Facebook’s Internet.org Initiative: Serving the Bottom of the Pyramid

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Introduction

Today, globalization is one crucial reality of the world that strongly influenced different forms of consideration. The impact of globalization can also never ignored when it comes to the proper understanding of the phenomenon of international business. Business corporations heavily invest in the international market to enhance the profitability level. It is worthy to mention that the concept of international business management involves consideration of various crucial and complex factors. A proper understanding of executing business projects on an international level ultimately leads to better options of business expansions for the business organizations. Management across borders and cultures refers to the identification of crucial aspects that determine viable business plans and strategies. Undoubtedly, there are many practical examples of business organizations on a global level that provides insights about proper business management and adoption of useful business techniques according to the particular demands of countries (Deresky, 2017). Critical observation of these business cases ultimately helps to determine all the opportunities and risk factors concerning the objective of business enlargement at the international level.

Indeed, the specific business approach in the form of Facebook’s Internet.org Initiative recognized as the one prominent business step in recent times referring to the aspect of international business. A proper and detailed explanation of this business initiative further helps to understand the strength of the international business. Assessment of the entire business scenario is important to better judge the business situation and make inferences about the entire business perspective. It is important to refer that the particular initiative of the organization of Facebook in the form of internet connectivity also raised different questions to make better decisions about the success of this strategy. The idea of internet initiative was launched by the organization with the claim that it is one suitable practical form to provide effective service to the regions which are recognized as underprivileged areas of the globe. This certain claim turns as the feature of debate as it refers as the crucial paradigm to observe the actual effectiveness of this idea (Hempel, 2018). The controversy involves the whole form of this initiative of international business demands to critically observe all the aspects associated with the entire domain. Here the particular focus is to critically examine the argument about Facebook’s initiative. Org to establish better decision that whether it is actually serving the bottom of a pyramid or not.

Discussion

The objective of adequate understanding of the effectiveness of the initiative is only possible by thoroughly examining the entire scenario. This form of identification helps to figure out all the associated features and its impact on the domain of the international business. The concept of the Facebook initiative is started with the active business collaboration between the Mark Zuckerberg, the founder of Facebook and leading technological business organizations functioning in different parts of the world in 2013. The basic aim of this form of global business development is to provide effective internet services to the less developed regions of the world. The countries of Zambia, Paraguay, Indonesia, Kenya, Rwanda and Philippines are referred to as the potential counties for the global plan of the provision of internet connectivity. The idea of Facebook initiative.org characterized as the one significant blend of business and the facet of philanthropy (Dredge, 2013). The main objective linked to this business idea is to guarantee a substantial form of internet connectivity services for the economic prosperity of these countries. On the other hand, this particular business idea opens a new market for the growing business of organization of Facebook. The management of this company is determined to extensively connect many people with the services of Facebook.

Brief Outline of Facebook’s Internet.org Initiative

The business idea of Facebook’s Internet Initiative is planned and launched by the management of Facebook to connect individuals belongs to different parts of the world concerning the perspective of globalization. The founder of the organization of Facebook proposed the idea that the technological advancement demands to provide fundamental right of social connectivity to every citizen of the world. Now it becomes essential for the people to have a necessary and timely update about the world at a broader level. People need to connect with each other to assess the growing trends exist in different spheres of life. This particular initiative is all about to connect the unconnected with the global functioning through the help of internet. The organization of Facebook pays a large number of funds to provide free internet access to the citizens belongs to the selected countries. The objective of this form of consideration is to connect as many people as possible with the perspective of Facebook. The strategy of free access was adopted to help those individuals who have not enough amount to attain the benefits of the internet.

Proper consideration of the actual mission of this program helps to determine its effectiveness concerning the approaches of all the shareholders. The primary goal of this business development is to connect the world through the proper utilization of the facility of internet. The business strategy refers to the consideration of the globalization and eradicates the barriers related to the idea of internet expansion at an international level. The increasing rate of economic growth and the creation of new job opportunities are also aspects of concerns relevant to the main idea of Internet.org initiative (Dredge, 2013). The main objective involves in the entire business plan of the Facebook Internet.org initiative is to minimize the existing gap between the third world countries and developed nations. The paradigm of free internet access services is proposed by the policymakers to achieve the actual targets of this form of the initiative of globalization. The role of other technology organizations is also crucial who ensures access to the internet in the form of less expensive technology. Better accessibility of the important information is another form of practical feature adopted by the companies.

