Unit 8 Globalization Questions

**Corey Crooks**

**Purdue University Global**

**IT190 – Marjorie Furay**

**February 3, 2021**

**How has IT helped with globalization?**

The wonderful world of technology has made it easier than ever to expand your business to new horizons. This process specifically is due to an effect called ‘Globalization’.

Globalization is the word used to describe the growing interdependence of the world’s economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people, and information. (Peterson Institute for International Economics, 2021)

Globalization and the technological market have gone hand-in-hand for quite some time, and both of the concepts have had dramatic roles in shaping the other.

* **Namely, Technology has made globalization more accessible for companies that wouldn’t be able to reach out in the first place.** Businesses have many more tools to communicate to a wider audience through making websites, build an online portfolio, and have people all over the world catch wind of your business.
* **Technology has also made it very easy for people to follow through on looking into interesting businesses.** Gone are the days of snail mail just to get a simple inventory inquiry. If the products you’re interested in aren’t listed on the catalog, or no catalog is present, then it is incredibly easy to send an email and have instant communication with the business owner without ever having to step inside.
* **Technology also allows easy consultations with individuals to make business agreements and expand your enterprise beyond the borders you previously thought possible.** Through apps like Skype, Discord, or even Zoom, you can have real-time one-on-one discussions with business leaders to bring your products to their distribution centers or stores without hopping on a plane and spending potentially thousands of hard-earned dollars just to meet.

**How exactly does Globalization help with each of the factors listed above?**

Globalization and technology are linked in more ways than some people realize. “Globalization has [led] to new markets and information technology is one of the technologies fostered to the new market in this increasing competitive world.” (Tripti Lamba, 2009) Essentially, Globalization has pushed technology to develop with the competition found today, and technology has aided companies to expand through globalization.

* Small businesses without access to technology are limited to their immediate surroundings, and any outside perspective must come through a tourist taking notice of the local shop. **With technology, small businesses would be able to create** a website for free, or with a small monthly-yearly subscription that will allow the shop to access a new customer base from outside of their town. **Additionally, technology has made it easier for businesses to make it known what exactly their store carries**. This can help the store grant the interest of many different customers from outside their native zone.
* If a consumer has no access to a computer, they too are limited to their knowledge of the shops in their surroundings, as well as their ability to explore more interesting and personalized locations. **With the computer, the consumer can search from a database to more effectively find businesses to suit their interests**. **Additionally, the company may also provide a mailing list** to grant potential clients or consumers automated messages through email or SMS text for a proactive response to reaching out to potential clientele. This is a great help utilized by many companies worldwide to get your brand out and be seen by a myriad of potential shoppers.
* Technology allows communication for more than just the company reaching out to clients, however. **Another essential step in the process is for companies to message potential distributors.** Using voice and video chat applications like Skype and Zoom will allow your business to talk directly with a coordinator to feature your products in stores across the globe. But if that conversation goes awry, or if you’re looking to expand your shop, **technology will also help you converse with delivery agencies to take your packages and trek them across the globe** to reach clients that simply would not be possible without the use of technology for coordination and payment.

**How can Johnnie Leigh use technology to help her business grow?**

Well, as described above, there are many different avenues that Ms. Leigh can peruse. When looking into technological solutions, though, it is best to think creatively.

* **Designing your website is best using an intuitive layout with an easy-to-read page.** This way potential clients feel welcomed right out of the gate, and your business is apt to compete and stand out from the millions of different similar websites available.
* **It is also a great idea to research markets ahead of time that you want to target**. Products are used very differently throughout the globe, and it is entirely possible that the style of clothing that you are selling just won’t be in a fashion trend in Italy, and thus will not sell very well. It may be worth looking into alternative styles of the products you sell to reach more demographics.
* **Most importantly, the thing you should be looking at above all else is ethical dilemmas**. If you make a buck by breaking a back, is the money still worth it? Outsourcing is a practice that is all too common in the modern-day. “Companies use outsourcing to cut labor costs, including salaries for its personnel, overhead, equipment, and technology.” (Twin, 2020). Unfortunately, the main allure of such a tactic is to capitalize on the cheaper labor and to exploit the less ethically fortunate. These types of practice can not only wear on you and your employees mentally but also should they come to light, the public reception could destroy your reputation and your business as a whole. People are people no matter what they do. Make sure to treat everyone associated with you with a kind heart and much respect.

# **References**

Peterson Institute for International Economics. (2021, February 2). *What is Globalization?* Retrieved from PIIE.com: https://www.piie.com/microsites/globalization/what-is-globalization

Tripti Lamba, H. M. (2009, December). *Role of Technology in Globalization with Reference to Business Continuity*. Retrieved from Informatics Journals: http://www.informaticsjournals.com/index.php/gjeis/article/view/2956

Twin, A. (2020, July 5). *Outsourcing*. Retrieved from Investopedia: https://www.investopedia.com/terms/o/outsourcing.asp