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ANALYSING THE IMPACT OF GLOBALISATION ON BUSINESS PERFORMANCE: CASE OF UAE FOOD INDUSTRY

Abstract: *The advancement in economics, politics and technology have made the world a global village and the international distance has reduced. The business of the world come closer to the international market by globalising their products and services in the international market which also impacts the performance of the business. In this research, the impact of globalisation on business performance is analysed by using the UAE food sector. The primary and secondary sources of information are used, and the data is analysed using the quantitative research designs. The descriptive and frequency analysis is used for analysing the data collected through the primary research using the sample size of 220. Correlation and regression analysis is also used in this research for finding the relationship and the intensity of the relationship between globalisation and business performance.*

Keywords: *Globalisation, Business Performance, UAE food industry*

1. Introduction

The relation between the globalisation and the business performance appears remote initially, but if this relation is observed closely then it can be seen that maybe the impact of globalisation is significantly high, although it mainly affects business performances through jobs, wages, prices and the economy of the country (Geng et al, 2017). Bringing the domestic, national and international economies closer is termed to as the globalisation. It is leading to increased challenge and competition that is related to the cost and price of products and services, the target market, technological variation, rapid response from the customers on the international level (Ituarte et al., 2016). If a company produces less and sells more cheaply, it can raise its market share. The rationale of this study in finding the impact of

globalisation on business performance is that the business performance is driven by profit-making policies and procedures and leads to the overall development and well-being of the business and the country which is not possible until the business is recognised globally (Camillus et al, 2017).

Globalisation provides a specific context of direct consequences for companies with positive and negative effects, and these aspects of globalisation is related to the possibilities of obtaining resources such as raw materials, capital, and expertise from anywhere, then spreading different operations abroad and making use of cheaper labour and capital, which helps to gain competitiveness in the market. Hence, considering the importance of the global economies and globalisation, the current research topic has been selected. In this research, the impact of globalisation on business performance is

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analysed by using the UAE food sector. The research question developed is:

What is the impact of globalisation on Business Performance of the UAE Food Industry?

2. Literature Review

Globalisation is a broader concept which is based on linking the world in more sophisticated manners by increasing mutual relationships. It has opened up traditional and local market across the globe for increasing the trade and for promoting the relationships through mutual business interests. Globalisation is stapled with the revolution during the last decade of the 20th century which facilitated the cause massively. Sparke (2013) defined the term by claiming that globalisation is actually a combination of concepts for promoting social, political and economic interconnections among the countries. He noted that the phenomenon has resulted in a series of positive and negative impacts on the businesses. He also asserted that it has changed the business and market dynamics as well. Ten Brink (2013) pointed out that the economic interconnections among the countries are the most relevant to the businesses which are aimed to open up markets for the international players helping them make money across the globe. He further asserted that the impacts of the businesses are, however, not confined to the economic interests rather political and cultural differences are also impacting the businesses significantly.

Costs of business operations have remained a matter of high interest for the businesses as these not only impact the profitability of the businesses but also impacts the competitiveness and market position of the business. Rowley and Warner (2013) pointed out the business markets have changed dramatically during the past couple of decades which is backed by the globalisation. They argued that it has resulted in the development of a serious need for businesses

to change their production and supply chain strategies. They continued to emphasise by claiming that the businesses are required to minimise their operational costs for keeping themselves competitive in a market place. Dunning (2014) endorsed the stances of Rowley and Warner (2013) and further added that operational costs for the companies operating internationally work as a pressure. He continued by pointing out several factors including tariffs, long supply chains, labour costs, capital flows, and exchange rates. He asserted that these costs may add to the costs of the products and assumed to compete with the local productions. He pointed out that the costs of the products may, therefore, be higher than the costs of the local productions. Shenkar et al. (2014) highlighted that differences in regulatory and accountancy regulations of countries, the operational and managerial costs of the company may increase significantly denting the profit margins of the company due to an increase in the costs of the products. They further added that the costs of business may also increase due to an increase in the costs of supply chains resulting in an increase in the overall costs of the business. They continued and asserted that these costs may be managed by increasing dependence on local productions and procuring the inputs from local markets. Likewise, using some of the most efficient technological solutions may also help the company to minimise the managerial costs due to an increase in the efficiency of the management. Hitt et al. (2016) comprehensively discussed the impacts of globalisation on the cost structures and strategy of the company. They pointed out the struggle for being competitiveness and increase in the costs work as competing for ends for the businesses resulting in shrinkages in the profit margins of the company. They also highlighted that despite the reduction in tariffs due to international trade tariffs, transport costs continue to increase the operational costs of the company which may be minimised by increasing the local productions. It is important to consider that

the literature presented serious cost pressures for the company pushing the company under pressure/ likewise, the competitiveness of the company may also be challenged due to an increase in the costs of production and consequently higher prices of the products.

