

GLOBALIZATION AND ENVIRONMENT IMPACT ON BUSINESS ENTERPRISES

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Abstract: *In time that comes (time of rapid technological change-Information Society) a company must constantly change to predict future challenges. Changes are shifting so quickly that the ability to become competitive advantage. Modern acceptance of the business environment is turbulent and this means that not only the pace of change in the environment faster but that now the changes in its nature infinite. The globalization of world economy creates more opportunities and threats for both existing and potential participants in the industry. This fact forces the companies to make dramatic turnarounds in the strategic direction of improving its performance, not just to be competitive, but also to survive. There are many factors that influence the development of firms, especially small and medium enterprises, on their way to top form. They are certainly a good business idea, then continued association with scientific and research institutions, associate in clusters, application of modern technology (IT) and knowledge which must be based new product / service that the company wants to sell. Global computerized communications have provided new things .Certainly that one of the most controversial issue of geographic boundaries. Creation of new boundaries that separate the virtual world of reality. The boundaries of the computer screen and a password.*

Keywords: *Business, Globalization*

1. INTRODUCTION

The world has become connected computer, so that at the moment any change at the global level, immediately knowing in the most remote parts of the world. Digital technologies allow the circulation of information which had not been known. In the cyberspace environment, anyone, anywhere and at any time can have access to any intellectual activity. World processes of globalization and internationalization are the new paradigm of humanity, but in fact the answer entrepreneur (innovative companies) to inefficient socially just state, on the one hand, on the other hand, the search for new ways to maintain the wealth of the rich on the same level, that is what the future increase.¹

The wave of globalization began after the Second World War, and was designed international rules and institutions, from well-known World Bank in relatively well-known

¹ Galogaža M., Geopolitics, MM College, Novi Sad, 2004.

International Organization for Standardization. As the process of change, globalization depends on the increased speed of business transaction and a high rise of technological change.

The basic tone of the new or knowledge economy and services provided the information technology and the Internet that are globalized world and make it the global village. Nothing is like before and nothing will ever be the same in the future than the present. In this connection, it is best to quote the great Mark Twain who said: I am totally for progress, its a change you do not like. Globalization is a playboy, which is easier to blame for all problems of this world, but IT and the Internet, although it is evident that These two phenomena are in the interactive and interdependent relationships. The reduced costs of communication and information sharing, IT is directly influenced by the acceleration of globalization, especially when it comes to capital markets.

On the other hand, globalization in the feedback encourages the development of IT through economic gains that are realized at the global level. Shows that the greatest contribution to national governments to open their markets, rather than IT to do so and against their will. Denial of globalization would adversely affect the national economy, because they can be successfully developed only through the free flow of goods and capital, people and ideas. The process is in any case a positive effect on maximizing the effects arising from the application of IT and the Internet.

The West imposed its categorical values, creates a new world order, and as a leading world power, does not allow any kind of running out that could jeopardize the intended categories, primarily, economic value. Globalization of global economy creates more opportunities and threats for both existing and potential participants in the industry. This fact forces the companies to make dramatic turnarounds in the strategic direction of improving its performance, not just to be competitive, but also to survive. Globalization runs wide and powerful set of forces associated with technological change, international economic integration, maturing domestic markets in developed countries and the collapse of communism worldwide.² But it became clear to many organizations here, no matter in which field do their job, that the Internet becomes the most important integrative tool that connects people, companies, customers and suppliers, etc..

Modern business environment is turbulent and this means that not only the pace of change in the environment faster but that now the changes in its nature infinite. Something that was considered last year by winning strategy may this year be wrong. Technology has advanced to unheard possibilities of application and it launches another powerful force. Makluanova vision of global village has become a reality. Businesses are changing or disappearing. Changes are shifting so quickly that the ability to accept becoming a competitive advantage. In time to come (time of rapid technological change-Information Society) a company must constantly change to predict future challenges. It has to look after the ever-present, also the growing needs and interests of clients and find ways how to fulfill them. There are many factors that influence the development of firms, especially small and medium enterprises, on their way to top form.³

They are certainly a good business idea, then continued association with scientific and research institutions, associate in clusters, application of modern technology (IT) and knowledge which must be based new product / service that the company wants to sell, to say so instead produced wheat flakes instead of lumber or furniture instead of pork carcasses produced food ..Innovation in is not only essential to business success, entrepreneur but there is a need for further growth and development of the same, and the constant application of

