

THE INTELLIGENT INFORMATION TECHNOLOGIES AND MODERN BUSINESS

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Abstract: *The purpose of this paper is to present the significance of intellectual capital and information technology for modern business today. The intellectual capital of an organisation is part of its total value based on modern technology, modern knowledge as a part of learning organisation. The paper discusses the latest trends in intelligent information technology and business of modern company. The latest computer trends such as Big data, Internet of Things, machine learning, cyber intelligence, robotic process automation, emotion recognition, speech recognition, images recognition, marketing automation, peer-to-peer networks, blockchain technology and biometrics technology show a great expansion of artificial intelligence in all segments of society, especially in business. Finally, the authors conclude that will be a growing interest in the future for the development of intelligent technologies that enable customers to realize complex tasks in web-focused environments, distributed computing in different environments, and computer supported collaborative work.*

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