

INB 20009 Digital and Global Marketplace

Final Assessment: Reflective Journal

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Abstract

This reflective journal explores the evolving dynamics of managing business in the global marketplace through eight key topics, ranging from globalization, prosumerism, and cultural consumer identities to IT-enabled strategies, branding, distribution, and digital consumer activism. Drawing on academic theories, real-world case studies, and personal insights, the reflections highlight the importance of understanding cultural nuances, consumer behavior, and technological trends in shaping business strategies. Each topic reveals how concepts such as global standardization, experiential marketing, prosumer participation, and social media activism impact modern enterprises. Practical applications are demonstrated through a proposed business idea, IN-ONE, which integrates global cuisines, advanced tech features, and ethical consumer engagement. Peer and instructor feedback further refine this business model, ensuring alignment with contemporary market demands. The reflections underscore the value of continuous learning, innovation, and ethical leadership in navigating global business landscapes, emphasizing the intersection of theory and practice in personal, academic, and professional growth.

1. Topic 1 Reflections: Introduction to Managing Global Marketplace, Global Marketspace and Web 2.0, 3.0 & 4.0 Revolution

Key concepts learnt

Globalisation refers to the growing interconnectedness of economies, societies, and cultures across the world, facilitated by advances in trade, technology, and communication (Held & McGrew, 2007). An example is Apple Inc., which designs in the U.S., sources materials from Africa and Asia, manufactures parts in Japan and South Korea, assembles in China, and sells globally. This complex supply chain reflects economic interdependence and cultural globalisation, as Apple products influence consumer habits, communication, and lifestyles across diverse regions and societies.

Achievements in Learning

Crowdsourcing, a participative online activity where diverse individuals tackle tasks for mutual benefit, has reshaped my thinking. In my thinking, I applied crowdsourcing, inspired by Estellés-Arolas and González-Ladrón-de-Guevara (2012), by reimagining how I organize community projects. Instead of planning a local fundraiser alone, I used a social media platform to invite ideas from neighbours. This open call generated diverse suggestions, like a charity run, and shared responsibilities, ensuring broad participation.

Evidence of Learning



The image illustrates the transformation of the global marketplace through the expansion of retail environments, fashion influence, and urban consumerism which showcasing early 20th-century globalization. According to Grewal et al. (2017), retail technologies and consumer experiences evolved due to global interconnectedness, influencing store design, fashion imports, and transportation. The presence of international fashion styles and mass-market retail fronts like Bitker-Gerner exemplifies how global trade reshaped local economies and consumption patterns.

Assessment of Learning

My business idea, "IN-ONE," integrates diverse cuisines with a seamless interface between physical and virtual operations, using synced online orders, self-service kiosks, and dedicated pickup zones to enhance efficiency and customer experience. My peer praised the unique fusion of Western, Chinese, and Korean dishes, creating an inclusive dining space that fosters customer loyalty. They appreciated the thoughtful logistics, like pickup zones and kiosks, noting these align with trends, improving efficiency and brand appeal.

Relevance of Learning

A global firm can maintain consistent brand identity through product standardization by aligning values, messaging, and design across markets. According to Levitt (1983), global standardization improves efficiency and brand coherence while reducing costs. McDonald's exemplifies this by keeping its iconic logo, core menu (like the Big Mac), and service style consistent worldwide, with minor local adjustments. This strategy builds brand trust and recognition, supporting professional growth in global marketing and leadership in cross-cultural brand management.

2. Topic 2 Reflections: Prosumers in the Global Marketplace/space: Power of Social Media

Key concepts learnt

A key concept explored is the concept of the prosumer, someone who is both a producer and a consumer. Coined by Toffler (1980), the term highlights increasing user participation in shaping goods and services, particularly in digital spaces. Ritzer and Jurgenson (2010) emphasize the prosumer's role in today's capitalist systems, especially through social media. For instance, YouTuber Casey Neistat both consume and produces content, unlike typical consumers who only view content.

