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Impact of economic globalization in the current business scenario

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Abstract

Global marketing has expanded and is visible from all points of view in the living standards of people. Today the rivalry is not restricted to national or international boundaries. The businesses will adapt to local and global needs in order to be productive in today's globalized economy. Global expertise, whether or not participating in global marketing, is an important aspect for all businesses. Due to changes in production processes, export policies and regulations, the internationalized trading structure has evolved remarkably. Such improvements have been compounded and continued by new developments and advancements in the financial connections between companies and organizations operating for exchange across the globe. Its role includes concerted changes and initiatives on the global market. The main benefits of global marketing are economies of scale of production and delivery. Mass production, cost reduction, procurement, promotion and delivery will accomplish this. Another advantage is that the organization will eliminate marketing costs. Global marketing may eliminate aspects of brand strategy, such as preparation, organization, scheduling, supervision and hiring. By contrast to local or national ads, the global marketing reach is growing. It may be attributed to R&D, mass marketing, advertising, sales positioning and brand equity. If the multinational marketer creates a brand image globally, they will benefit from this and retain a positive picture of the company. Throughout global marketing, it is also possible to make efficient use of innovative ideas and standardized marketing practices. Digital marketing allows businesses to create external links in the "political arena" and encourages subsidiary companies to fulfill the desires of the global players and rewards e-marketing over traditional marketing.

Keywords: global marketing, globalization, economics, international marketing

1. Introduction

Economic globalization is the integration of economic factors globally. It is the expanding of financial interdependency within the national economies over the world through a quick increment in cross-border development of products, services, innovation and capital. The globalization of trade is focused on the decrease of universal exchange rules as well as tax, charges, and other obstacles that represses worldwide exchange. Financial globalization is the method of expanding financial integration between nations. It is a driving force to the development of a worldwide commerce and to center on a single world markets. Depending on the worldview, financial globalization can be seen as either a positive or a negative. Financial globalization comprises the globalization of markets, competition, innovation, production, enterprises and businesses. Current globalization patterns can be generally accounted by developed economies joining with less developed economies by the involvement of foreign direct investment and the depletion of exchange boundaries as well as other financial charges. Worldwide measures have made exchange in merchandise and services more effective. An illustration of such standard is the model of Containerization. Containerization drastically diminished transport costs, assisted the post-war boom in worldwide exchange, and was a major component in globalization. Universal Organization for Standardization is a

worldwide standard setting body composed of agents from different national organizations. A multinational organization is an organization that possesses or regulates manufacturing of merchandise or servicing in one or more nations other than their domestic nation. It can moreover be allude as a worldwide enterprise, a transnational organization, or a stateless organization. A free-trade zone is the place enveloping an exchange coalition whose affiliate nations have marked a free-trade contract. Such contract includes participation between at slightest two nations to diminish exchange obstructions and to extend exchange of products and services with each other. In case individuals are moreover free to move between the nations, in expansion to a free-trade contract, it would too be considered an open border. Apparently the foremost critical free-trade range within the world is the European Union, a politico-economic union of the states that are found fundamentally in Europe. The EU has created European Single market place through a standardized framework of laws that include all states in the region. Exchange assistance looks at how methods and controls overseeing the expansion of merchandise over national borders. It can be made steps to decrease related burdens and maximize productivity. Worldwide exchange in service is additionally remarkable. For illustration, in India, commerce formulate exporting and it has been depicted as the

" essential motor of the country's advancement over the following few decades, contributing broadly to GDP development.

2. Evolution of Global Marketing

Global economy and global organization of business was not a ground-breaking process; it was a kind of evolutionary process. Whereas it does not applicable to all companies, but to the companies that start as domestic-only entities. Worldwide marketing has strengthened and is obvious for all angles of consumer's standard of living. Today local or national boundaries are not restricted to the competition. To be effective in today's globalized economy, the companies must be responsive to local as well as global needs. International competence is an important factor for all firms, whether it is involved or not involved in global marketing.

