**Enterprise Globalization**

**INTRODUCTION**

**Background of the study**

Enterprise globalization has become one of the strategies that the organizations are using to move into the global market (Marin and Verdier, 2003, pp.337-344). This is because, global market is helping the organization to be able to get more customers and this leads to the expansion of the organization. In this research, the researcher is going to look how enterprise is achieved and how the organizations that have adopted this strategy are performing on the global market. The institutions for example universities are admitting students from all over the world and this is important since they are able to get more students the help the organization perform better on the global market unlike when the organization is only serving the local students. As by the studies that were done by other scholars, the globalization of institutions helps to diversify ideas and this helps the institutions to grow and gain a competitive advantage that favors them over their competitors. As explained by Stromquist,( 2007, pp.81-105), in the global market, there are so many challenges that the institutions encounter and therefore, it is wise that the organizations come up with a plan that will help the organization to mitigate around the challenges that they will face in the global market. From previous studies, it is evident that the organization have to comply with the rules and regulations that are set by different governments and this is aimed at ensuring that the syllabus in their program covers what is expected in most of the countries and this will make the students valuable once they graduate from school in any part of the world

**Research questions**

1. What are the challenges faced on the international market by institutions?
2. What is the importance of organization going into the global market?
3. What are the strategies that are used by the organization to survive in the global market?

**Research objectives**

1. To determine the effect of globalization on organization performance
2. To determine the challenges that organizations face on the international market.
3. To determine the strategies that the organizations use to perform better in the global market

**Research scope**

The research will look at the institutions that are operating on the global market. The researcher will look at way the students manage to admit students from different parts of the world and also look at the curriculum program and compare it with the programs of the local institutions. This will help to know the similarities between them and the advantages get when they learn within an organization that is operates on the global market

**Research gap**

The previous studies have put in more focus on the opportunities that are available on the global market and what the organizations are supposed to look at before they move into the global market. But as for this research, the researcher will look at the learning institutions that are operating on the global market and the challenges that they are facing on the global market. As a result, they will be able to know the policies that are in place to govern the institutions that operate in the international market.

**LITERATURE REVIEW**

**Introduction**

In this chapter, the researcher will look at the previous studies that have been on enterprise globalization. As a result, the researcher will be able to understand the policies that are in place to govern the entry of organizations into the global market. Also, in this chapter, the researcher will look at the effects that have been experienced by the organizations that are on the global market. In the global market, the institutions are supposed to conduct a survey so that they can be able to know why they are expected to have before they move into the global market and therefore, they will analyze the market to understand the external environment and also the type of competition that they are likely to face in the market.

**Enterprise Globalization**

This is where the enterprises spread their products and services beyond their local boarders. The aim of this is aimed at trying to help the, organization so that they can gain more customers that will help the organization to expand. According to the study that was done by Altbach (2007, pp.23-48), the enterprise globalization helps the organizations to be able to get more customers that are on the global market and as a result they are able to get more profits that help the organization to bring in more new products that help the organization to gain an advantage over their competitors in the global market. For the case of the learning institutions, they are expected to serve foreign students and this will give them an opportunity that will improve on their performance since they will come up with new strategies that will be aimed at trying to help the organization to market itself on the global market so that they will admit more students.

The marketing analysis is important since it helps the organization to be able to know what they expect in the market. In the global market, a stiff competition is expected and therefore, the institution are expected to ensure that they offer the best services in the market so that they will get the loyalty of the students will in return act as the brand ambassadors for their institutions and as result market the institution. The market analysis will also help the organization to know the policies that are in different regions and as a result, they will be able to know what they are expected to offer in that area and what they are not allowed to. The policies will govern the institutions to know the type of learning that they will offer to the students. Enterprise globalization requires the institution to come up with unique ideas that are aimed at helping the organization again advantage over their competitors so that they are able to compete favorably in the global market that is full of many competitors (Laude et al., 2006, pp.54-61). The management is supposed to listen to the opinions of the customers so that they will be able to offer the services that are required by the customers in that given market. On the other hand, l the organizations are supposed to look at the price that they charge for their services and this is aimed at helping the organization to charge the price that the customers are willing to pay to receive those services offered by the organization. Also, the institutions are expected to ensure that the quality of the services that they offer in the market is high so that they will get more customers as a result of customer loyalty.