Globalisation is basically backed by the revolution in the field of information technology. Meanwhile, it has also exposed the companies to several technological changes for increasing the efficiency and accuracy of its operations including production and services. Monahan (2013) identified that technological advancements and globalisation are interlinked with each as globalisation is facilitated by the technological advancement and globalisation is facilitating the companies to adopt new technologies. He continued by arguing that globalisation urges the companies not only to keep themselves competitive by achieving the economies of scales but also to develop innovative products and services for the customers. He further asserted that local producers, due to increased familiarisation, may be more effective in the local markets unless innovative or differentiated products and services offered by international players. Ocloo et al. (2014) endorsed the stances of Monahan (2013) and added that using obsolete technology for production and services may hit the efficiency of the business processes which may result in a serious impact on the overall business performance. They further added that innovative technological solutions may help the company to decrease the costs of production and to increase the profit margins as well. They pointed out that massive changes in the technological process have been witnessed during the past couple of decades which has impacted every field of business including managerial efficiency, the efficiency of resource allocation, supply chains and quality of customer services. Likewise, he added that SMEs may use the latest technologies for penetrating the new markets by offering reliable and attractive products. Shenkar et al. (2014) pointed out that the efficiency of the

business processes is some of the major factors which are increasing the need for upgrading the technology periodically. They added that using traditional methods and technologies may impact the market shares and customer loyalty of the company. They continued by emphasizing that globalisation has facilitated the development of demanding nature among the customers which are resulting in a serious need for the customers to adopt upgraded technologies for producing innovative or differentiating products and services. Sustainability-focused corporate social responsibility activities can also reduce the cost of resources used, increase the efficiency of global businesses and make the most out of the profits, which can increase the company's performance (Jahan & Alrajawy, 2020).

The conversion of local markets into international markets has resulted in serious changes in the nature of markets and market dynamics. Likewise, the minimisation of barriers to entry in the new markets has also increased the number of market players in the business markets. Moreover, globalisation has also increased the diversity of products and services for the customers which has resulted in an increase in the competitiveness of the markets. Martin (2013) identified that the competitiveness for the businesses in international markets has increased massively due to an increased presence of market players and due to increased availability of competing products. He further noted that the competitiveness of the markets is also driven by increased customer awareness due to globalisation and exposure to international products. Aharoni (2014) endorsed the stances of Martin (2013) regarding the competitiveness of the globalised markets. He further added the intensity of the competition has increased significantly putting the companies under pressure not only for maintaining market shares but also for their existence. He asserted that the competition is largely backed by the globalisation which exposed the customers to the international markets making them more demanding.

Adekola et al. (2016) pointed out the market dynamics have changed significantly for businesses during the past few decades and this change is largely backed by globalisation and advancement in the field of information technologies. They further added that these have resulted in an increase in the competitiveness of the markets urging the companies to adopt competitive strategies. They asserted that an increase in the competitiveness of the products and services has challenged the existence of the company seriously which has forced the companies to take relevant actions including product development strategies, product ranges offered by the companies, business plans, promotional or branding activities, and customer services for increasing the cost competitiveness of the company. Steger (2017) pointed out that the presence of more producers in the globalised markets has increased the availability of options for the customers who behave rationally for making a purchase decision. Offering identical products and services in such a cutthroat competition may not be a useful strategy for the business as the customer can avail of other options with more customized features.

