



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

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Економічний факультет

Кафедра підприємництва

СПІЛКА ПІДПРИЄМЦІВ МАЛИХ, СЕРЕДНІХ І ПРИВАТИЗОВАНИХ ПІДПРИЄМСТВ УКРАЇНИ

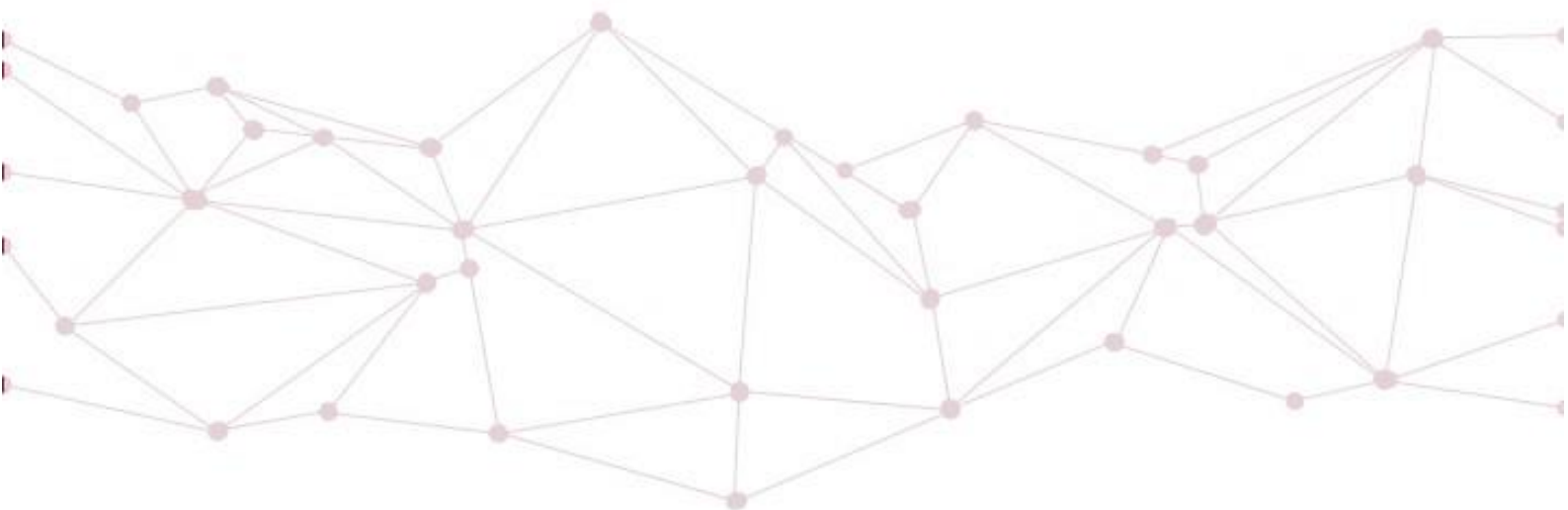
ІНСТИТУТ ДОКТОРА ЯНА-УРБАНА САНДАЛА (Норвегія)

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II Міжнародної науково-практичної конференції
«Мале та середнє підприємництво: проблеми і
перспективи розвитку в Україні»

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Мале та середнє підприємництво: проблеми і перспективи розвитку в Україні: зб. матер. наук.-практ. конференції, 15-16 листопада 2018 р. / Київський національний університет імені Тараса Шевченка. – Київ, 2018. – 234 с.

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Збірник містить матеріали II Міжнародної науково-практичної конференції «Мале та середнє підприємництво: проблеми і перспективи розвитку в Україні», що відбулася 15-16 листопада 2018 року на базі кафедри підприємництва Київського національного університету імені Тараса Шевченка.

Основними напрямками роботи науково-практичної конференції були: світові тенденції розвитку малого та середнього підприємництва, економічна безпека малого та середнього підприємництва, стратегічні пріоритети конкурентного розвитку підприємництва, сучасні виклики соціального підприємництва в Україні та світі.

