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THE IMPACT OF NEW TECHNOLOGIES ON MODERN BUSINESS

In today's world, technologies play an important role in optimizing business processes. They provide tools that allow companies to apply strategies aimed at speeding up business processes, reducing operating costs and improving the quality of services and products. Let's take a look at the most popular technologies used by almost all modern businesses.

Artificial Intelligence (AI) is the ability of machines to perform tasks that normally require human intelligence. This includes visual interpretation, speech recognition, decision-making and language translation.

Cloud and edge computing: Cloud computing allows data to be kept and processed on distant servers, while edge computing allows data to be kept and processed on devices near where it is created.

Machine learning is a method of artificial intelligence that uses algorithms to identify patterns in big data and then self-learn.

Robotization and automation of production is the use of robots and automatic systems to perform routine tasks in production.

Table 1 – Comparison of past and present technologies

Technologies	80th	Nowadays
Automation	Mainly human work	Modern machines and robots
Computers	Just appeared	Documentation, cloud computing, AI
Marketing	Advertising in newspapers, television and radio	Digital marketing, social media, personalized advertising platforms
Communication	Phone	Internet, apps, messengers, video conferences

Let's look at the positive impact of new technologies on business.

1. Increased competitiveness: The use of modern technologies is the foundation of a company's competitive position in both domestic and international markets.

2. Increase of labour productivity: AI, automation and robotization help to optimize business processes, reducing the number of routine tasks and increasing production efficiency.

3. Cost reduction: The use of the latest technologies helps to reduce production, logistics and service costs.

4. Creating competitive advantages: Technological advantages such as knowledge, investment resources and innovative solutions help businesses stay ahead in the industry.

5. Creating marketing advantages: The ability to advertise your business and spread the word about it through advertising on a variety of popular apps, social media pages, or even a blog.

Negative impact of new technologies or risks:

1. Cost: New technologies can be expensive to implement. Equipment purchases, staff training and changes in business processes require financial resources.

2. Staff training and adaptation: Implementing new technologies involves training employees. If staff are not ready for the change, it can lead to a short-term decline in productivity.

3. Technical problems and glitches: New systems may have defects or require constant technical support. Glitches can lead to production or customer service interruptions.

The use of new technologies can have a significant positive impact on modern businesses. However, it is important to acknowledge that new technologies also have certain disadvantages. By taking these into account and working through them, businesses can maximise their development and competitiveness.