



GLOBAL BUSINESS CHALLENGES AND OPPORTUNITIES

Dr. Rashmi Santosh Bafna

Associate Professor, Department of Master of Management Studies,

Alamuri Ratnamala Institute of Engineering and Technology, A. S. Rao Nagar, Sapgaon, Shahapur, Thane, Mumbai University, Maharashtra, India.

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Abstract

There was a large wave of Western multinational investment in developing countries during the first wave of Globalization before the 1920s. Decades of subsequent de-globalization saw in developing the proportion of FDI in the world. The country declined sharply and it has remained well below pre-1914 levels during the second global economy starting in A working paper from the 1980s shows how management strategies were shaped by the context of each historical period.

It provided a mixture of opportunity and risk. In the first wave of globalization, MNEs sought access to resources. The government often gave exclusive contracts and lucrative deals to build business. Major

The management challenge was to overcome logistical challenges to enable the export of minerals and other goods into the global value chain. During the great reversal, the main challenges faced by multinationals were political. What companies needed. They try to strengthen their local identity, especially by building political contacts with assertive host governments. Localize their management. There was little need to adjust the product to a highly protected market or to accommodate a limited market. Local competition. In the modern world economy, political risks have partially declined with the spread of liberalization and the waiver of anti-foreign restrictions. But the corporate strategy had to carefully manage the relationship with the government's emerging markets, or at least the larger and more rapidly growing markets of Asia and Latin America, are: Increasingly seen as indispensable by MNEs in any industry. They were both places to assemble manufactured goods. And find the lower end of the global value chain, and activity in the fast-growing market.

There was a growing need to incorporate regional relevance into global products and respond to local competitors. When the age of modern globalization began, there was no consensus. A good case can be made for dating to it.

In the 1960s, especially because of the appearance and growth of global financial markets that eventually weakened Government restrictions on capital movement. But as long as political factors were driving de-globalisation, it was more appropriate to take China's adoption of market-oriented policy in 1978 as a chronological starting point for the new Global Economy. The subsequent growth of the Chinese economy encouraged, set off a chain of events with pressure on developing countries, especially India in 1991, to follow suit. The emergence of right-wing, free-market forces. The British and US governments in 1979 and

1980, respectively, and the collapse of the Soviet Union. In the late 1980s, it fueled momentum to break down barriers to global capitalism and foreign investment.

Inside Globalization in the 1990s was given an even larger push by the advent of the World Wide web and the digital age. The subsequent growth of FDI stock and flow under the premise of unprecedented importance of foreign direct investment in the global economy in 2007, has led to almost a decade years before the global financial crisis. Stagnation or even a decline in investment levels.

Keywords: globalization, strategy, FDI, MNE, economy, stagnation. Financial crisis, developing countries

Introduction

The Evolution of International Business in Emerging Markets Globalization has a long history. dramatic geographical The expansion of the ancient Roman Empire, or centuries later of Islam, or the Mongol Empire of the 13th century, was

Manifestation of the trend of globalization. Voyage of Discovery from Europe by Columbus and de Gama A hundred years ago we saw the transfer of technologies and diseases that we had never seen before. But the combination of high transport Costs, wars and government-imposed barriers prevented sustained and deep globalization until the 19th century.

The fundamental improvement of transport and communication during that century and the withdrawal of the state from The economy, including trade regulation, allows for unprecedented flows of people, capital and trade, and unprecedented Market integration. (O'Rourke and Williamson, 1999) Business enterprises were key to this first wave of globalization.

The company has developed a global banking and trading infrastructure. the global transportation and communications network Built by cable and telegraph and shipping company. The manufacturer transferred the production of the following range of goods

Sewing machines to cars and aspirin internationally. While the 1st World War (1914-1918) exercised major politics And economic shocks, globalization persisted through the 1920s, only to undergo a

major meltdown in the wake The Great Depression.

Then followed by a sharp downturn in globalization, which can be called a big reversal. started in the late 1970s. The second wave of globalization took hold, took much deeper global market integration. (Jones, 2005a; Jones

2014; Ghemawat and Jones, 2017). During the first there was a large investment by Western companies in emerging markets

The wave of globalization. As shown in Table 1, foreign direct investment has reached a high level compared to the scale of the world

The economy - and most of it was in developing countries. Latin America and Asia were particularly important as hosts Regions representing 33 and 21 percent of FDI's global shares, respectively. According to Wilkins (1994), the largest hosts included Russia, Argentina, Brazil, South Africa, India, China and Egypt

And Mexico. The driving force of this investment in emerging markets is well-understood. as the western world industrialized And being urbanized, companies begin to search for minerals, commodities, and foods that developed countries need.

We have built the physical and service infrastructure needed to take advantage of them.

Purpose:

This paper investigates the relationship between how the global economy engages in business and provides livelihoods.

This means creating some inevitable races and mitigating challenges.

Global Business Perspective All countries around the world are part of the global market. As we entered the new millennium, more and more

Companies have become international. As a result, there is a growth rate of their overall sales that is coming From other countries. Although we may argue that there has been a considerable historical evolution of the international market,

In recent years, we have witnessed global economic and management development. These developments create Opportunities, challenges, as well as problems for managers in the global field. The focus of this paper is based on Economic, social and political issues. It reflects current and future challenges for competitiveness and economy Development in a global changing environment. Special attention is paid to the cultural background of international business, the management of people in multinational companies, ethics and social responsibility. Main Objectives

Of this paper, a) provide an overall perspective of international business (addressing global development, basis for international business, and cultural context for the management of the global environment); b) To introduce, Analyze and describe the human aspects of international business (communication, motivation, leadership).c) Identify

Key challenges and opportunities in terms of international business horizons (ethics, social responsibility, and international business horizons)

The future of International Business)
Based on the above objectives, this work is organized into three main sections:

(i) the overall perspective of international business; (ii) the human dimension of international business; and (iii) the main challenges and

Opportunities in terms of international business horizons.

Global expansion

International business has brought a series of changes to the economic activity of almost all countries of the world. one. The main reason is the increase in foreign investment and trade. This trend has led policymakers, managers, and

Entrepreneurs refocus their efforts and look for new opportunities in international markets. Today, all countries and An increasing number of companies buy and sell products and services in the global market. in the last decade

We have seen dramatic global changes and developments that give a new dimension to economic development.

The sphere of politics and business. Some of the major developments include:

1. Increasing the potential of the U.S.-Canada-Mexico Free Trade Area through North American Free Trade Contract (NAFTA)
2. The emergence of the European Union with 27 member States and about 480 million people.
3. Economic efforts of the continent to rebuild Russia and other countries of the former Soviet Union.
4. Japan's continued economic strength in the Pacific Rim and China's new progress.
5. Four tigers in Hong Kong, Taiwan, Korea and Singapore
6. Southeast Asian countries in Malaysia, Thailand, Indonesia and Vietnam.

Basics for International Business

More and more companies are becoming international, but the most powerful and important multinational companies

(MNC) is headquartered in the United States, the European Union, and Japan (Hodgetts and Luthans, 1994). Example As stated by Hodgetts and Luthans include Motorola (USA), Royal Dutch/Shell (EU) and Toyota Motor (Japan).

The managers of these companies have a basic understanding of the fundamentals of international business. Plan for International assignments offer several advantages compared to those who go international without preparation.

The benefits of preparing to work internationally can be seen as follows: Can Employees and Employers escape

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