Achievements in Learning

An achievement in learning is understanding the impact of e-Word-of-Mouth (e-WOM) marketing in influencing consumer behavior. e-WOM involves sharing opinions online, which can quickly shape brand reputation and purchase decisions (Cheung & Thadani, 2012). Applying this concept, I encouraged customer reviews on my business's Instagram and TikTok pages or comment sections, leading to increased trust and sales. For example, one customer's positive video review went viral and attracted new followers and buyers.

Evidence of Learning



The Old Spice campaign, with its iconic "Smell Like a Man, Man" tagline, exemplifies successful social media marketing. The viral "The Man Your Man Could Smell Like" series used humor and striking visuals to captivate audiences. Shared widely on YouTube and Twitter, it garnered millions of views and fueled online buzz. Through clever storytelling and a bold brand persona, Old Spice boosted engagement and heightened brand awareness across digital platforms and ultimately saved their business.

Assessment of Learning

For "IN-ONE," I'd promote on Instagram, TikTok, and YouTube, collaborating with influencers like Pheiyong (1M followers) and Ladyironchef (587K) for Instagram reels, and featuring BLACKPINK's Jennie and Lisa in casual posts for brand appeal. On TikTok, Zermatt Neo (2.2M) would create engaging food content, while YouTuber Zach Choi (32.9M) would showcase dishes via ASMR. Peer feedback highlights that stars like Jennie and Madison Beer build a trendy image, and ASMR on YouTube is unique, proving my ability to connect with diverse audiences.

Relevance of Learning

The "United Breaks Guitars" incident, where Dave Carroll's viral YouTube song criticized United Airlines for damaging his guitar, led to a \$180 million market value drop, highlighting social media's power. United responded with compensation and improved training. For "IN-ONE," a viral complaint about poor food or service would trigger a swift response: a sincere apology on Instagram and TikTok, staff retraining, quality improvements, and compensation like free meals to rebuild customer trust.

3. Topic 3 Reflections: Global Consumer Culture, Constructing Consumer Identities in the Global Marketplace

Key concepts learnt

A key concept I learned is national culture, which refers to the shared core values and beliefs of a national group that shape their behavior and viewpoints (House et al., 2004). Hofstede (2001) explained it using dimensions like individualism versus collectivism and power distance. Recognizing these cultural variations is vital in international business and communication. For instance, Japan values indirect communication, unlike the U.S., which prefers directness resulted impacting collaboration and marketing approaches.

Achievements in Learning

Understanding the significance of cross-cultural adaptation in business, as demonstrated by Starbucks' failure to localize their offerings in Australia, was a learning achievement. Gloria Jean's, on the other hand, prospered by providing a diverse range of drinks that catered to local preferences. I plan to apply this to my business by having a diverse menu that reflects Malaysia's varied community. For example, drinks with Malay, Chinese, and Indian tastes. This strategy will assist recruit a larger client base and strengthen local attractiveness.

Evidence of Learning



The image of characters such as Tigger, Piglet, and Eeyore in a bustling Disneyland parade exemplifies experiential consumption, in which consumers prioritize immersive experiences over products. Disneyland does this with interactive entertainment, bright parades, and nostalgic characters, transforming a simple visit into a joyous, unforgettable adventure. Disneyland improves tourist pleasure and loyalty by focusing on emotional and social interaction, demonstrating how experience-driven services produce long-term value in addition to practical benefits.

Assessment of Learning

To develop a culturally appropriate company concept for worldwide expansion, I advocated introducing IN-ONE to China by combining traditional delicacies like Sichuan noodles and dim sum with new trends like matcha egg tarts. The design would use Feng Shui principles and seasonal motifs. A peer suggested adding a "customization station" for bingsu or tea drinks to engage Generation Z, making the experience more interactive and desirable for social media sharing.

Relevance of Learning

The concept of participation culture is highly relevant in the 21st century, especially with the rapid rise of digital platforms that enable users to create, share, and collaborate globally. Jenkins (2009) highlights how this culture fosters creativity, civic engagement, and digital literacy among diverse online communities. A key example is the 2014 Ice Bucket Challenge, where millions shared videos to raise ALS awareness. It went viral through user-generated content, ultimately raising over \$115 million worldwide.