The importance of economies of scales has increased for the business up to several folds for the businesses not only to cope up with cost pressures but also to maintain competitiveness in the market. Globalisation has played an important role in increasing the importance of economies of scale for the business (Jahan & Martin, 2019). Globalisation has impacted the allocation decision-making paradox of business significantly urging them to look for opportunity costs and alternative processes for maintaining the profitability and competitiveness of the company (Wilson, 2014). He added that acquisition and allocation of resources including human capital, financial capital, and technologies have become some of the major factors influencing decision-making. Payonk et al. (2015) argued that international business requires to achieve economies of scale not

only for surviving but also for becoming successful. They further added that the definitions and indicators of economies of scale have significantly changed due to globalisation and advancement in technologies. They noted that the acceptable level of efficiency in the previous decade is no more feasible now as the new technologies and changes in market dynamics due to globalisation have made it quite relevant to adopt upgraded technologies. Wirtz et al. (2015) pointed out that the use of casual approaches and methods may put the company under pressure resulting in a serious compromise on the competitiveness of the company. They argued that globalisation has increased the need to adopt specialization for carrying out an operations international rather than rushing for an increase in the overall products and services of the company. They added that operating a process without specialization may seriously put a dent on the overall productivity of the company impacting the business performance seriously. Haron (2016) endorsed the stances of Wirtz et al. (2015) and further added that the use of specialized methods and techniques equally allow the company to choose methods and resources more rationally rather than relying on some of the specific methods. He further added that the selection, however, must be able to meet the standards set by the industry. He pointed out that customization options for meeting the local needs must also be limited to symbolic cases to avoid cultural differences, however, these must not impact the overall processes and economies of the scale seriously.

Globalisation has expanded business markets for the business allowing businesses to enter and operate in different geopolitical areas. It has resulted in an exposure of the company to more than one legal and political frameworks simultaneously. Taylor (2012) noted that the exposure of the companies to more than one political and legal frameworks, due to globalisation, impacts the business operations, management, strategies, and business performance seriously. He

continued by adding that the impact of the political interests on international businesses may also result in encouragements or discouragements of the business. Scott (2013) added that the political interests of a country may be deflected in its regulatory frameworks and economic policies of the country impacting the operations of the business in the geographic boundaries of a country. These differences continue to vary from time to time and country to country. He concluded that international businesses have to face different legal and political frameworks at a time which may impact business operations and business performance massively. Cavusgil et al. (2014) argued that the difference in political factors like political

stability and the rule of law may impact the business performance seriously (Valliappan Raju 2018). They pointed out that businesses operating in emerging economies or underdeveloped countries have to face serious issues with the local administration and political authorities as they, sometimes, use their powers to exploit the interests of the businesses for their personal benefits. Hamilton and Webster (2018) pointed out that political and legal factors are playing their important role in international businesses. They asserted that despite mutual trade and international business ethics, there is still a need to further improve the business environment for the businesses.

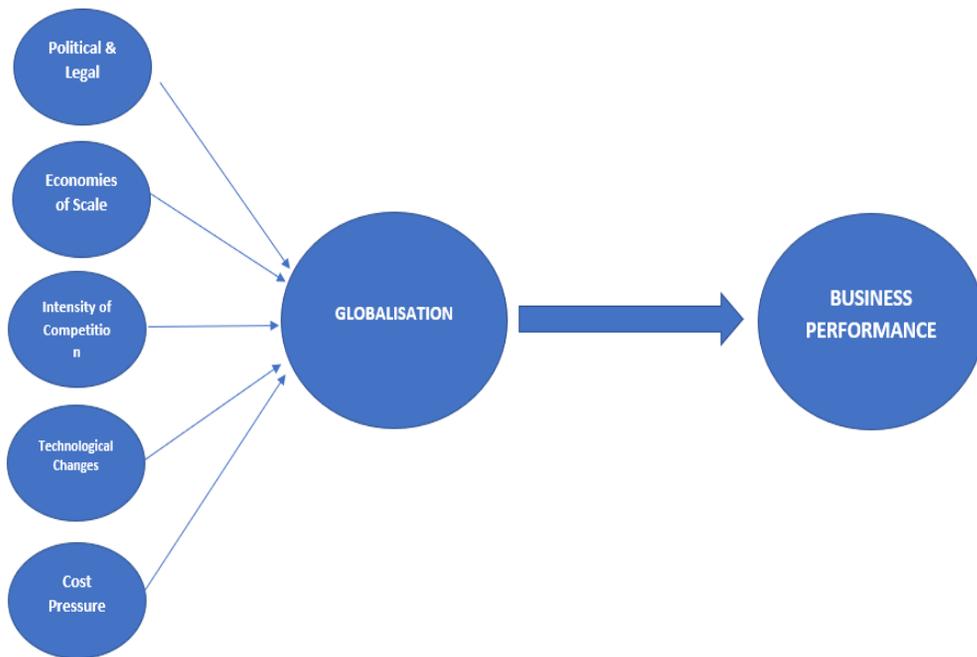


Figure 1. Research Model

3. Methodology

The current study is quantitative in nature which is based on first-hand information. The primary data has been collected for identifying a potential relationship between globalisation and business performance by