² J.P.Kotter, *Leading Change*, Harvard Business School Press, str. 19

³ Source: The term top-form taken from the literature dr.Isak Adizes (life-cycle products).

new solutions. Successful companies are built on innovation, which usually implies the application of old ideas in new situations.⁴

An increasing number of tasks, both individuals and businesses dependent Web. As a result of these changes is a new field of winners and losers. Earlier profitable business- and now are aged, a new class of business and compete with establishing new areas of business, becoming successful guided set of new rules in management. Thus, for example, buying a car in North America by the birth of the Internet was carried out exclusively through dealers. In 2000, year 25% of car purchases was conducted over the Internet. Result of the use of new systems, such as the Internet, in the last three years has caused more change than it happened in the last 40 years. With the advent of the Internet, there is a whole new way of sales (new sales environment), which is so intense that the changing structure of the total industry.⁵

Changes in the environment clearly indicate that businesses are entering a new era of competition, which is increasingly called hyper competition. It should be noted that companies that are in some way enjoy local-geographic protection, the new conditions is lost, thereby reducing their sale at higher prices and profitability. On the basis of economies of scale, on the one hand, and not accident opportunities closer to customers, in some cases individual customers (mass customization) on the other hand, on-line business strongly competes with small local businesses. Namely, if a potential buyer away, via an online connection between a large manufacturer can supply the same products or services faster and cheaper, leading to local small businesses is a major threat. In the period before the advent of the Internet potential competitors are in some way could be expected based on past experience, research, logical prediction and the like.

Now, the advent of internet, it's just not possible. More and more ie Brick-and mortar (traditional shops of brick and mortar) companies that are finding new ways to connect with customers via the Internet. Besides, the nature of the Internet allows easier introduction of new products, services or plans in terms of prices, and immediately to all users. This leads to faster and more productive all the changes of external environment in which enterprises operate and realize their strategic goals. The period of adaptation to new conditions the company has drastically reduced. Speed is more important than ever.

2. BUSINESS WITHOUT BORDERS NATIONAL

Global computerized communications have provided new things Certainly that one of the most controversial issue of geographic boundaries.⁶ Physical boundaries of the grounds, above all, authority and legitimacy. Power is the sovereignty of the people and things that are in the area between the territorial boundaries.

The legitimacy of linking the existing law for certain law enforcement mechanisms aimed at the possibility of using the physical control of the imposition of sanctions violator. Electronic communications have become the border and placed new demands on common territorial validity of legal rules. Creation of new boundaries that separate the virtual world of reality. The boundaries of the computer screen and a password.

⁴ Source: Tihomir Radovanovic, small business management, promotej, 57, Novi Sad, 2001.

⁵ B. Judson, K. Kally, Hyperwars, Eleven Strategies for Survival and Profit in the Era of Online Business, Scribner, 1999. Mr pp. 22.

⁶ Source: Johnson DR, Post DR, Law and Borders-The Rise of Law in Cyberspace, hpt: / law-and borders.

Virtual space has no territorial limits of certain because the cost and speed of message transmission network usually does not depend on physical area. Messages can be used from any place to another with no loss of quality content. Of particular importance is the virtual location that contains the addresses of computers between which exchange messages and information. Thus, the physical location is not relevant, as it is not necessary nor connection between Internet addresses and responsibilities of the place. Even a domain in most cases not related to a particular territory. For example a server with “.com” domain can be anywhere and the user is unable to determine its location. Domains that have and specify the country or geographical area “.yu”; need not be located in the area.

3. CONCLUSION

Businesses are changing or disappearing. Changes are shifting so quickly that the ability to accept becoming a competitive advantage. Changes in the environment clearly indicate that businesses are entering a new era of competition. The basic tone of the new or knowledge economy and services provided the information technology and the Internet that are globalized world and make it the global village. Globalization in the feedback encourages the development of IT through economic gains that are realized at the global level. The nature of the Internet allows easier introduction of new products, services or plans in terms of prices, and immediately to all users. This leads to faster and more productive all the changes of external environment in which enterprises operate and realize their strategic goals. Global computer networks have placed new demands. Creation of new boundaries that separate from the real world virtualni. Now the limits of computer screens and passwords. An increasing number of tasks, both individuals and businesses dependent Web. As a result of these changes is a new field of winners and losers.

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