Видання розраховано на представників наукової спільноти, викладачів, фахівців у галузі підприємництва, торгівлі та біржової діяльності, працівників органів державного управління, студентів закладів вищої освіти.

Тези розміщуються в авторській редакції.

За точність викладеного матеріалу відповідальність покладена на авторів.

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ARTIFICIAL INTELLIGENCE IN ENTREPRENEURSHIP – OPPORTUNITY OR THREAT?

In today's fast-changing world we are experiencing three main accelerations: globalization, climate change and technology. In order to successfully predict the future and consolidate its position in the world, an enterprise in any sphere should generate new ideas, new technologies, creating and sustaining with it not only economic value, but also social. One of these technological tools, which is rapidly improving and defining many aspects of the future in our society, is artificial intelligence (AI). The concept is quite young, but has already found its supporters and skeptics. AI increases its potential with each passing year by flexibility, efficiency and popularity of the application. Some experts believe that AI technology might be the best way to achieve the key strategic goals of any enterprise. On the contrary, others are convinced that, along with global perspectives, artificial intelligence forms equally global threats. It is fundamentally important that intellectual systems have to do exactly what the developer wants from them. So, what impact on entrepreneurship will have the use of artificial intelligence?

The first, who coined the term “artificial intelligence” in 1956, was John McCarthy [3] when he invited a group of researchers from a variety of disciplines including language simulation, neuron nets, complexity theory and more to a summer workshop called the Dartmouth Summer Research Project on Artificial Intelligence to discuss what would ultimately become the field of AI. At that time, the researchers came together to clarify and develop the concepts around “thinking machines” which up to this point had been quite distinctive.

According to the seminal paper “Computing Machinery and Intelligence” written by A. Turing [8], the first AI concept of what is now known as the Turing test was ever introduced to the general public in the 1950s. C. Shannon [4] researched how a machine might be programmed to play chess.

In the early 1980s, scientists in the field of computing theory A. Barr and E. Feigenbaum [1, p. 37] proposed the following definition of artificial intelligence (AI). It is a field of computer science that develops intelligent computer systems, that is, systems that have the capabilities that we traditionally associate with the human mind – language understanding, training, ability to reason, solve problems, etc.

Nowadays, modern dictionaries define AI as a subfield of computer science and assert that machines can imitate human intelligence. According to English Oxford Living Dictionary [5], AI is the theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.”

After we have somehow dealt with the essence of the AI concept, we need to know that artificial intelligence is not the same as machine learning, despite the fact it's regularly used as a synonym for it. The main difference to remember is that machine learning is simply a process by which a computer can learn a skill, whereas artificial intelligence refers to a computer that can “think” for itself without being programmed to do so. Moreover, there are two chief types of AI. Narrow AI (weak AI) is designed to perform a narrow task (e.g. only facial recognition or only internet searches or only driving a car) and general AI (strong AI) is long-term goal of many researchers to create as it would outperform humans at nearly every cognitive task [6].

Artificial intelligence is developing faster than we think, and speeding up exponentially, for a long time all high-tech companies use it for their own purposes. Here are some examples of its application.

Large retailers, like Target and Amazon, earn millions thanks to the ability of their stores to predict our needs. The recommendation service on Amazon.com works on the basis of machine learning technology, it also helps to choose the optimal

routes for automatic moving in the processing and execution centers. The technologies of understanding and recognizing natural language formed the basis for Siri and Alexa service. Due to AI, especially to computer vision, sensor fusion, and deep learning, the new initiative by Amazon was built - cashierless store Amazon Go, which has positioned itself as world's most advanced shopping technology. Machine and deep learning are the priority for Google AI and its tools from translations, healthcare to making our smartphones even smarter. Facebook AI is committed to designing the file of machine intelligence and creating new technologies to give people better ways to communicate [2]. In addition, several leaders including Amazon, Apple, DeepMind, Google, IBM and Microsoft in 2016 joined together to create "Partnership on AI to Benefit People and Society" to develop and share best practices, understanding and to identify aspirational effort in AI for socially beneficial purposes [2].

Thus, can we conclude that artificial intelligence is only about benefits and positive consequences? Foremost, we need to learn this aspect deeper and differentiate reasons for and against AI (Fig. 1).