using survey method of data collection. Fowler (2013) identified that the survey method can be best used for carrying out a research study for identifying a relationship between two variables. The quantitative nature of the study highlights that the data collected for qualitative variables has been quantified by using Likert Scale.

The data collection process of the current study has relied on both primary and secondary sources of information; however, the major reliance of the study was on the primary resources. Nardi (2018) identified that the survey method involves the data collected directly from the respondents for accessing the updated and relevant information. He also pointed out that it also helps in avoiding the use of manipulated data by the original collector for some reasons.

Therefore, heterogeneous purposive sampling method has been used in the current study allowing the author to include all of the relevant classes in the sample. It is a non-probability sampling method which will also help the author to avoid bias. In the current study, a sample of 220, in total, have been exposed to the questionnaire during the data collection including 160 employees and 60 managers of different food companies operating in different Emirates of UAE.

The data collection process of the current study is the survey method which includes the exposure of the respondent to a questionnaire for responding to the series of questions.

The questionnaire is developed with due diligence to assure the data collection for all of the required variables. The questionnaire development processes further included a scholarly review of the questionnaire before going live for identifying potential flaws for avoiding. The questionnaire included close-ended questions for avoiding divergences and for sticking to the thrust of the study. Specifically, Likert Scale questions are used for rating the responses from 5 to 1 according to their opinion.

In the current study, the identification of the relationship between the variables has been conducted by using correlation and regression analysis. The study has included reliability analysis which have been discussed in the upcoming section. Likewise, the data analysis has also assured the fitness of the model allowing the reader to have an insight into the accuracy of instrument used variables and data collected. Precisely, the data analysis of the current study has assured the conversion of the raw data into the interpretable form allowing the author to develop results.

Heale and Twycross (2015) pointed out that the reliability of a study must be maintained for maintaining the quality of the study. They argued that a compromise on validity and reliability can result in a compromise on the quality of the study. Biases in the data collection methods and quality of the instrument used may create serious reliability and validity concerns. The selection of heterogeneous purposive sampling method is aimed to minimise such biases from the data as it not only increases the diversity of the data but also assures the representation of the population.

Despite this precautionary measure, Cronbach's Alpha value has also been calculated for identifying the exact value of reliability and validity.

4. Findings and Discussion

The descriptive analysis shown in Table 1 is also done on the primary data collected from the questionnaire survey for the quantitative research design.

Table1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Globalization	220	1.00	5.00	3.0855	.99866
Business Performance	220	1.00	5.00	3.9114	.97929
Valid N (listwise)	220				

Usage of the descriptive analysis for this research identifies the elementary

characteristics of the data in the analysis and provide clear summaries of the test and

quantities (Zook, 2018) This analysis is the basis for practically all quantitative data analysis together with simple graphical or visualisation analysis. The below chart of the descriptive statics for this research shows the minimum value of the globalisation to be 1.00 which means disagree and the maximum value is 5.00 which means the agreement, the man value of the globalisation is found to be 3.08 which means that the questions about globalisation were mostly ticked neutral by the respondents. Moreover, the descriptive statics of the business performance shows the minimum value of 1.00 which means disagree and maximum value of 5.00 which means

agree, but the mean value of the business performance is 3.9 which implies that most of the questions about the business performance were agreed by the participants.

In Table 2, Pearson correlation test was run on SPSS 21 in way to check the correlation among the variables. It is assumed that correlation is substantial if incase the p rate is fewer than 0.05 and most important if the worth of p is not more than 0.0. coefficient of correlation among two variables must be less than 0.80 and in case it is not less than 0.80 then it creates the issue of multicollinearity.

Table 2. Correlation Analysis

		Globalization	Business Performance
Globalization	Pearson Corelation	1	.520
	Sig. (2-tailed)		.000
	N	220	220
Business Performance	Pearson Corelation	.520	1
	Sig. (2-tailed)	.000	
	N	220	220

By using the correlation analysis for this research about determining the impact of globalisation on the business performance, the relationship between the dependent and independent variable is identified.