Recently Global market place has converted very rapidly due to shift in new marketing methods and global competence and procedures. Today domestic trading or international national marketing is not confined to the competitive powers. To be effective in today's globalized economy, it could be a must for the companies to be responsive to domestic as well as worldwide market conditions. Subsequently, universal competences are an imperative component for each company, whether now it is local regional or national. The internationalized commercial center has been changed exceptionally by shifts in production process, exchanging procedures and guidelines. These changes have been strengthened and held by new developments and progress to the financial connections between the companies and the organizations which are working for the exchange across the globe. This task extend to urge coordinated improvements and endeavors within the field of the global market

Domestic Marketing

Economic and marketing activities limited to the geographical boundaries of a nation are called 'Domestic Marketing'. A firm is having business and marketing undertakings inside its national boundaries can be consider residential competition. Indeed the competition comprise of the firms to from external markets, still it needs only to center on the competition that happens in its domestic target market. The manufacturing of product are progressing locally without out the real understanding of marketing activates of foreign market is a serious concern for domestic marketers. Everything is decided at head office. The greatest problem of these marketers is that they are having smaller amount knowledge about international marketplace, the competition, production pattern etc. Domestic marketers are not anxious about the transformation of world market and may not know their potential competitor, market leader and research and development in manufacturing and in distribution. This kind business can be known as ethnocentric business as they giving more importance to domestic pattern of production and distribution.

The national market is a large market that is essential for all nations. This market is controlled and restricted and regulated by territories of that nation. It is easy to reduce cost and competition in local market economy. The firm can charge high price in a situation of normal demand, if the products is not facing any completion.

A firm working in a national territory or local area gets the opportunity to function completely different regions of the same nation and this gives the company an opening to have greater markets to promote their product. Indeed in residential markets, businesses are still attempting to exchange with each other to advance their trade to other businesses within the zone. An advantage to promoting business locally is that the firm may be entitled to get tax benefits for offering employment to the local population. Domestic marketing always help the nation by improving employment, boosting economy of the nation and stimulate transaction in the domestic market place.

International Marketing

International marketing can be defined as the export of goods and services, Joint venture, franchising or the direct entry of the marketing activities of foreign organization to an another country. This will be accomplished by trading a company's product and services into another area, access through a joint undertaking with another firm within the target nation, or direct capital investment into the target nation. The development of the marketing mix, related to product ,price place promotion, for that target nation is essential in international marketing. It can be as clear as utilizing existing promoting procedures, blend and instruments for trade. Internationalization and worldwide marketing meets wants of selected nations. Company's esteem can be sent out and there's inter-firm and firm learning, optimization and productivity can be developed by this. Greater reliance on marketing activities is essential to maintain and develop the international economy powerful and developing.

Global marketing

Global marketing is the process of a company to market its product in almost all the countries in the world. When a company acquires the competence for the marketing in entire world they will be known as global marketer. Global marketer establishes and develops the ability, competence, distribution, information, human resource and expertise to provide value to consumers globally. The firm gets prerequisite to serve the clients locally with worldwide standard arrangements. They try to establish a global standard for the production. Also they try to produce the product locally with the global standard in order to maintain optimization of cost, expertise and customization. Localization is required to preserve an ideal pattern of production, effectiveness, and customization. The goal of localization is to meet local, national and worldwide necessities to position against competitors, collaborators. The firm will price its goods suitably around the world to promote, to get access and to provide information to its clients in a cost effective manner.

Global branding is important for the global marketer. Branding includes an organized process of analyzing nonmaterial and material resources of a firm's assets. The key investigation and advancement of a brand incorporates three kinds of examination. First is client examination such as patterns, inspiration, needs and wants. Second is competitive examination like brand image, brand personality, qualities, techniques, vulnerabilities etc. Third is self-analysis such as existing brand picture, brand legacy, strengths, capabilities and organizational values.

Global brand image expansion is the method of setting up brand's product, service and company, locally and around the world with thought for scope, properties, quality, value, employments, clients, place of origin, Organizational qualities, identity qualities, trademarks symbolism, etc.

Global promotion and brand execution framework disseminates promoting resources like website, social media, Google, press, product tests, news discharges, flyers, blurbs, union and accomplice materials, partner programs and materials, inner communications, pamphlets, financial specialist materials, occasion, communication etc.

3. Worldwide marketing specialization

Global marketing is an area of research in corporate business management to supply important products, services and solutions to the clients locally, nationally, universally. Global marketing needs standard marketing methods, practices, strategies and processes. It requires an understanding of worldwide operations and dissemination, government relations, worldwide human capital administration and asset assignment, dispersed innovation improvement and administration, worldwide trade rationale, inter-firm and worldwide competitiveness, sending out, joint ventures, outside coordinate ventures and worldwide hazard administration.

