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## ECONOMIC AND TECHNOLOGICAL BUSINESS METHODS IN THE ERA OF INNOVATIONS

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Nowadays, business technologies present equipment and services, which ensure the company's work. Also, an integral part of the business is communication.

The spread of the internet, cloud computing, networks and wireless communication in the 21st century gives more opportunities for advertising and conversations.

The Internet allows communication in two ways: static communication through Web pages, and dynamic communication through information being exchanged. Data posted to a Web page allow instant access to the same data from anywhere in the world, a static form of communication that frees up company resources which would otherwise be engaged in constant repeating the same information.

Online product orders are a type of dynamic communication, and can be as complex as keeping a real-time inventory, alerting employees of changes in costs or real-time chat between a customer service agent and a customer or field representative.

Wireless communication devices are now capable of doing everything from making a phone or talking over a “walkie-talkie” to using the Internet or company network to run applications and send memos. Wireless technology is quickly evolving, with products like the iPad and Blackberry.

”Do you hear about business virtual teams? ” It means that business teams from Kiev, New York and London can be combined into one, despite of the geographical position. Such kind of business organization accelerates making important decision. Americans say: ”Time is money”. Moreover time is one of the main recipe for success business.

Cloud computing, means "a type of Internet-based computing", where different services - such as servers, storage and applications - are delivered to an organization's computers and devices through the Internet.

The speed of economic and technological changes means that yesterday excellent decision may not work today and could be a disaster tomorrow. There are few challenges for business today:

- the first challenge is finding new employees. During the recession, talented people were plentiful and it was easier to find exceptional leaders to upgrade different companies;

- the second challenge is hackers. Information security will continue to be a major concern for CEOs. We have all seen a rise in increasing sophisticated methods which hackers use to gain login credentials, sensitive data or money;

- the third one is changing of technologies. It's vital for companies to innovate or be behind. But many people start their business before high technologies appeared;

- the fourth challenge is obtaining world capital. "For emerging company CEOs, this year will be a difficult year to get capital. Markets are tightening and becoming more constrained, and are already overflowing with far too many speculative models.

There's still plenty of investment money in the market for substantial business models, who can back up an idea with great unit economics that serve an unmet need, but it may require more patience in 2016".

In my opinion the main challenge is attracting excellent consultants for solving important problems and taking right decisions. Thanks for advancement of science and changing in global policy the business is flexible. That is why right predicting can make a bright future or be a complete ruin in business. I think that in the nearest future business will cardinaly change, because people start to colonize space and extract minerals even from there.

Scientific advisor R. Milenkova

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