising, but also in other segments, it should be noted that artificial intelligence has become widely used to determine the effectiveness of campaigns that are very difficult or almost impossible to track, and it is also worth mentioning the growth of revenue and improved business performance. As a result of all of the above, the question becomes relevant: "Is the use of artificial intelligence progress or a way to subjugate a person?" It is impossible to answer this question unequivocally, but we can confidently assume that the introduction of artificial intelligence will simplify and speed up many processes of everyday life, and for advertisers and marketers this is a very successful and promising invention. It can be argued that the use of artificial intelligence is progress. Based on the statistics of its implementation and development, it is therefore worth emphasizing that such large companies as IBM, Microsoft, Google, Facebook, Amazon see a promising future in AI, therefore they invest heavily in its development and implementation in their services [6].

A huge advantage is that AI has the ability to build communication of a completely new level of involvement and interest. Artificial intelligence has become a real find for advertisers, as it uses the budget economically, while making the maximum return on advertising investments. The downside of this technology should also be considered. Artificial intelligence is also used for fraud. An example of this is January 2021, when clients were attracted by attackers using the face model of Flocktory and Dbrain founder Dmitry Matskevich [3].

Not all people have learned to trust this technology, as well as some other innovations in general. For society, this topic remains acute, since not all people trust artificial intelligence algorithms, many doubt its ethics, and the expectations of some people remain unjustified. In general, the role of man in society is beginning to decrease, as with the introduction of almost any new technology. In conclusion, it should be noted that, to a greater extent, artificial intelligence leads us to a bright advertising future, as evidenced by the growth of business indicators and revenue in general. For advertisers, the undeniable advantage of using AI is a significant saving of time on creating ideas for content that is ideal for the target audience, since AI has already predicted user behavior. It should be expected that in the future, artificial intelligence will be endowed with a huge number of functions and capabilities. Thus, AI is a real engine of progress. Society does not stand still, developing and improving every day. Humanity is on the threshold of something new, large-scale, intriguing and having the ability to replace and simplify many segments in various industries.

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RAQAMLASHTIRISH SHAROITIDA XIZMAT KO'RSATISH SOXASINI ONLAYN SAVDO ORQALI RIVOJLANTIRISH IMKONIYATLARI.

Maxmudov Sirojiddin Abdullayevich
SamDU I-bosqich doktaranti

Annotatsiya: Mazkur maqolada mamlakatimizda raqamli iqtisodiyot sharoitida elektron tijoratning o'rni va ahamiyati, uning rivojlanish bosqichlari, kelajakda rivojlanish imkoniyatlari