Global marketing mix such as "Four P's" of marketing: product, price, place, and promotion are influenced through the various developmental stages of a firm to end up in a multinational company. Eventually, at the global scenario, the company is confronting with numerous challenges when making an around the world business plan. The global company has to embrace the same place in contradiction of its competition in all markets globally otherwise it cannot dispatch similar marketing activities around the world.

Product

A global company launches with a single brand and tries to change components for diverse markets. For example BMW is a single brand and have variation in different target market. The main components of the product manufacturing may be the same but in quality level differences can be seen according to the nation. The incorporation of the country's local dialect and the same estimate is important for the demand of the product. Luxury items, high-tech products, and modern product and services are the foremost common items within the international marketing scenario. These innovative products are simple to advertise in a standardized way than other items since there are no conventional social values joined to this.

Price

Price will continuously change according to target market. Price is influenced by numerous factors like product development cost weather it is produced locally or in abroad, cost of raw materials, cost of logistics, cost of promotion etc. The brand image and brand equity related to their competitors also influence the price of the product. Whether this product is considered the unique, premium product, low cost product, or something in-between makes a difference in price decision.

Place

Place is an important elements in global marketing. Place is defined as the location where a firm expects to find its customers and consequently, where the sale is carried out. Place refers to the actual physical position of the customer in a geographic area. Place in marketing means the area or location of the consumers and not the place of the business. Place in marketing is also identified as channel, supply or intermediary. Proper distribution network or channel is highly essential to deliver the goods at the place of the customers. Place decision also varies according to the target market. Distribution channel, Transportation, Warehousing, Inventory management, Order processing, Logistics management are important place decision areas. Place mix refers to the combination of all decisions related with the flow of goods from the place of manufactures to the place of consumers. A Channel of distribution is the route through which a product transfers from the manufacturer to the final consumer. Major activities of physical distribution are transportation, warehousing, inventory management and order processing.

Promotion

Promotion is the communication link between the firm and the consumer. Promotional measures are necessary to inform the consumers about a product and its features. Global or local marketing companies uses various methods of promotion to influence the purchasing decision of a potential buyer. The objectives of promotion are; to inform the consumers about the product (product awareness), to encourage the consumers to purchase the product (creation of interest), to increase demand (building demand), to differentiate a product from other similar products in the market (product differentiation), strengthening the image of the brand in the market (brand image).

After the product development promotion is the largest expense for a global company. An integrated marketing strategy is important in this stage. The global marketer tries for the optimization in cost, human resource and other related factors. It is a challenge for the company to send the promotional message in a standardized form to all over the world. Operational global publicizing methods do exist. The key is testing promotion ideas and employing a marketing research framework demonstrated for the result that can be compared over nations. The capacity to distinguish which components or time of an advertisement are contributing to the victory of the product is important for the company. The market research evaluates and analyses such stream of consideration, stream of feeling and branding time which gives experience and emotion to customers.

The Financial hypothesis narrates globalization to the exemplary of a free world economy without limitation of competition and flexibility, a worldwide culture and a mass information culture. Concurring to neo-liberal thought, the world marketplace proficiently fulfills its allotment work to direct flows of products, services, capital information and labor. Buyer's benefits from this competitive market are the accessibility of products at low costs. This approach appears that the neo-liberal market model of internal and local financial has essentially been moved to the world market level.

Globalization implies that in expansion of these processes, people ought to be freed from nation-state constraints that ruin the free stream of merchandise, fund and information. Within the course of revitalization of modernization premise, changing the internal advancement limitations of structural alteration and deregulation tackles the issues of the peripheries, so that economic forces can take over self-regulation.

The financial dimension of globalization alludes to an expanding interconnecting and interdependency of endeavors through the global economy. This interdependency comes about from world exchange, outside and joint venture speculations, world-wide customer markets, forms of concentration, worldwide budgetary hypothesis worldwide labor relocation, Computer systems, etc. Whereas the base camp with their development, marketing and money related divisions stay within the western and a few East Asian worldwide cities. A certain shopper or extravagance items are rarely national; since most of its inputs comprise of imported merchandise.