The particular app was developed and offered under the domain of the Facebook’s Internet.org Initiative. Creation and establishment of this specific app help its users to effectively and efficiently achieve the objective of Facebook access. It also established a better platform for users to actively connect with information about governments, healthcare facilities, and different forms of worthy information about various aspects of life. The founder of Facebook presents the main idea that it is one basic right of every individual to actively connect with the global form of connectivity. He referred to the idea that the aim of easy connectivity for everyone can only be achieved through the initiative of Internet.org. Detailed analysis of the plan of Internet.org indicates that different multination organizations, user and the governments are main stakeholders to grasp the better form of this plan and execute it appropriately. There are different challenges associated with the different approaches of all the three main stakeholders. Understanding these concerns helps to propose an effective line of action to achieve the target of connectivity. Cultural factors play an important role to determine the importance of internet connectivity and obtain effective outcomes form the program of internet.org. Low average revenue is another form of challenge for the companies who invest in the initiative of Facebook Internet.org.

Impact of Internet.org on Emerging Economies

It is important to critically evaluate the influence of Internet.org on the emerging economies to formulate better decisions about the effectiveness of this specific initiative. It is critical to explore how this plan of international business change the lives of the people who belong to the developing regions. This form of evaluation also helps to make inferences about the impact of global connectivity on the lives of the people of third world countries. The implications of this plan should be considered in both positive and negative forms. The main reality associated with the idea of internet accessibility and connectivity for the people of the emerging economies is that it dramatically change their lives. It strongly builds the idea of closeness between the two regions in the form of knowledge sharing.

Consideration of both types of positive and negative aspects indicate the influential role of this particular initiative on the pattern of the international business. The initiative of Internet.org has some immense form of impact on the emerging economies. The implications of this certain plan can assess in both good and bad form of consideration (Deresky, 2017). The one major impact of this specific initiative is that identify as the effective mean for the people of the emerging economies to connect themselves with a different and valuable form of international knowledge. Access to the internet in emerging societies ensures various forms of development and economic growth at an extensive level. It also helps citizens of the third world countries to understand their basic human rights and strongly raised their voice to obtain what they deserve as the citizen of the world. Beet options of internet connectivity ultimately change the lives of people in a better way.

The changing perspective of internet access for the people belongs to the third world economies significantly change their lives concerning to the perspective of cultural domains. People of the emerging and developed world connect with each other through the facility of the internet access that further helps them to share their ideas of cultural domains and considerations. It is essential to give credit to the particular plan of the Internet.org initiative planned by Facebook because it helps people of the third world to expand their knowledge about the different aspects or sectors of life. This certain argument can be better understood by referring to the examples of the health and education sector. Today, people belong to the emerging economies are more aware of different health concerns and preventive measures to handle health concerns. Easy and cheap access to different internet platforms helps to identify the problems and attain better solutions to deal with unwanted situations. Active awareness about the different problems encourages people to figure out the solutions and take active actions to deal with the problems.

Development of the education sector is another positive aspect that helps to determine the initiative of Internet.org as one beneficial approach adopted by the international business companies. It ensures better platforms of knowledge and understanding of the advance domains to the students who lived in less developed nations. People of the emerging economies have the edge to access to the internet and connect with the whole world. It became enormously easy for individuals to attain information about any facet of life with the help of different and viable internet platforms. The emerging economies experienced improved forms of education and health perspective concerning the objective of development with the alignment of the regional approach. E-learning is one prominent example when it comes to identify and determine the impact of Facebook’s Internet.org initiative on the emerging economies. This specific approach of learning tends to provide the option of learning for the students by utilizing the service of internet connectivity. The flexible form of the online platform of E-learning helps students of the emerging countries to attain knowledge about different aspects of the world and enhance their learning paradigm through the effective consideration of the main idea of internet access. It is important to mention that emerging economies never have enough potential to heavily invest in the education sector. Inadequate financial and human resources demand to positively consider the idea of internet access and connect with the whole world of knowledge in an effective way.

Negative aspects of the initiative of Facebook’s internet.org can also never be ignored as every concept always have two sides. The active involvement of the international prospect on the lives of the people lived in the third world ultimately influence their lifestyle. There is the example of many incidents which explicitly indicate about the paradigm shift in the moral views and practical ethical actions after the immense impact of the global knowledge. The traditional cultural approach is impacted by the global world in many different forms. Today, people belong to the emerging economies are more determinant to develop their living standard according to the international growing world. It is critical to analyze that why Internet.org Initiative can be bad for the emerging economies concerning the actual perspective of the people belongs to the developing world. The gateway of using different forms of internet services for the people lived in the rural areas of the less developed countries become the source of major confusion for them. It becomes difficult for them to develop a better idea about internet browsing and attain the required form of knowledge.

