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THE POTENTIAL OF AI BOTS IN THE PROVISION OF PSYCHOLOGICAL SUPPORT FOR COMPANY EMPLOYEES

The topic of integrating psychological support into corporate culture is particularly relevant in the context of increased instability and stress, in particular caused by the martial law in Ukraine. The study aims to explore the potential of using artificial intelligence (AI) in the form of chatbots to provide effective and affordable psychological support to employees of creative agencies. The aim of the study is to identify opportunities to introduce AI bots to improve psychological resilience, prevent emotional burnout, and, as a result, increase staff productivity in the creative industry. The work is exploratory in nature, based on a critical analysis of scientific literature and a practical case of the implementation of the author's development of the AI bot ‘Mentalhealth_bot_bot’ in the marketing agency ‘TABASCO’ in the context of military challenges.

The creative industry is characterised by a high pace of work, a constant search for innovation, significant emotional stress and tight deadlines for project implementation. In times of war, these factors are exacerbated, leading to increased levels of stress, existential anxiety, emotional exhaustion, social isolation and professional disorientation among employees. Existing psychological support systems are often not fast enough and accessible enough to ensure timely response to staff needs. The introduction of AI bots is seen as an innovative approach that can provide anonymous, round-the-clock and personalised support without interrupting the production process.

The study combines theoretical analysis of scientific literature with an empirical study of the case of implementing the AI bot Mentalhealth_bot_bot in the marketing agency TABASCO. The analysis includes an assessment of the implementation process, qualitative feedback from agency employees, a recommendation letter from a psychologist-consultant, and data on the economic effect of using the bot provided by the management. To visualise the problems of motivational climate and psychological environment in creative agencies, a Venn diagram (flowchart) was used to show the interconnection of key issues that the developed AI bot is aimed at.

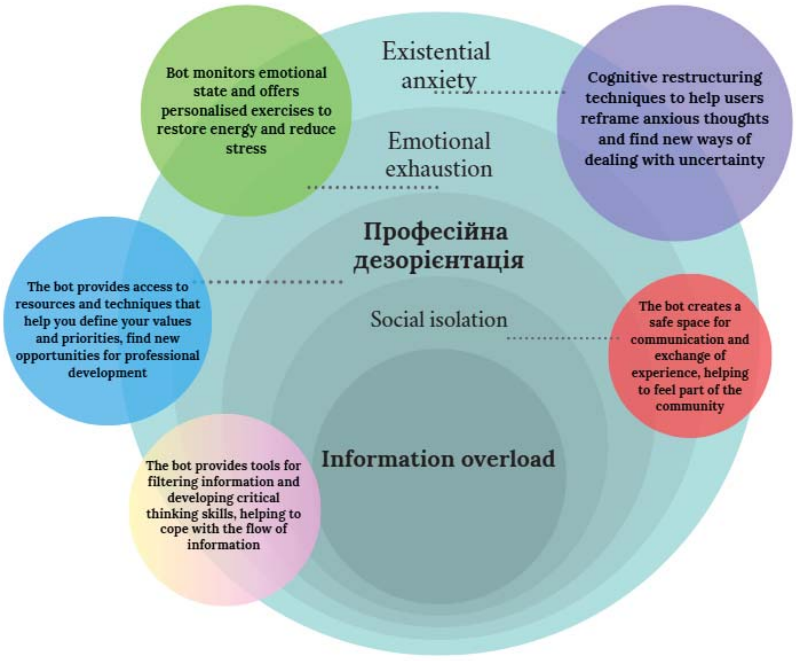

Fig. 1. AI bot “Mentalhealth_bot_bot”: instant support, anonymity, personalisation.

The introduction of the Mentalhealth_bot_bot AI bot at TABASCO has demonstrated a positive impact on the psychological state of employees under martial law. The bot provided prompt emotional support, helped prevent burnout, and became a convenient tool for receiving primary psychological assistance anonymously and in a flexible format. An analysis of employee feedback showed a high level of appreciation for the bot's accessibility, convenience and usefulness. A psychologist's letter of recommendation highlighted the potential of the AI bot as an effective tool for maintaining mental health. The data from TABASCO's management point to a positive economic effect associated with the reduction of stress and increased employee productivity.

The future prospects of using AI bots in the field of HR management at creative agencies are significant. The development of bot functionality may include:

- expanding the range of topics for support (time management, conflicts, personal crises);
- integration with other corporate systems (HRM, CRM, calendars) for personalised reminders and recommendations;
- use of predictive analytical tools to identify employees at risk of burnout;
- adaptation of the bot's communication style to the individual characteristics of users;
- ensuring that complex cases can be escalated to qualified psychologists;
- development of specialised modules to support team interaction and corporate culture.

The introduction of AI bots is a promising investment in the formation of a flexible and sustainable corporate culture capable of functioning effectively under uncertainty and stress, demonstrating concern for the psychological well-being of employees and increasing their loyalty and productivity.

Conclusions. The study confirms the significant potential of AI bots as an innovative tool for providing psychological support to employees of creative agencies, especially in the context of military challenges. The introduction of the Mentalhealth_bot_bot bot at TABASCO has demonstrated its effectiveness in improving the psychological state of staff and maintaining corporate sustainability. The further development and integration of AI bots into corporate systems opens up new opportunities for creating a comprehensive and accessible system to support employees' mental health, which is an important factor for the successful operation of creative industry enterprises in the current environment.

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BIG DATA IN NETWORK RETAIL

The retail industry is a constantly evolving landscape. According to Statista, global big data analytics in retail reached $4,854 million in 2020 and is projected to reach $25,560 million by 2028. These figures indicate significant changes in the retail industry in the digital age. Global retail sales are forecasted to grow from $29.2 trillion in 2023 to $32.7 trillion by 2026. This data confirms the importance of big data in the retail sector.

With the rapid development of e-commerce, mobile payments, and Internet of Things (IoT) technologies, retailers now have access to vast amounts of customer and operational data. By leveraging big data analytics, they can gain strategic business insights to improve customer engagement, optimize operations, increase profits, and gain a competitive advantage. Big data has become extremely valuable in retail, offering a wide range of opportunities and benefits. The process of data collection in retail involves gathering information from various sources to understand customer behavior, optimize operations, and make informed business decisions. Let's consider the key stages of the data collection process in retail.

The first stage involves identifying data sources. For example, POS (Point of Sale) systems provide information about customer purchases and product sales. CRM (Customer Relationship Management) systems contain customer data, including contact information and purchase history. E-commerce platforms offer data on website traffic, online transactions, and customer interactions. In-store sensors and IoT devices collect data on customer movement, time spent, and interaction with products. Social media monitoring provides insights into customer sentiment, preferences, and trends.

The second stage is data collection and integration. Structured data, such as transaction records, customer profiles, and inventory lists, have a clearly defined format. Unstructured data, such as customer reviews, social media posts, and images, do not fit into standard databases and require advanced analytics for interpretation. Integrating data from various sources is crucial for forming a complete picture of customer