Considering all the effects of AI, it should be noted that positives outweigh the negative ones. One massive advantage of artificial intelligence is its potential to complete mundane tasks and that will increase productivity. What is also important for entrepreneurship, AI can work faster with better quality and results, minimizing any chance of error. Artificial intelligence could potentially lead to massive benefits in very risky areas such as mining, fuel exploration, space exploration etc. The greatest social threat is a replacement of humans with machines that can lead to large-scale unemployment. According to World Economic Forum study "The Future of Jobs Employment" [7] published in 2016 it is predicted that around 5.1 million jobs will be lost to artificial intelligence over the next five years alone, across 15 countries. Still, this tendency will not have any negative consequences on the enterprises, but rather prosperity. This social disadvantage, however, can be also considered as an advantage. Since AI will displace many low-skilled jobs, it can

boost the use of people's creative minds and open up new opportunities for creative jobs.

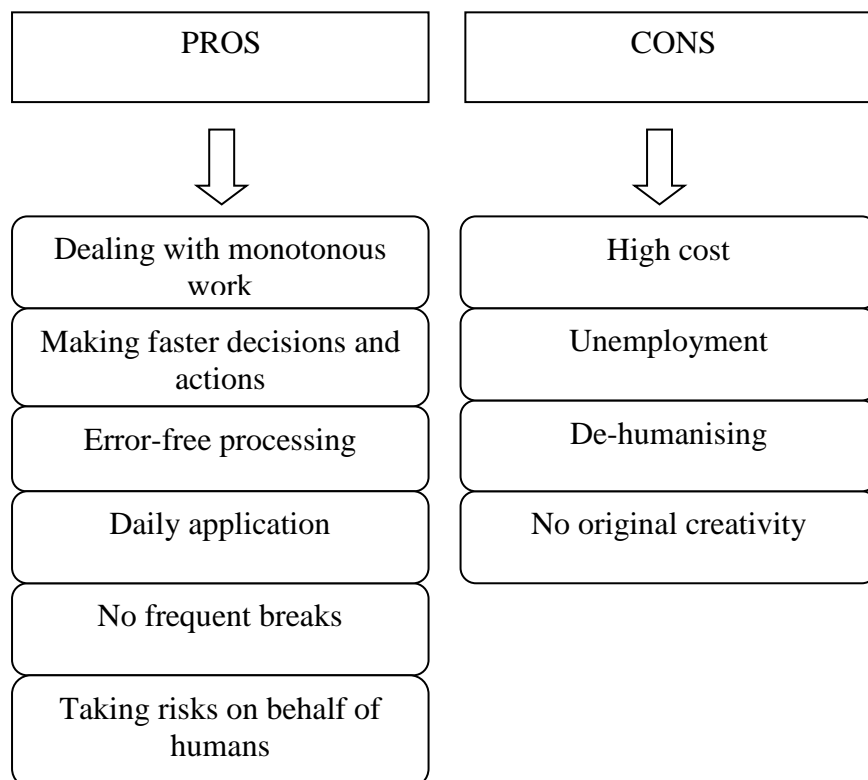


Figure 1. **Advantages and disadvantages of Artificial Intelligence**

Creating artificial intelligence is perhaps the biggest technological event for entrepreneurship and for mankind in general. From our abstract it can be concluded that the concept of artificial intelligence is multilateral. It can be applied in different areas of entrepreneurship, even more; the use of artificial intelligence can eradicate poverty and hunger from human race. Of course there is always a genuine risk that the profit will not be distributed evenly, especially in the early stages of expansion. As follows, for giant companies, artificial intelligence is a new, unlimited opportunity, but for medium and small entrepreneurship this technological tool still remains to be a threat for their competitiveness or even existence.

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Наукове видання

**МАЛЕ ТА СЕРЕДНЄ ПІДПРИЄМНИЦТВО:
ПРОБЛЕМИ І ПЕРСПЕКТИВИ РОЗВИТКУ В УКРАЇНІ**

Матеріали

II Міжнародної науково-практичної конференції

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