Business Organizations in a Global Context

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1. Analysis of Organization:

International organizations are composed of business dealings, and there are quite different types of business dealings in every organization. All these organizations use their strategies to reach their goals and objectives. However, when an organization deals globally, it faces some challenges at the same time. The primary business that international organizations carry out comprises imports and exports. In the past, a lot of research has been done on the strategies that are used while dealing with business organizations globally. Some success factors are implemented to get successful results.

Greenfield operates at an international level. It has established a good reputation in the business world, which is why getting a permanent job offer at this organization is a huge deal for an intern. Accompanying the line manager will, of course, mean that there will be a lot of tasks the intern will have to deal with on his own, and presenting good ideas to help the organization is the primary duty of the intern. Sole traders, partnerships, and companies are the main types of business that commonly exist; however, Greenfield is a company that deals internationally (Kale, 2005). Greenfield, as an organization, is interested in expanding its business so that it can not only achieve its goals and objectives but also retain its reputation in the market.

Evaluation of responsibilities:

As an organization that deals internationally, it will always make sure that it has a proper communication strategy so that it can deal easily. However, communication barriers will always exist between organizations dealing at a global level. An international organization always tries its best to fulfill all its responsibilities towards its respective shareholders. The shareholder is the main source of money in a company, which is why the best thing to do here is to make sure that the shareholders take an interest in the welfare of the business. As employees play a very significant role in an organization, it is necessary to keep these employees happy and satisfied. It is the ultimate responsibility of the organization to make sure its employees do not have any complaints, which is exactly how international organizations deal with this responsibility so that they have a good outcome as well.

A company’s outcome is decided by the reaction of its customers. A business organization operating globally always prefers its customers. Moreover, organizations are ethically responsible for making

sure their activities are not a threat to the environment. There is a great threat to the environment, which is why it is the prime responsibility of these organizations to protect the environment (Kale, 2005). In the present world, an unethical scandal related to organizations spreads very quickly, which is an important thing to realize on an organizational level. They make sure they deal efficiently with these ethical issues. All the stakeholders are equally important in an organization.

Analysis of strategies employed by the organization

Enhancing an organization operating globally plays a vital role in its development. The development of these organizations is only possible if the organization uses the right strategies. It is a general concept that an organization develops its international strategy through the analysis of the overall strategy that is being implemented in that organization. The most important strategy that the organization uses is at the HR level. Human resource policies always play a major role in an organization. It is a strong element that will help improve communication within the organization. This strategy will make it easy for the organization to communicate better with the customers as well. The next step is to make sure that the organization knows about all the geographic regions associated with that organization. The next strategy is to focus on all the available resources in the company and utilize them so that the organization can compete well in the market. These strategic changes help the organization to focus on its aims and objectives.

Another important strategy here is to implement the decisions of the higher authorities, who decide whether or not the company is ready to have an edge over other companies in the market. For that purpose, it is necessary that the organization identifies its competition. This strategy also defines how a company needs to focus on certain resources more than others, especially if it has limited resources. Finally, the most important strategy for the organization is to develop a plan which will benefit the company. Every organization uses strategies that are feasible for its employees as well. It is important for the organization's welfare that it uses modern technologies to get better results. There should be reliable sources for international trade to develop good communication within the organization.

2. Factors that impact the Organization:

There are some political and economic factors that influence an organization. Every organization assesses the impact of these respective factors on the organization.

2.1 Impact of the national economy on business activities:

The progress of advanced globalization is a continuous process. People in the present world are now closer to the global village. However, it highlights the fact that the national economy has a great impact on the business activities that go around in the organizations. There are some external factors

which influence the business activities. The most important factor is the growth rate of the economy. Education and the economy have a very close relationship. It is an undeniable fact that the rate of economic growth is much higher in developed countries than in uneducated countries. When an organization has more educated workers and employees working for it, it is easier for it to focus on the higher aims it has for the organization. The implementation of modern technologies also becomes easier. It gives the organization an edge over its competitors, allows it to stay in the market, and maintains its status (Dobbs, 1982). In all the organizations where the growth rate is high, the chance of achieving a good profit is always higher than expected.