4. Topic 4 Reflections: Integration and Fragmentation of the Global Marketplace

Key concepts learnt

A key concept learnt is the integrated external approach, which involves aligning an organization's strategies with external stakeholders such as customers, suppliers, and partners to create value and achieve goals. This approach enhances market orientation and responsiveness (Narver & Slater, 1990). For example, in 2015, Unilever adopted an integrated external approach by collaborating with external NGOs and suppliers to co-develop its Sustainable Living Plan, aligning environmental goals across its global value chain.

Achievements in Learning

An achievement in learning is recognizing the benefits of the integrated external approach, which encourages collaboration with external partners to boost innovation and performance. This aligning with customer and partner needs improves responsiveness and profitability (Narver & Slater, 1990). This approach shapes my thinking by showing how outside expertise can reduce risks and drive better results. For example, for my IN-ONE business, I will work with local chefs and nutritionists to create a diverse, high-quality menu.

Evidence of Learning



The image shows the fragmented approach through ChotuKool, a compact, a \$70 red refrigerator designed for rural markets. Unlike traditional large refrigerators, ChotuKool is portable and suited for fragmented, low-income households, as shown by the woman carrying it in a field. This reflects the concept by tailoring a product to specific, underserved segments, breaking from the one-size-fits-all model. Its lightweight design and basic functionality align with localized needs, enhancing accessibility in remote areas.

Assessment of Learning

To provide a fragmented business idea, I designed IN-ONE to serve families and pet owners with a diverse, kid-friendly fusion menu and a unique “Puppy Cup” for dogs at the drive-thru. This approach caters to different customer segments through product diversification. A peer praised the creative Puppy Cup idea and strongly advised staff training to avoid harmful ingredients like chocolate, ensuring pet safety through strict guidelines and ingredient checks before offering new pet-related treats.

Relevance of Learning

I have learned that the concept of Unique Selling Propositions (USPs) is essential in identifying what makes a business stand out and attract its target customers. As Reeves (2017) states, a USP highlights the unique value a product or service offers. This is relevant to my business, IN-ONE, where our USP is its unique fusion of global cuisines and beverages under one roof, offering diverse comfort food and drinks that cater to multi-cultural tastes in a single location.

5. Topic 5 Reflections: Business Perspectives 2.0 Business in the Global Marketplace

Key concepts learnt

A key concept I learned is branding, which involves creating a unique identity and image for a product or business to differentiate it in the market. According to Kotler and Keller (2016), strong branding builds customer loyalty, trust, and emotional connection. For example, Coca-Cola's 2016 "One Brand" strategy unified all Coke variants under a single identity, strengthening brand recognition and emotional appeal by focusing on the core Coca-Cola brand instead of treating each product as separate.

Achievements in Learning

An achievement in learning is understanding the concept of personal branding, which refers to the process of marketing oneself and one's career as a brand. It involves identifying and communicating one's unique strengths, values, and personality to stand out in a competitive environment. Applying this concept has helped me present myself more confidently and consistently in both personal and professional settings, especially when promoting my business idea, IN-ONE, making my identity and vision more appealing and trustworthy.

Evidence of Learning



The image showcases a collection of Apple products, including an iPhone, iPad, Apple Watch, and accessories, reflecting strong product branding. Apple's consistent design, logo, and premium quality create a recognizable identity, enhancing customer loyalty and perceived value. This aligns with product branding concepts, where a cohesive brand image boosts market presence. For instance, Apple's branding strategy has made its products a status symbol, driving sales and differentiating them from competitors like Samsung.

Assessment of Learning

The tagline "Taste it all, Love it all" captures IN-ONE's mission to offer a diverse range of global flavors in one place. It is simple, emotional, and easy to remember, appealing to adventurous eaters. My

peer mentioned the tagline fits well with the brand's concept and creates a warm connection with customers. He also suggested adding a word that hints at global fusion to make it even more distinctive and memorable.

Relevance of Learning

I have learned that brand strategy is a long-term plan that shapes how a brand is perceived, builds customer loyalty, and creates emotional connections. For IN-ONE, a dining venture, I'll create a brand strategy by focusing on a health-conscious, community-driven identity. I'll collaborate with local chefs and nutritionists to offer diverse, quality menus, using eco-friendly packaging with the tagline "Eat Well, Live Better." This builds trust, aligns with ethical values, and strengthens personal fulfilment through community impact.

