

## **MODERN TECHNOLOGIES OF MANAGEMENT AND PROMOTION FOR BELARUSSIAN PRODUCTS IN THE FOREIGN MARKETS**

The simplest and most popular method of promotion is e-business. E-business is more closely related to organizing e-commerce.

The main options for e-commerce are: opening an online store (it is possible to create a website using artificial intelligence), working with designers to create designs and content (universal applications such as Canva, Tilda), robotization through digital assistants in order processing, procurement management, and customer support.

The use of specialized software will enable you to independently develop templates (prompts), brand books, demo versions of online store websites, evaluate customer activity, understand the technology of managing robots (digital assistants) and the use of artificial intelligence in business processes.

With the booming development of the digital economy, artificial intelligence (AI) has become a key force in transforming business processes.

According to IBM's Global AI Adoption study Index 81% of companies actively use artificial intelligence (AI) in their operations, and 96% of teams within companies do so [1].

Key areas of digitalization of business processes in e-commerce.

*Personalization and product recommendations.* Amazon uses AI to collect data on customer shopping habits to offer products that are hard to refuse. This includes information on purchases, browsing, adding to cart, time spent on the site, ratings, and reviews. The collected data is analyzed using machine learning technology. Learning machine learning and predictive analytics algorithms identify patterns and trends in customer behavior. Based on the collected data, Amazon's artificial intelligence creates unique profiles for each customer. These profiles include information about preferences, interests, budget, and the type of device used to access the platform.

*Sales personalization.* By 2025, 70% of retailers who invested in personalization achieved an ROI of at least 400%. Moreover, marketing personalization reduces customer acquisition costs by up to 50%, increases revenue by 5-15%, and boosts campaign ROI by 10-30%. 51% of consumers already prefer bots for quick responses, and 80% of online retailers use or plan to implement chatbots [1].

During the holiday season, chatbots and personalized recommendations drove approximately 4% of online sales growth in the US. The global chatbot market is valued at \$15.5 billion and continues to grow.

*Demand forecasting.* Artificial intelligence analyzes data on purchases, customer behavior, and external factors to predict product demand. Zalando has built a dynamic inventory optimization system optimization) with probabilistic demand forecasts at the SKU level with a weekly horizon, including external factors such as supplier delivery times, returns, promotional discounts, seasonality, and customer behavior. Predictive analytics also includes automated pricing (Markdown. Pricing), which determines optimal discounts based on demand forecasts, return rates, and residual value of goods.

Zalando also uses AI to determine the effectiveness of promotions and marketing campaigns. They can tailor promotions and discounts based on demand forecasts.

*AI systems for security assessment.* Alibaba continuously analyzes millions of transactions and user actions. They identify anomalies and discrepancies that could indicate fraudulent activity. For example, they look for counterfeit products, fake reviews, and suspicious order patterns.

Machine learning models trained on big data can reduce fraudulent transactions by 60% and minimize counterfeit product offers by almost 95%.

*Logistics.* Major e-commerce giants, such as JD.com (Jingdong), China's largest online platform, are using AI to optimize their logistics. Algorithms help plan delivery routes based on order data and road conditions. These systems incorporate demand forecasts, warehouse occupancy levels, and delivery times, enabling them to reduce delivery times by 15–20%.

AI also manages warehouse inventory, optimizes product distribution, and plans deliveries.

*Using specialized tools.* Using AR (augmented reality) and VR (virtual reality), e-commerce companies allow customers to «try on» products, such as clothing and accessories.

L'Oréal has a mobile app called L'Oréal Makeup Genius which allows users to virtually try on makeup products. Using a smartphone camera, the app scans the user's face and allows them to «apply» lipstick, eye-shadow, and more. In 2025, the app is integrated with AI models that take into account individual skin characteristics, face shape, and lighting, offering even more accurate and personalized recommendations. In addition to virtual try-ons, customers can virtually view the product and even place it in their environment using their mobile device's camera. In 2025, L'Oréal expanded its functionality: users can «try on» cosmetics in real time using

mixed reality (Mixed Reality), including virtual mirrors in stores and online. The company is also researching mixed reality technologies (Mixed Reality). These technologies are currently being actively tested for integration into e-commerce platforms to improve customer experience and increase conversion.

Taking Alibaba as an example, it has built a large e-commerce platform ecosystem, integrating merchants, consumers, logistics, payments, and other links, achieving efficient collaboration and innovation in business processes. Through big data analysis and AI technologies, Alibaba can accurately provide merchants with market trend forecasts and consumer profile analyses, helping merchants optimize production processes and marketing strategies. It also provides consumers with more personalized and convenient shopping experiences. Second, Chinese enterprises focus on the deep integration of digital transformation with traditional industries. For example, manufacturing enterprises have achieved interconnectivity and intelligent monitoring of production equipment through the introduction of Industrial Internet of Things (IoT) technologies, improving production efficiency and product quality. At the same time, through cooperation with e-commerce platforms, manufacturing enterprises can better understand market demands, achieve demand-based production, and reduce inventory costs. Finally, the Chinese government has introduced tax incentives, financial subsidies, and research project support, providing a favorable policy environment for corporate development. At the same time, the government has also actively promoted the construction of digital economy infrastructure.

**Conclusion.** International experience in e-commerce development has shown that using AI to create content, websites, analyze data, develop better logistics, and implement modern approaches can increase sales, reduce costs, and improve service quality. Government institutions should not remain idle in this process but actively promote and implement digital technologies within their subordinate organizations. Promoting Belarusian goods to foreign markets is possible through online services and additional digital technical capabilities.

#### LITERATURE

1. Как искусственный интеллект меняет мир e-commerce и как с этим справиться URL: <https://websecret.by/blog/smi/kak-iskusstvennyj-intellekt-menyayet-mir-e-commerce-i-kak-s-etim-spravitsya> (дата доступа 05.12.2025).

2. Как создать сайт с помощью нейросети: ТОП-20 ИИ No-code платформ URL: <https://habr.com/ru/articles/816549/> (дата доступа 25.01.2026)