Maria Alejandra Arcos

Enter Name of the Instructor

Critical Issues in Business Class

3 January 2020

 Globalization

There is no denying the fact that, the present time is changed to what people have experienced before. These trends of continuous changes are referred to as *Globalization*. It has taken into the fold each aspect of human activity. People have started thinking differently, have become adaptive to changes and are achieving new heights in profits. The reason behind such positive changes is credited to globalization. Though there are some critics of it, the research and evidence suggest that business has undergone new changes throughout the world. Countries that were not once part of the global business (for reasons so apparent) have started witnessing the advantages of integration. There are tons of examples, which suggest that globalization is the new norm in business. In the United States alone, people now interact in a different way and technological integration in business is the new norm*. It is globalization which has benefitted the quality of management in businesses and has led to improving* *the working conditions of people.*

Ghemawat’s research findings suggest that consumer or people, is a crucial entity in the complete business model, therefore, if this entity adapts to a new change, it can lead to changes in a vertical manner (Ghemawat). This example is apparent in the business model throughout the complete world (Ghemawat). The business sector care for the approach of the end user. This end user is primarily the one who had been involved in a comparative analysis for the products it requires. Each company is busy pleasing that one consumer and globalization has made it more competitive (Ghemawat). As the pattern of interaction has changed, companies have invented new methods of marketing, therefore, the end-user requires more attention. According to Djelic and Quack, in the US market, companies and manufacturers are more focused on pleasing the American people and bringing comfort to their people (Djelic and Quack). For many long, this protectionism has haunted the growth, but the trend is now changing.

There are some areas in the American industry, which still neglect the reorientation of the systems and principles governing international businesses. This has led to enhanced competition, and America is witnessing a trade war, with a rising business giant, China. A decade before, people and business in America, integrated with each other and with people of a different world, in a much conventional manner (Djelic and Quack). Though the biggest giants were associated with American land, it limited the scope for the American market. However, as Lorange et al. argue globalization in business is the new buzz word in America, and a close analysis substantiates this perception as well (Lorange et al.). Meanwhile, the marketing trend, manufacturing process and consumer attitude have all changed, so does the way of doing business. Businesses in America integrate with people and communities around the world in the manner, which suits the requirement of the tech age.

International trade has always prolonged advantages to the workplaces which had been proactive. The international trade in the present times takes the direction toward worthwhile whereabouts. These worthwhile whereabouts induce each aspect of modernity and user-friendliness, and finally, all such user-friendly environments are associated with the integration and use of technology. Ghemawat opines that it is impossible that in such age one can defy the advantages of information technology and integration (Ghemawat). Therefore, integration of information technology, coupled with inventing new methods of marketing while being part of a competitive market in the present-day norm in businesses all around the world. It is for all such reasons that quality in businesses is improved and working conditions are better and softened.

Works Cited:

Djelic, Marie-Laure, and Sigrid Quack. “Globalization and Business Regulation.” *Annual Review of Sociology*, vol. 44, 2018, pp. 123–143.

Ghemawat, Pankaj. *The Laws of Globalization and Business Applications*. Cambridge University Press, 2017.

Lorange, Peter, et al. “Business Globalization: The Nightmare of Populism and the Hopes Brought by Technology.” *Business Despite Borders*, Springer, 2018, pp. 1–20.