Exercise: Digital Globalization:

Think Globally, Innovate Locally?

**Material**: Readings on Globalization and in particular the reading titled “Think Globally, Innovate Locally”

**Task**: Globalization is not playing out the same way across the world. For instance, different regions, countries and districts do not have the same digital infrastructures, nor do they have the same policies and cultures. How should companies take these differences into account as they decide how to they want to engage with different parts of the world.

1. The article “Think Globally, Innovate Locally” introduces the term digital globalization. Below, describe what they mean by this term and what types of digital activities it includes.
2. The article introduces a checklist to assess the intensity of globalization and localization forces. See below. Apply this checklist of the Amanda case by evaluating the intensity of globalization and localization forces in Vietnam.

You might have to look to external sources to answer some of these questions. [The World Factbook](https://www.cia.gov/the-world-factbook/countries/vietnam/) by the CIA offers a quick reference. For more detailed reports check out [The Economist Intelligence Unit](https://search.syr.edu/permalink/01SYU_INST/1jt847n/alma9921295103408496).

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1. Should Amanda strive towards a digital innovation partnership or hub in Vietnam? Describe the key features she could develop.

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By the end of class each of you should submit your group’s answers on Blackboard.