

## Tag- Globalization

<https://www.globalpolicy.org/globalization.html>

This article speaks about globalization, how societies around the world have become increasingly connected, and how the speed at which these connections are being formed has rapidly increased. These connections have resulted in groundbreaking and revolutionary advancements in communication and transportation which has made the world increasingly interconnected and more interdependent than ever before. This technology has made possible a “global culture” and is making it increasingly more likely with each invention or evolution of a product. Culturally, television and social media make it extremely easy to access content from other cultures which will eventually influence the viewers culture. This influence can have positive or negative impacts. Some of these influences are on “values, norms, and culture” which tend to “promote Western ideals of capitalism”. On the other hand, it could also contribute to a universal culture and “lead the way to greater shared values and political unity”. Another aspect of globalization is the globalization of law. International law, in comparison to laws of nations and states, is relatively weak with almost no modes of enforcement. However, the International criminal court “promises to bring to justice odious public offenders based on a worldwide criminal code” and helps bring international criminals to justice as well. These expansions of law and culture would not be possible without globalization and the advancements of technology it brings with it. These developments have impacts, not only on global connections, but also on our daily lives and the way in which we, as a global population, interact with one another.

<https://hbr.org/1983/05/the-globalization-of-markets>

This article focuses on globalization of markets and how companies have switched from offering mainly customizable products to producing globally standardized items that are low prices, and universally functional and reliable. It primarily addresses the effect of technology and how it has contributed to the global uniformity of transportation and communication. Due to this expansion of technology, products demanded in different countries and cultures have become uniform as well. People in different nations or regions generally have demand for the same products or types of products. Some specific preferences die out and become obsolete or “old fashioned”, while others become the international preference and standard. It specifies the difference between the a “multinational” company and a “global” company. A multinational corporation is a company that operates in multiple countries and adjusts it’s marketing and products for that specific culture. A global corporation is consistent in its products and manufacturing and goes through the same process of selling everywhere. Communication across the world, and the developed technology that enabled this globalization, expands possibilities of the modern market and has pushed businesses and markets toward “global commonality” where companies “sell in all national markets the same kind of products sold at home or in their largest export

market”. This does not mean that companies completely ignore the cultural differences between regions, but they attempt to standardize products as much as they can to expand their global reach. When participating in global commerce, global companies will use expansion of technology to contribute to the globalization of markets and their global influence.

<https://hbr.org/2017/07/globalization-in-the-age-of-trump>

This article discusses how globalization is proceeding with President Trump in office. As the 2016 presidential election progressed, the media coverage of globalization in the US became more and more negative. It poses the idea that the global company, as previously described, may be in jeopardy as many companies step back from globalization. However, the massive withdrawal from globalization may not be the best solution. The author did a study of global connectedness and found that no part of it was plummeting, but what did take a significant hit was the tone people used when discussing globalization in the US and advanced economies. The author also presents two “laws” of globalization: the law of semi-globalization and the law of distance. The law of semi-globalization states that, “International business activity, while significant, is much less intense than domestic activity”. This offers the insight that addressing global businesses also requires altering domestic policy rather than completely closing borders. The law of distance states that “International interactions are dampened by distance along cultural, administrative, geographic, and, often, economic dimensions”. One option not frequently talked about is staying domestic with businesses rather than multinational or global, especially because going global with businesses is harder than it has been in the past. Also, the importance of knowing how and where companies should compete. While globalization has “stagnated in recent years”, international activity is still alive and well, due to the technological advancements of globalization.