The best capital and knowledge-intensive benefit ventures are located mainly in main international destination. In these trade centers employments that are especially profitable for the worldwide economy to get best earnings. Previous generation centers and occupations, on the other hand, have been downscaled. Low-paid employment opportunities from the cleaner to the driver, which are frequently organized concurring to ethnic lines. The result of this improvement may be a bipolarization of social orders.

General dispute within the globalization talk is that globalization is trying to remove dissimilarity and bring irregularities. Undeveloped nations and their individuals can benefit from data if it is openly accessible through Internet. Such a dream may be a myth. In such case flexibility exists, but it was a formal but not essential one. Undoubtedly, not the Web limits get to of the needy, but their restricted resources. This requires computers and power. Indeed the facilities of colleges with high-tech are scanty in underdeveloped economy compared to western colleges.

4. Financial Influences of Globalization

1. **More Employments:** Presently there are more prominent numbers of job opportunities within the private sector. The fact that these jobs are concentrated more within the service. The arrival of International firms and development in economy has accelerated employment opportunities. This has driven to a quick development of service segment. It has created problems for people with low level of knowledge in the agribusiness and fabricating segment. The final decade is additionally known for its jobless development of an economy as work creation was not proportionate to the level of financial growth.
2. **Consumer Opportunity:** Globalization has driven to a boom in world market. We have a range of choice in selecting a brand new car though there exist number of brands. Electronic merchandise is being advertised by companies from all over the world. Additionally day by day FMCG like detergents, fragrances and clothing are being advertised by a number of brands.
3. **High purchasing power:** Individuals in cities, who get more salary for their work, have more pay to spend. There has been an increment within the demand of items like

meat, egg, fish etc. It has moreover driven to protein increase.

4. **Narrowing Agrarian zone:** Farming presently contributes almost 15% to GDP. The universal standards forced by WTO and other multilateral establishments have weakened government back to agribusiness. Due to prominent integration of worldwide commodities markets driving to steady variance are expensive. This has expanded the helplessness of many agriculturists in developing countries.
5. **Expanding Health:** The more connectedness of the world has too driven to the expanding defenselessness to diseases. Whether it is the bird-flu infection, Ebola or any related issues the health-care system is required to extend its capacity to resist such plagues. It has also directed to the expanding of expenses in healthcare for the persons with less economic capacity.
6. **Child Labor:** In spite of ban of child labor through the administration by law millions of child laborers are there in all over the world especially in underdeveloped and developing countries. More rural child laborers are agrarian workers, urban children work in fabricating, handling, adjusting and repairs. Globalization most specifically abuses thousands of children who do their work in different industry, which trades over millions worth of products a year. Uncounted other children work in less formal divisions, such as the incense industry, mining, and other small scale sectors.

In the past decades, a few nations looked for to secure their economy against outside powers and to restrain from embracing a vibrant Globalization. Acts of financial patriotism lead to the nationalization of key businesses, indigenization orders, prerequisites for joining of a parcel of remote capital, and so on. A few states moreover declared a more radical course of self-reliance as an element of separator from the world framework. Nowadays there's only little to praise the techniques of financial patriotism. Trans-border streams have circumvented the globe and saturated the state.

5. Economic effect of globalization

Independent Economy

This Concept got significant attention for researchers in 1970s and 1980s. The drive to bring back the state to the front of societal hypothesis necessitates new exploration in the light of globalization. In a globalized division of labor, the response of the state may be towards the world financial powers. To gain the merit from globalization, the state has to progressively encourage this process, acting as its agents. Encompassed by hidden and inexplicable forces the capacity of leaders to control and lead their domestic economy is reduced. Confronted with the control of globalized generation and universal finance pioneers are obliged to concentrate on upgrading national conditions for competing to global economy. Government control has decreased in competence relative to transnational powers. Among the open several zones of the world economy, the legislative issues of displeased expectation are overflowing.

Global Logistics Management.

The worldwide supply chain comprises of complex interconnected systems that permit companies to create methods

and convey different merchandise and service around the world. Enterprises supervise their supply chain to require advantage of cheaper costs of production. A supply chain may be a framework of organizations, individuals, exercises, data, and assets included in moving item or benefit from supplier to client. Supply chain activities include the change of natural assets, crude materials, and components into a product that's carried to the client. In modern supply chain frameworks, utilized items may re-enter the supply chain at any point where leftover esteem is recyclable. Supply chains connect value chains. Supply and demand can be exceptionally variable, depending on elements such as the climate, customer request, and expansive orders put by multinational organizations.