**Importance of enterprise globalization on organization performance**

According to Hagen (2002, pp.16-24), the globalization has helped the organization to get more customers and this helps the organization to get more profits from the money that they charge for the services that they offer. In the global market, the institutions are able to get customers that are to help the organization grow since they will help the organization realize their objectives. The more customers if well served will be loyal to the organization and mas a result, they will help the organization to get more customers since they will refer people depending on the services that the organization offers. The institutions expect to serve students in each area that they operate in and therefore, they are supposed to convince the people in that area that they are able to offer the services that will make the students be of importance when they are done their educations. With this, they will be required to offer quality services so as to get the loyalty of the customer.

Another importance of enterprise globalization is that it helps to create more job opportunities. This is because, when an organization moves into the global market, they will require more personnel that will help the organization to run its operations normally. With this, the organization will have to hire more people and in most cases, the bigger numbers of people that get employed are the people from the local market and this helps to improve the living standard of the local people. This is because in some cases, the institutions lead to the improvement of the infrastructure in the market that they are operating in. As by Altbach (2012, pp.26-31), when an institutions is situated in a given place, the transports and communication systems are improved so that it can be easy to facilitate the movement of students from one [place to another. Also, as a social responsibility, the government may improve on the social amenities so that the local people will have improved social amenities.

Globalization helps the small institutions to grow since they are able to learn the technology that is used on the global platform. With the use of latest technology, the institutions are able to offer quality services to the students. With quality, they are able to produce quality students who can manage to compete favorably in the market. The institutions are also able learn from other institutions that are giants in the global market on what they can do so that they can be able to improve on their services. The institutions are also able to learn on what they can do so that they can keep on attracting more customers that will result in the expansion of the institution.

Globalization has encouraged innovation and invention that has managed to help the organization to improve on their services. With the joined minds from all over the world, the institutions have managed to come up with new ideas that helped the organization to grow in the global market. As by the study that was done by Mok (2005, pp.57-88), most of the institutions have hired experienced personnel who are to help the institutions come up with strategies that will help the organization to be able to tackle the challenges that they face in the market. The challenges include the government policies that are meant to protect the local institutions and also tough competition in the market.

**RESEARCH METHODOLOGY**

**Introduction**

In this chapter, the researcher is going to look at the sources of the data teat was going to be used to come up with the findings of this given research. The researcher has to look at the instruments that were going to be used to collect the data so that they could be able to determine the feasibility of the study. The secondary data that will be used is secondary data which will be obtained from online sources, encyclopedia, pamphlets, books and journals. The researcher will look at the validation of the data so that they will get to understand how the data is related to the topic of study and how relevant the data that they have is to their study

**Sources of data**

Data for use in the research will be gathered from different auxiliary sources. These sources incorporate books, diaries and distributions from dependable sources. Information gathered will be utilized to help us in the examination of the balance and rivalry in the worldwide market. The examination will be founded on the investigation of the effect of globalization on association execution. As per Castleberry,(2001, pp.195-203), this decision will push us to effortlessly examine the different patterns and measures that have been embraced in the worldwide market and how these decisions influence the equalization and rivalry inside the establishments that are on the worldwide market. This decision will push us to effortlessly dissect the different patterns and measures that have been embraced in the administration so they can have the option to control the organizations that are working on the worldwide market and furthermore guarantee that they offer the necessary administrations.

**Research Instruments Validation**

The instrument utilized to accumulate information in an examination is alluded to as an exploration instrument and this causes the scientist to have the option to gather the information effectively (Hoge et al., 1997, pp.141-179). The apparatuses that the specialist chooses should assist with gathering the important information that can be utilized by the researcher so they can figure out how to make all around educated ends in the wake of dissecting the information. The instruments that the specialist chooses ought to be the apparatuses that are reasonable and simple to utilize so they can have the option to utilize them without any problem. The contextual investigations utilized optional information which they dissected so they might concoct discoveries that will assist with settling on all around educated choices. The data that was gotten was in diagrams and tables and this was anything but difficult to peruse and decipher.