There are certain factors related to economic growth that play a very important role in the business activities within the organization. These factors include inflation rates, balance of payments, trade balance, national debt, and taxation. Consumers are considered the judges in this whole situation. It is necessary that the customers are always satisfied because if an organization is successful in satisfying its customers, it will help in retaining these customers in the long run. Moreover, the investment plans of the organization operating globally differ from one organization to another. The government also plays a vital role in this scenario because these policies are presented by the government, so if an organization fails to meet the terms and conditions, it will not work in favor of these organizations.

2.2 Steps Taken by the Government that Influence a Business Organization.

All business organizations play a significant role in the development of a country's economy, which is why the government believes that certain steps should be taken to encourage all business activities within the organizations. These steps include:

Regional policies:

The first important step that the government takes is supporting economically backward areas so that it can help these areas improve their business development (Dobbs, 1982).

Fiscal policies:

Fiscal policies are necessary on the part of the government to maintain reasonable tax rates so that the government can buy goods at an adequate amount. There are times when the government prefers to decrease the tax rates so that the operating businesses can buy goods at comparatively lower rates.

Monetary policies:

This policy is really helpful in controlling the higher interest rates that are charged when goods are brought or supplied to other countries. This policy is controlled by the central bank. This policy is implemented when there are fluctuations in the rate of inflation.

Competition policies:

When there is competition among the organizations, they are more eager to work harder and be better at what they do to satisfy their customers. They do so by motivating their employees, which is also helpful in improving the quality of the product.

3. Issues influencing the organization

Review of the global environment in the United Kingdom

The global environment these days is affected by the country people are living in. If the people are living in the country of the United Kingdom, then their global environment would be different since the country is one of the main entries in the global environment. The analysis of many businesspeople trying to raise a high standard of business shows that more and more people are interested in gaining command over international business in today's global environment. The constructive response received from the domestic market is encouraging for all those working on a smaller scale. No doubt, the competition is strong these days, but the actual beauty of globalization lies in understanding that you need to excel at your own place and make progress by overcoming the issues encountered at the individual level (Schroder, Wallace, and Mavondo, 1993). Research has indicated that people from different places enter the domestic market since the market is progressing in many different countries with great ease. The pace of the market has changed in accordance with the change in globalization, and therefore, the strategies are revised so that the market can progress in accordance with the rules of the entire global market. The country's local demand is fulfilled with the help of the domestic market. In this case, the best services are provided to the customers, increasing the level of customer satisfaction for the country and making customers superior in the domain.

The United Kingdom is looking into developing newer technologies through which all the United Kingdom-based global companies are created and funded in case they need assistance in getting stability. Moreover, all such technologies that have turned into the demands of the time or can be an innovative change in the world are technologies that are being developed in the United Kingdom. The good thing about globalization in the United Kingdom is the support given by the government. The government is trying its best to support all international trade, whether monetary or through effective policies. A global business started from scratch is supported by trained and skilled experts who help train its staff in the new phase of business. This indicates the advancement that companies of the

United Kingdom have made in the global market, which is far greater than that of other well-known countries. Free trade is another good thing to happen with the United Kingdom. Government incentives and some of the economic blocs started recently have made the country excel in the global market.

Strategies to address issues in the business organization.

Strategic management is one of the key things in solving the broad issues currently residing in the United Kingdom. Since the country is trying to achieve success in the technological world, modern technologies are yet another way of solving the issues in the organization. Being in a well-established position, I can suggest only a few changes. If the situation in the environment becomes sustainable for the people in the market, then there will be opportunities for all the people running their businesses in the international environment. Hence, to handle the issues in the business organization, the first proposed strategy is in the form of innovative technologies. New technologies have built a platform for communication between people from different classes. Difficulties for the people, especially for the British people, decreased with the passage of time. New products can also be developed with the technology implemented in the nation.