Employees' Unions

Employees' Unions were set up in the middle of industrialization as an arrangement to underprivileged and unregulated working conditions. Unregulated businesses permitted for minimum compensation, work uncertainty and unsafe working conditions. Trade unions responded by executing a method called collective haggling, where the specialists seem to arrange legitimately the compensation as well as working conditions. As a coordinated effort, workers rights and control expanded as an arrangement and were implemented. Globalization which outsourced the work, created an expanded corporate control. As a solution, Trade Unions proceed to battle for 'worldwide work rights benchmarks' through trans-national organizations.

Capital Movement

Capital flow happens when resources or cash quickly stream out of a nation because of country's later increment in unfavorable economic situation such as charges, duties, work costs, government obligation or capital controls. This is often usually followed by a sharp drop within the trade rate of the influenced nation or a constrained devaluation of nations' fixed exchange rates. Currency decline advances the terms of trade, but diminish the money value and other resources within the nation. This leads to diminishes within the purchasing authority of the country's assets.

Capital flow can cause liquidity crisis in specifically influenced nations and can cause related troubles in other nations included in global commerce such as shipping and fund. Resource holders may be constrained into trouble deals. Borrowers ordinarily confront with higher advance costs and collateral prerequisites, compared to the periods of adequate liquidity, and unsecured obligation.

Inequality

Income inequality has expanded all through the globalization period. Inclusive disparity has reduced in developing nations because of more quick development. Financial imbalance differs between social orders, time, financial structures or financial frameworks, continuous or past wars, between sexual orientations, and between contrasts in individuals' capacities to make possessions. Financial disparity influences equity, uniformity of result and consequent balance of opportunity. Former researches recognize the financial disparity as essential and useful and a few financial analysts see it as a critical social issue. There are some people who think that more prominent

balance represses financial development. Advanced studies claimed that one of the foremost strong determinants of supported financial development is the level of wage disparity. Later advancements, such as just-in-time production, have influenced the production related employment and agrarian work other than anything. When bigger companies or others who control the supply chain and choose to decrease production, these individuals regularly realize their employment as a minor employment.

Exploitation

Corporations set their manufacturing unit ordinarily in zones with less work guidelines, and as a result low labor cost take place. With the low employment regulations, typically start abuse of laborers particularly with ladies and children. Unsafe working conditions and sexual badgering are the problems confronted by ladies within their work place. In this problematic situation women cannot work in their full potential. This may influence the product and service that is produced globally consequently leads to loss of reputation of the corporate. Although when enterprises choose to alter their production or areas in businesses that utilize more ladies, they are regularly cleared out with no work or help. Such kind of sudden decrease or disposal in labor is seen in businesses such as the manufacturing industry and agribusiness industry,

Tax heavens

Tax heaven is a county where certain charges are demanded at a low rate or not at all, which are utilized by businesses for charge elusion. People or corporate can discover it as appealing to move themselves to regions with diminished tax assessment. The outcome of this is the charge competition among nations. Tariff can be varied significantly over the nations. States have hypothetically boundless powers to sanction tariff laws into their regions. The investment can be accumulated in this region due to this problem. The developing countries those who charge high tax can be affected very seriously by this overseas investment. The central highlight of a tax heaven regions is that its laws and other measures can be utilized to avoid or maintain a strategic assess to tax evasion in other regions. Tax heaven can gain result in disadvantage of the poor or developing countries. Numerous tax heavens are connected with terrorism and corruption.

Social impacts

Economic globalization may influence society and culture in many ways. Populations may be a simulator of the universal stream of capital and global employment markets within the frame of movement and the relocation of individuals. Overseas capital and financial measures may influence distinctive local societies and cultures and may cause absorption of a local individual. As these persons are exposed to the English dialect, computers, western music, and culture, changes are prominent in family planning, beliefs, custom, thinking and migration to bigger cities etc. Financial globalization leads to multi dimensions of culture. In one way culture and economy flow from developed economy at the same time it tries to protect the native culture. This bipolar nature of culture helps for the balanced economic development.

Migration

Migration is the reality that started for the better job and better living in the beginning of the 20th century rigorously. It has touched the economic and cultural realm of receiving and sending country globally. The factors like opportunity for better employment and global technology, individuals are able to relocate to one place to another without out much complication.