6. Topic 6 Reflections: Developing IT enable Strategies to exploit global marketplace opportunities Managing Product, Service and Communication Strategies

Key concepts learnt

A key concept learnt is Born Global, defined as firms that, from or near their founding, seek substantial international sales and operate in multiple countries without first establishing a strong domestic base (Knight & Cavusgil, 2004). A real-life example of the born global concept is Spotify, founded in Sweden 2006. From its early years, Spotify targeted international markets, rapidly expanding beyond Europe and launching in the U.S. by 2011, demonstrating global focus from inception.

Achievements in Learning

I have learned that a key benefit of being a born global firm is the ability to adopt ideas from different markets, boosting adaptability and competitiveness. For example, Airbnb, founded in 2008, expanded quickly by incorporating local hospitality features like ryokan stays in Japan, cooking classes in Italy, and wildlife tours in Kenya. These culturally rich experiences were adapted across regions, allowing Airbnb to offer diverse, engaging services that appeal to a global audience.

Evidence of Learning



The image features the "All-New MYVI" by Perodua, a stylish compact hatchback. However, it highlights a downside of using shared product platforms, loss of design originality. Similar structures across models can make the MYVI look less distinctive, blending in with other Perodua cars. In a market where unique and innovative designs attract buyers, this could weaken its appeal and limit its competitive edge.

Assessment of Learning

To enhance customer experience at IN-ONE, I proposed using smartphone-based AR, where customers scan a QR code to view 3D dish previews on their table. Inspired by Sephora and Rebecca Minkoff, this idea makes ordering fun, aids decision-making, and encourages social sharing. A peer praised the creativity and suggested adding customization options like toppings or sides. This feedback motivated me to explore more interactive features that personalize the dining experience and boost customer engagement.

Relevance of Learning

I have learned that the sprinkler strategy involves launching a product or service simultaneously in multiple markets to gain rapid global presence and competitive advantage. This concept is relevant to both business planning and leadership, teaching the importance of speed and adaptability. For example, ZUS Coffee, a Malaysian brand, expanded quickly by opening outlets across various states at once, rather than one by one. It quickly building brand visibility and making its affordable specialty coffee accessible to a wider customer base.

7. Topic 7 Reflections: Developing IT-enabled strategies to exploit global marketplace opportunities Distribution Strategies and Managing Pricing

Key concepts learnt

A key concept learnt is distribution, defined as the set of activities that make products available to target customers through supply chain channels (Kotler & Keller, 2016). Effective distribution ensures goods reach the right place at the right time, enhancing satisfaction and performance. In 2020, Amazon optimized its distribution network by expanding same-day delivery hubs in major U.S. cities, ensuring faster product delivery and improving customer satisfaction through efficient supply chain management.

Achievements in Learning

An achievement in learning is understanding grey trade, which involves selling genuine products through unauthorized channels (Antia et al., 2006). A key driver is price differences caused by currency changes. For example, in 2015, the weak Malaysian ringgit made local iPhones costly, leading

consumers to buy from the U.S. or Singapore via grey markets. This price gap increased parallel imports, bypassing official Apple resellers to save on costs.

Evidence of Learning



The image shows traditional retailing, represented by an open-air market stall selling fresh fruits and vegetables like oranges, lemons, and peppers in crates and from the canopy. This form of retail involves small, often family-run businesses selling directly to consumers in local physical markets or stall. The stall's rustic setup and fresh produce reflect this community-based, hands-on approach to commerce, offering a more personal experience compared to modern, large-scale retail environments.

Assessment of Learning

To promote IN-ONE, I first proposed drone light shows projecting QR codes during outdoor events. My instructor suggested linking the codes to specific promotional offers instead of AR previews or menus. Based on this, I refined the idea so the QR codes now lead to a “Buy 1 Free 1” drinks deal. Scanning the code takes customers to a landing page with offer details, which they can show at any IN-ONE outlet to redeem the promotion during the limited period.

