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## **ECONOMICAL AND MARCETING ASPECTS OF GLOBALIZATION**

Globalization describes an ongoing process by which regional economies, societies, and cultures have become integrated through a globe-spanning network of communication and trade. The term is sometimes used to refer to the integration of national economies into the international economy through trade, foreign investment, capital flows, migration and the spread of technology.

However, globalization is usually recognized as being driven by a combination of economic, technological, socio-cultural, political, and environmental factors. The term can also refer to the transnational circulation of ideas, languages, or popular culture through acculturation [1, p. 110].

People around the globe are more connected to each other than ever before. Information and money flow more quickly than ever. Goods and services produced in one part of the world are increasingly available in all parts of the world. International travel is more frequent. International communication is commonplace.

Economic «globalization» is a historical process, the result of human innovation and technological progress. It refers to the increasing integration of economies around the world, particularly through trade and financial flows. The term sometimes also refers to the movement of people and knowledge across international borders.

The term has come into common usage since the 1980s, reflecting technological advances that have made it easier and quicker to complete international transactions both trade and financial flows. It refers to an extension beyond national borders of the same market forces that have operated for centuries at all levels of human economic activity – village markets, urban industries, or financial centers.

The term «globalization» has acquired emotive force. Some view it as a process that is beneficial key to future world economic development and also inevitable and non – returnable [2, p. 91]. Others consider it with hostility, even fear, believing that it increases inequality between nations, threatens employment and living standards and undermine social progress [3, p. 42]. This brief gives an overview of some aspects of globalization.

Globalization offers extensive opportunities for worldwide development but it is not progressing equally. Some countries are becoming integrated into the global economy more quickly than others. Countries that have been able to integrate are seeing faster growth and reduced poverty.

There are probably four different marketing constituents that need to be considered if one analyzes the extent of the globalization of marketing.

The standard «Four P's» of marketing: product, price, place, and promotion, are all affected as a company moves through the five evolutionary phases to become a global company [4, p. 223]. Ultimately, at the global marketing level, a company trying to speak with one voice is faced with many challenges when creating a worldwide marketing plan. Unless a company holds the same position against its competition in all markets (market leader, low cost, etc.) it is impossible to launch identical marketing plans worldwide.

It can be concluded that globalization undoubtedly impacts national economies and companies worldwide. The key economical aspects of globalization, as a common denominator, pertain to removal of barriers to the free flow of people, goods and capital across national borders, closer interconnectedness of players on the world economic stage and achievement of integration processes. These globalization aspects create a specific context providing companies with new business opportunities, while simultaneously presenting them with new challenges they need to adapt to.

In this regard, it is important for companies to recognize processes and understand trends brought by globalization in order to be able to make adequate business decisions and achieve success in the market. This particularly pertains to the companies from undeveloped and transition countries operating in an insufficiently developed and non-stimulating business environment.

### ***References***

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