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IndM 5020 International Tech Mgt

Article Selection Unit 2

**Bibliographic Entry**

Bond, C., O’Byrne, D. (2014). Challenges and conceptions of globalization: An investigation

into models of global change and their relationship with business practice. Patrington.

21(1), 23-22.

**Abstract**

This paper is the continuation of a previous article that explored the theory of globalization. The authors decided to expand on the topic of globalization mentioned in the first article with more sophisticated insights into on the subject. The goal of the article is to promote an understanding of possible implications on how businesses operate and respond to challenges in a global environment (Bond and O’Byrne, 2014). O’Byrne and Hensby developed a framework that reviews eight different models of global change, and during this review, the authors developed a framework with eight strategic options which align with the other models (Bond and O’Byrne, 2014). The paper was written to evaluate challenges that globalization may have on businesses. At the beginning of the article, the authors wrote a summary of globalization concepts about business practices**.**

**Big Ideas**

To understand global change, the authors let the readers know that the eight models are very complex and some of the processes overlap but are different. The eight models are globalization, liberalization, polarization, americanization, mcdonaldization, creolization, transnationalization, and balkanization (Bond and O’Byrne, 2014). The first model is globalization. Even though this term is used throughout the article, the authors started with this model to lay a foundation for the rest of the models. Globalization means being able to transform your business into the global market. An example of globalization in the technology industry is how companies provide a product that can be used by customers in every region of the world. A good company that is known for being global is Fedex. They ship packages overseas and cross borders to get customers their products. The authors describe globalization as having the world without borders so that society is all under one rule (Bond and O’Byrne, 2014).

The next model is liberalization, and this is the opposite of globalization. Liberalization for businesses would include being able to trade at their own will across borders and not having government restrictions. Some companies do not trade outside of their region because of government regulations. Liberalization would allow them the freedom to sell their product at their own risk. Polarization refers to the world becoming more divided than it is today between rich or poor, dominant and subordinate (Bond and O’Byrne, 2014). An example of polarization in technology companies is when a giant company has been dominating the market, and there are a lot of small businesses making the industry competitive but at the end of the day, these companies are separated.

Americanization is known as presenting an image of the world as divided between powerful and powerless and it incorporates elements of “hard” and “soft” power (Bond and O’Byrne, 2014, p. 27). There are a lot of companies, tv shows, movies, food, and technologies that reflect American values. Americanization is about making the world see a strong political American empire. Even though Americanization and McDonaldization are often mentioned together, they are still different models. McDonaldization is the standardization of practices throughout the world. An example of McDonaldization would be copyrighting technology. All around the world, stealing technology is illegal. Creolization is the process in which the world is continuously diversified. The authors describe transnationalization as the most complex and misunderstood model because it is defined by institutions, corporations and practices transcending the nation-state law (Bond and O’Byrne, 2014). The final model is balkanization. This model is the opposite of Americanization and McDonaldization because it will help increase jobs and businesses growth domestically instead of globally.

**Strengths**

One of the biggest strength of the article was the advantages and disadvantages of each model. The authors knew that this concept of globalization in business practices was a narrow subject, so they did a good job explaining concepts of globalization before getting into their globalization framework. O’Byrne and Bond do a good job of listing out literature in the field that readers could continue to research. When the authors talked about liberalization, they discussed the origin of the word which gave the readers more context about the second model. The authors did a good job of wrapping the eight models together and discussing how they overlapped with each other. The authors did not end the article talking about their eight models; they instead end their paper talking about the potential of further research and how society can make globalization a more versed subject.

**Weaknesses**

I had to read through this article a couple of times to understand what the authors were analyzing and discussing. I thought the article was a little convoluted. Within each model they describe, they went into detail but about the history of some of the models instead of in detail about how this relates to different business practices.

**Value Added**

The value added by this article was how it successfully articulated the complexity of globalization and creating models that explain the concept of globalization within business organizations. There is not a lot of research in the field of complex globalization concepts, and this article is bringing value to all industries to consider globalization more carefully**.**

**Self Assessment**

This article was long with a lot of history of the globalization concepts. These concepts were very complicated, and I could read, comprehend, and summarize the information provided. Even though I wasn’t knowledgeable about some of these complex ideas, I articulated my thoughts in a good article review. I would give myself an A**.**

**References**

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