6. Future of economic globalization

Economies of scale in generation and distribution are the main advantages of global marketing. This can be obtained by mass production, cost reduction, purchase, promotion and distribution. Another advantage is that the company can reduce cost of marketing. Elements of marketing management such as planning, organizing, coordinating, controlling and staffing expenses can be reduced by global marketing. Scope of global marketing is more compared to local or national marketing. It may be related to research and development, mass marketing, promotion, pricing brand image and brand equity. If the global marketer is building a brand image all over the world they can take the advantages of this and can sustain a consistency in the brand image. Efficient use of innovative ideas and uniformity of marketing practices are also possible in global marketing. Global marketing helps the companies to set up connections exterior of the "political arena" and empower auxiliary businesses to be set up to cater for the wants of the worldwide player and receives benefits of e-Marketing over conventional marketing.

Global reach

Internet provides the platform for the global reach for business and marketing activities. Whereas conventional media constrain this kind of reach to multinationals. E-Marketing unlocks innovative roads for small scale businesses, on a low budget, to get to potential buyers from all over the world.

Scope

Web based marketing permits the business to reach buyers in a wide and extended ways and empowers them to offer a diverse range of product and services. E-Marketing incorporates data administration, public affairs, client benefit and deals. With the application of new inventions marketing activity get fulltime availability and the scope of business increases.

Communication

Conventional marketing is more concerned about the brand image and brand positioning. But e-marketing facilitates interaction between consumers and company. There are different platform for this communication. With this interaction and communication companies can strengthen the relationship and can response to the reactions of their buyers, making them more energetic and adaptive.

Quickness

Web marketing is able to give a prompt result in global business activities. In traditional marketing we get the information of a new product or services from print media or visual media. With this kind of conventional media, it's not that simple for the shopper, to hire an item for genuine securing. With e-Marketing, it's simple to create that step as basic as possible, meaning that

with short clicks you'll have a test drive of a vehicle or can request for an expensive phone or anything else. All of this could happen in any case of typical office hours. Successfully, Web promoting makes commerce hours 24 hours per day, 24/ seven days per week for each week of the year. By concluding the gap between given data and buyer response, the consumer's buying cycle can be accelerated.

Demographic Targeting

Demographic factor of internet is an important factor for global marketing. Web clients, considered as a segment, have more prominent buying control and maybe considered as a segment in middle-classes. The nature of the Web is such that its clients will tend to organize themselves into more centered groupings. Intelligent marketers are excellent in analyses the market possibilities and to enter in to concentrated marketing. Promotion messages are most viable when they are displayed straightforwardly to the group of onlookers most likely to be interested. The Web makes the best environment for concentrated marketing to be focused on the target groups.

Edition and closed circle marketing

Closed Circle Promotion requires the steady estimation and investigation of the marketing activities. By ceaselessly following the reaction and viability of a campaign, the advertiser can be more energetic to meet the consumers' needs and wants. With web based marketing, reactions can be analyzed in real-time and campaigns can be changed persistently. Combined with the promptness of the Web as a medium, there's negligible promotion expenses compared to mass promotion. Extreme marketing activities in online marketing create modern openings to grab key competitive edges. The amalgamation of all these variables comes about in an efficient return and eventually, more joyful clients and a stimulated advancing marketing.

7. Conclusion

In a world largely governed by economic powers, digital media is the modern battleground of globalization. Virtual market, in its early stages after the second wave of globalization, now becomes a reckoning power by e-business, digital platforms and virtual business. It has also been allowed by technology, but challenged with cross-border intrusion including cyber warfare. Simultaneously, adverse globalization is still broadening by the worldwide impact of ecological change. Carbon emissions trigger weather extremes in all parts of the globe. So destroying trees in the earth's remaining green lungs, such as the Rain forest, has another catastrophic effect not only about the planet's ecosystems, but its capacity to deal with harmful carbon emissions.

This latest wave of economic growth hits our coasts and several people focus their attention on it. In many parts of the world, several middle-class people were frustrated with an economic social and political system which really culminated in income inequality, social unrest, mass migration, although it contributed to economic development as well as low cost goods. Globalization, trade wars, and migration bans are once more on the agenda in several nations. As just a political philosophy, "globalization" or the notion of a world vision is in not progress.

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