

TRENDS EVOLUTION IN NEW TECHNOLOGIES RANKINGS

Summary

In this paper the author analyzes the impact of published rankings of new trends and technologies on contemporary organization. Companies that want to survive in a competitive market, are forced to track the progress in new technologies. It was emphasized that one can't uncritically refer to rankings. Practical implementation of the trendy technologies must be preceded by a thorough economic analysis to select the most appropriate technology. Particularly you need to pay attention on two trends of the greatest potential. The first - various technologies associated with social networks; the second - adaptability: cloud computing and virtualization enables enterprises to adapt rapidly to the changing needs and changing the scale of activities.

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