**Advantages of using Secondary data**

As by Bainter and Curran (2015, pp.1-10), the principle piece of room of helper it is brisk and easy to get to. By getting this procedure, the authority will slaughter the need to go to the field to assemble data himself. This would put aside on time and money that would have been spent an investigation of such colossal size. Furthermore, it would clear out on the cost that could come in view of materials that will be used for the investigation. Second, helper data offers permission to the information that has been done by various specialists about the organizations that have gone into the worldwide market and this makes the information more trustworthy since it isn't uneven (Shultz et al., 2005, pp.31). Due to the advancement in development, examines from all the best specialists in the globe would now have the option to be helpfully gotten to by researchers from wherever the world. This will help with devising disclosures that will be more exact since they can't abstain from being a wide extent of resources for get information about the foundations on the worldwide market and the organization challenges that they face. Discretionary data using quantitative examination makes the specialist acknowledge what is foreseen from them and this will help them with settling on the best choice is that they may have the alternative to get the right results that will help them with thinking about the right results.

**Disadvantages of using secondary data**

Quality of the study ought to be examined intently since the inceptions of the data might be flawed. Associations depending on optional information as a significant segment in their dynamic must find a way to assess the legitimacy and unwavering quality of the data by basically assessing how the data was accumulated, investigated, and introduced. Also, the data is often not presented in a form that exactly meets the needs of the researcher. Fragmented Information since in many occasions an analyst finds that examination that seems promising is truth be told a "mystery" delivered by the exploration provider. This regularly happens when a little part of an examination is unveiled, frequently for nothing, however the full report, which is regularly costly, is expected to pick up the full estimation of the study. Also the data is not timely since subsequently alert must be practiced in depending on optional information that may have been gathered well previously. Obsolete data may offer little esteem particularly for organizations contending in quick evolving markets (Vartanian, 2010, pp.4-7). Also, not exclusive data which as a rule, optional exploration isn't embraced explicitly for one association. Rather it is made accessible to numerous either for nothing or for a charge. Thus, there is once in a while an "data advantage" picked up by the individuals who get the exploration

**Validity and reliability of the study**

The reliability and validity of the study depends on the techniques that the researcher uses to collect the data. For the data to be accurate, the researcher is supposed to ensure that the data that they collect is related to the topic of their study. This is aimed at ensuring that the findings are true and therefore, they can help the other organizations to make the right decision depending on the data that the researcher used. Also, the data that the researcher uses should be simple and easy to interpret and this is because, with this data which is easy and simple to interpret, the management of other organizations will be able to make well informed decisions that will help the organization to perform better in the market (Kimberlin and Winterstein, 2008, pp.2276-2284). The reliability of the information is aimed at ensuring that the researcher that will come after will get the correct information which they can use to carry the research further and help to improve on the organizations.

**Ethical consideration**

The ethical consideration is the beliefs and the cultures of the people. The researcher is supposed to ensure all the cultures and the beliefs of the people are respected. This is aimed at trying to gain the loyalty of the people that will help in the collection of the data. Another factor that has to be taken into consideration is where the researcher has to acknowledge the work of other scholars and therefore, they are supposed to quote the work that they have copied from other sources and this gives their research credibility (Cowton, 1998, pp.423-434). The personal information of the people that help the researcher to collect data should remain anonymous and this will help the respondents to be free to disclose the information that will the researcher to come up with the right data that will help to come up with the right findings.

The researcher is supposed to write present an official letter from the institution to the firm where they want to collect data. They are supposed to make the respondents aware of the reason as to why they are collecting the data and give them assurance that the information that they give will just be used for the research and will not be disclosed to any other third party that may use the data to exploit either the company or the customer.

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