There are many intellectuals who raise their concerns about the privacy of the individuals who belong to the developing nations. It is argued that sometimes it becomes complex to judge the approach of the information through internet access or it refers as some form of imprisonment for the users. Today, there are many cases at global level appears that there is an extensive form of risk involves when people inclined to share their personal information on different platforms at the internet. Unfortunately, people are now losing their confidence about the assurance of the necessary security and privacy. This situation is getting worse with each day that ultimately raises concerns about the effectiveness of the Facebook’ Internet.org Initiative. Now it becomes difficult to critically differentiate between the secure and unreliable internet sources of information. Various forms of controversies involved with the plan of internet connectivity badly influence its establishment. Different concerns ultimately refer it as the one debatable line of action that requires more critical consideration. The positive side of the whole scenario of the free internet access effectively reveals that the particular plan of Facebook’s Internet.org Initiative has the capacity to provide solid benefits to the communities who have fewer options of development. Empowerment of the individuals belongs to the third world countries is one prime objective of the plan of free internet access. This certain aim is effectively accomplished by the main shareholder as today people have a better idea about their rights and capabilities. Media development perspective is comprehensively achieved by the multinational organizations through this plan of action. People have a better understanding to connect themselves with the development of the entire world (Dredge, 2013). An effective form of internet access makes it easy for people to think about their abilities and create better ideas for their community development.

The impact of Facebook’ Internet.org Initiative on emerging economies can also determine through its negative role. It is questioned by many experts that this specific plan can be defined as the approach to control the lives of the people who lived in developing countries. It is argued that this strategy of the internet access never provides the real form of internet connectivity to the people of the emerging economies. The proponents of this argument come up with the reservation that this form of internet access never free people rather it imprisoned them into the wall of the heavy form of knowledge. Easy access to different internet sites in no time ultimately restricts people to connect with the digital world and forget about the actual situation of the surrounding. A wide-ranging form of information sharing through different internet sites eventually makes it impossible to scrutinize the information and restrict it according to the actual need of the users.

Evaluation of the Effectiveness of Internet.org Initiative

The effectiveness of the Facebook’ Internet.org Initiative can only determine by considering the influenced on the lives of the users. It is viable to inspect how effectively internet connectivity changes the lives of users in an effective way. The effectiveness of this plan can observe in many different forms concerning the consideration of different interrelated fields. The effectiveness of Internet.org Initiative can better judge to figure out what was this particular practical method is developed and implemented to serve the bottom of the pyramid or it was just the idea of expansion of the Facebook to the masses. The concern relevant to this specific perspective makes situation critical and complex (Hempel, 2018). The implications and effectiveness of this initiative show that it is more likely the idea of expansion of the services through the platform of easy internet access for all the people belongs to different regions of the world. The organization of Facebook initiate the practical idea to enhance the facet of a reliable connection to ensure an effective form of service of the website. Free access to the internet referred as the business tactic to expand the market share for the organization of Facebook on a global level. Better internet service ultimately determines the better grounds for the uninterrupted use of Facebook in different parts of the world. The strategy of expansion also helps the organization to increase the number of their customers as it opens wide approach of access for many individuals in an easy way. The main objectives of the easy access of the website approach and acceleration of the amount of the Facebook users are cleverly achieved by the organization referring to the consideration of the different countries refer as the emerging economies.

Conclusion

To conclude the discussion about the particular strategic approach adopted by the Facebook organization in the form Internet.org Initiative, it is mandatory to define that it is one significant example to make inferences about the phenomenon of international business. Today, the world is experiencing an extensive and prominent form of globalization. Countries are closely connected with each other through the idea of technology advancement. This form of consideration is also critically utilized by the organization of Facebook when it comes to the idea of enhancing the target market. The unique strategy of easy internet access for the emerging economies is applied by the organization to attract customers who belong to the less developed regions of the world. It is necessary to mention that different forms of benefits were considered and achieved by the company through the initiative of easy and cheap internet access to the individuals that further open the new market door for the business in the form of international business under the umbrella of globalization.

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