

THE IMPACT OF AI ON THE COMPETITION IN THE DIGITAL ECONOMY

D. A. RIABOVOL, PhD student,

Department of Economic Theory and Economic Management Methods

V.N. Karazin Kharkiv National University, Kharkiv, Ukraine

The year 2023 has already characterized itself as another stage in the formation of global hyper-shifts associated with the accelerated accumulation of contradictions and risks in global development. Numerous economic gaps and imbalances have led to a forced state of searching for new opportunities by many developing countries. However, social and humanitarian development usually does not keep up with economic changes. Against this background, the institutional and political order cannot transform effectively and in a timely manner, which leads and has already led to geopolitical erosion and turbulence.

In this context, it is important to assess the true causes and factors affecting the changes in the nature of competition and the character of competitive relations in the digital economy, to ensure the effective implementation of institutional arrangements, including legal regulation. The problem of competitive struggle is relevant and requires the formation of new mechanisms of legal regulation.

To understand the nature of such processes, it is worth considering a characteristic example of changing competitive conditions in the latest stage of the development of the digital economy.

At the beginning of 2023, a product using a new type of artificial intelligence that is capable of generating the most interesting information for users from the whole Internet gained unprecedented popularity. The innovation was introduced by the platform ChatGPT, developed by OpenAI, which is based on a new model of artificial intelligence functioning, capable of generating more understandable and high-quality texts [1]. Unlike Google, where the general principle of generating search results has remained practically unchanged for the past 20 years, ChatGPT can generate unique and personalized responses to user queries without the need to go through multiple links [2].

The first extensive audience of ChatGPT users appeared just a week after the release, and in just two months their number exceeded 100 million, making this AI tool the first digital product to reach such a massive user base in so a short time. This indicates that ChatGPT is not just another "supporting" innovation, but something more. Based on current user interactions with ChatGPT, it is already clear that this tool can help with many tasks, and sometimes even completely replace a human. Examples include writing essays, taking tests for doctors and programmers, and optimizing software code [3].

However, the final conclusions about the real scenarios for using ChatGPT should be made only after its implementation into a ready-made product, as the capabilities of this tool in such a case will be scaled to a wider audience than now, and this may have a significant impact on the search engine market in general [4].

For example, recently ChatGPT was integrated into the Bing search engine and Edge browser from Microsoft, and it can already be tested by applying for early access. Such innovations, in our opinion, are shaping a new stage in the development of the search engine market, when it becomes possible to generate synthesized results based on the analysis of millions of pages. Eventually, this can lead to the creation of such scalable innovations that the market has not seen in decades [5].

Based on this specific example, it becomes possible to state that in the conditions of the modern dynamically developing world, when the development of digital technologies generates new non-standard forms of interaction in society, it is extremely important to timely research and develop effective methods for their regulation, based on which it will be possible to anticipate the emergence of new contradictions and support the process of creating innovations in general.

Such new research within the framework of studying and regulating competitive relations can optimize many processes and prevent the formation of imbalances in the market power of giant companies now capable of extracting disproportionate benefits from analyzing large volumes of user data. It will also contribute to the creation of a market environment with healthy competition rules, and with even greater expansion of prospects for the development of small startups, and therefore, the volume of venture investments, and jobs in the digital economy.

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