The development of a market for all the new businesses to fulfill the needs of the customers will be a great step in solving the business issues in the organization. To fulfill the needs of the customers, their personal information can also be gathered so that the professionals can help them in their hour of need. Business structures are changing with the passage of time, but it is the time when smaller structures will be helpful in developing organizations. A prominent example of such a strategy is seen in the form of Apple stores in each country (Schroder, Wallace, and Mavondo, 1993), which are excelling domestically.

4. Applications of learning outcomes.

Implication of global integration

As the standard of living is changing over time, there is an increase in the demand for the products that are well suited to the higher living standard of the people. The actual success of the organizations lies in the well-developed and keenly managed integration of globalization. International and border perspectives are remarkably facilitated by global integration. In this scenario, trading blocs are of great significance since they remove the international barriers of business organizations. To implement the concept of globalization, there is a need for well-developed employees with amazing skills. The skills present in the employees should be strong and good enough to compete in the market. Besides this, the culture of the organization should be kept unique so that a lot of countries operating with the organization are facilitated easily. The speed of the organization may be slowed down if the company tries to introduce a new kind of culture.

There are many international organizations like the IMF that are assisting the company in making it better in the global market. Assistance given by international organizations is of the monetary type as well. The quality of the service is improved with the financial assistance of international organizations. The infrastructure of the company is amended in such a way that the geographical condition gets better. Hence, to sum up, the basis of global integration is the sum of organizational strategies, culture, and supportive international organizations.

Effect of international trade

The effects of international trade can be assessed by looking at the positive and negative aspects associated with it. The positive effects associated with it are as follows:

- Domestic products and services are now able to identify their lacking areas in comparison with the widespread international market.
- Domestic services are encouraged to offer high-quality products and excel in the market.
- International trade keeps the competitive environment updated with new offers; hence, there is always scope for domestic producers to offer exclusive products in the market.
- With the prevalence of the international market, it is observed that there is less pressure on the local market, and local producers are selling with ease (Sass, 2007).
- The investors investing in domestic production continue their work since they receive more innovation and production in this case.

The negative effects associated with international trade are mentioned below:

- With the prevalence of the international market, there is a possibility that the demand for domestic products may decrease, causing investors to keep their hands out of domestic production.
- Dumping is a way often used by foreign producers to become dominant (Sass, 2007). In this case, the foreign products will have more market share than the domestic ones.
- Innovation will be seen less since many of the products will depend on each other for their existence.
- Domestic products face issues in coping with foreign products, especially when the country is underdeveloped.
- New investors are no longer interested in developing their country.

Impact of the global economy on business.

Global organizations are making people close to each other. Production methods and communication styles have changed rapidly. The global economy has a great impact on the business. Competition among business organizations is high these days since globalization has increased. Every business is trying its best to give better services so that it can cope with the complex environment of the global

market. Customer services that are in accordance with the customers' needs always attract them to the business. Organizations are trying to meet this criterion, which is why there is an increase in demand from customers with every passing day. For a single product, there are hundreds of options for customers to choose from. Faster growth of the economy is a significant factor in the generation of higher profit.

Significance of ICT technologies

Information and communication technology is a means of building a strong platform that helps in communicating with customers. Modern technology facilitates globalization. When countries can contact each other through ICT, their business issues can be solved instantly. These days, even small businesses use Skype calls as a means to communicate with clients residing in other cities. Besides this, low-cost labor is identified. Workforces present in other cities or even countries can be handled and supervised with the help of today's modern technologies. Storing and manipulating information, besides keeping backups, has been revolutionized by information technology.

Conclusion

People in today's world are moving swiftly from the national to the international level to raise their standard of living. Barriers to trade are getting less day by day, and the most suitable example is free trade. Countries that have been experiencing low labor costs will experience a competitive advantage with the help of globalization. Globalization is increasing trade competition between different countries, which is easily observed these days.

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