Relevance of Learning

I have learned that price transparency, which means clearly communicating product prices and related costs, builds trust, improves decision-making, and enhances customer satisfaction. This concept is important in both business and ethical practices as it promotes fairness and honesty. An example is AirAsia, which faced criticism around 2012–2013 for hidden fees and unclear pricing. In response, the airline improved its fare transparency by displaying full ticket costs upfront, helping customers make better choices and restoring trust.

8. Topic 8 Reflections: Global Consumer Activism on the Internet

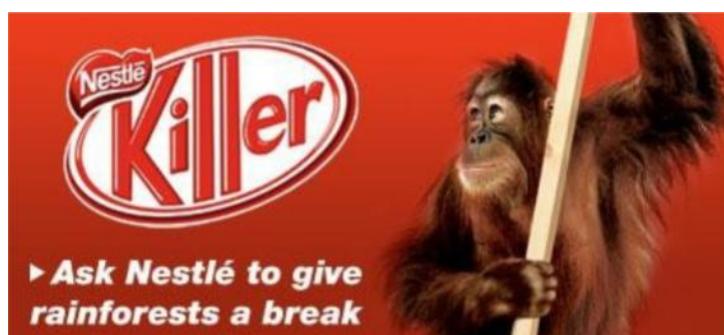
Key concepts learnt

Key concept I have learned is Consumerism which defined as "a social and economic order that encourages the acquisition of goods and services in ever-increasing amounts," emphasizing the cultural value placed on consumption as a means of personal identity and societal participation (Miles, 1998). A real-life example of consumerism is the 2019 Black Friday sales in the U.S., where shoppers spent a record \$7.4 billion online in one day, reflecting excessive consumption culture.

Achievements in Learning

An achievement in learning is understanding social movements, which are collective efforts to drive societal change. After studying this concept, I applied it to my thinking by recognizing how digital activism can drive rapid results. For example, the 2020 Black Lives Matter protests, amplified through social media, led to global awareness, policy discussions, and changes in policing. This helped me see the power of collective voices and how quickly awareness can turn into action.

Evidence of Learning



The image reflects consumer activism, where people protest unethical practices using their buying power and voices. It criticizes Nestlé for contributing to deforestation, likely due to unsustainable palm oil sourcing. The altered KitKat logo ("Killer") and plea to "give rainforests a break" aim to pressure Nestlé into adopting more ethical environmental practices. In 2010, Greenpeace's campaign against Nestlé's unsustainable palm oil sourcing sparked global consumer activism, pressuring the company to commit to using only sustainably sourced palm oil by 2015.

Assessment of Learning

To manage IN-ONE's brand reputation, I proposed Aula's (2010) omnipresence strategy and Hong et al.'s (2016) dialogic communication. A peer commended the use of both but recommended elaborating on the post-apology dialogue. They suggested IN-ONE could follow up with a public update, such as a delivery system improvement announcement, showing the customer that their concern led to strengthening public trust through transparent, ongoing engagement and measurable service changes.

Relevance of Learning

Consumer activism strategies promote ethical consumption and responsible corporate behavior. For my business, IN-ONE, I will implement transparency in product sourcing and highlight eco-friendly initiatives through clear labelling. This allows customers to make value-based choices. Inspired by The Body Shop's long-standing commitment to cruelty-free and ethical practices, IN-ONE will also engage customers in sustainability campaigns. By empowering them to support ethical causes, the business strengthens trust and loyalty while aligning with modern consumer values of activism, accountability, and conscious consumption.

Conclusion

In conclusion, this journal has deepened my understanding of global business management by linking theoretical concepts with practical application. Through the analysis of key topics such as globalization, social media influence, cultural adaptation, branding, and consumer activism, I have developed a broader and more integrated perspective on how businesses operate in a diverse and evolving marketplace. My business idea, IN-ONE, served as a valuable platform to apply classroom learning to real-world scenarios, allowing me to explore marketing strategies, IT-driven innovation, and ethical practices. Feedback from peers and instructors strengthened my ability to critically assess and improve my ideas. This reflection process has enhanced my leadership skills, strategic thinking, and cultural sensitivity, which are essential for success in international business. Ultimately, the knowledge gained has empowered me to pursue entrepreneurial goals with greater confidence and ethical awareness, ensuring that my future ventures are not only competitive but also socially responsible.

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