The model summary in Table 3 shows the connection between the dependent and independent variables.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.520	.270	.267	.83841

The correlation analysis depends upon two values the one is Sig value and another is the Pearson correlation value, the Sig value represents the existence of the relation between two variables and Pearson correlation value represents how weak, strong or moderate is the link between the variables under study. The Pearson correlation scale is from +1 to -1, the value of 0 on this scale represent no relation between the variables, the value less than 0.7 represents the moderate link and the values that lie between

0.7 and 0.9 represents the strong relationship between the variables (Zhou et al., 2016).

In this research the independent variable is globalisation and the dependent variable is business performance, and the Sig value for these variables s found to be .000 which is less than the standard value of 0.05. The sig value implies that the relationship exists between globalisation and business performance. Moreover, the Pearson correlation value is found to be 0.520 which implies that there is a moderate relation

between the globalisation and the performance of the business.

4.1. Regression Analysis

Regression analysis for this research is used to identify the factors that impact the topic of research. The regression analysis, in general, determines the factor which is most important for the study. It further demonstrates factors and variables impacts or varies each other (Gunst, 2018).

The regression analysis of this research about determining the impact of globalisation on the business performance of the UAE food sector yields the R square value 0.270 listed in the model summary below. The value of the R

square determines the familiarity of the data to the line of regression. From the model summary below it can be observed that the 1 unit change in the globalisation impacts business performance with the rate of 27% which is less than the standard 50%, which means that 27% variations can come in the independent variable which is the business performance in this research.

In the ANOVA table given below in Table 4, the Sig value is determined to be 0.000 which implies that there exists a link between the globalisation and business performance.

The beta value of this research in the coefficient table 5 is 0.520, reflecting a moderate relation between the variables under study.

Table 4. Anova^a Table

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	56.784	1	56.784	80.783	.000 ^b
	Residual	153.237	218	.703		
	Total	210.022	219			

Table 5. Table of Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.338	.184		12.711	.000
Globalization	.510	.057	.520	8.988	.000

4.2. Reliability Analysis

For the reliability analysis of this research, the Cronbach's Alpha value is used below in Table 6. The properties of measurement scales and the elements that make up the scales can be studied using reliability analysis.

The reliability analysis is considered important for every research as it determines the internal consistency of the results in the research which also shows the credibility of the study. Cronbach's Alpha value determines the internal consistency of the items and the group of items in the questionnaire survey (Bonett, 2015). For the following research, the Cronbach's Alpha value in the reliability statics given below in Table 6.

Table 6. Reliability Analysis

Cronbach's Alpha	N of items
.893	12

It is found to be 0.893 which is greater the standard value of 0.7; implies that the items of this research are internally consistent and reliable. Therefore, the research is also reliable and the research will give consistent outcomes if repeated again.

4.3. Discussion

In the discussion of this research study, it is originated that the globalisation is the process of emerging the domestic, national and international economies of the world together to increase the performance of the businesses

around the world. Also, according to Crane (2019), describes that the globalisation is a process of integrating and interacting the people from various nations, different businesses, and governments, and it is also a process determined by international investment and trade supported by the advanced technology. Different people and the businesses have invested in the international trade for maximising efficient outcomes of their investments (Valiappan Raju 2019).

In this research, it is also found out that how the globalisation's factors have impacted the business performance. The factors include the cost pressure, technological changes, political, legal and economic factors etc. that impacts the business performance. From the study conducted by Feng et al (2016), reveals that the cost pressure increases the competition in the market. Also, the cost of the low tariff for international trade for the business make their performance efficient. It is overall found out that the globalisation has somehow impacted the business performance in a positive way. According to the study conducted by Weaver et al. (2017), describes that the global change and advancement in technologies impacted the sectors in a various way. The use of advanced technology not only increase the production but also decrease the cost of the production, benefiting the business. The globalisation has also decreased the cost of various raw materials obtained internationally for the various manufacturers of the products. The primary data collected through the questionnaire survey reveals that globalisation has positive impacts on improving the performance of the business. From the data gathered it is also found out that the globalisation has helped the firms in spreading their business on an international level and gaining the customers worldwide. According to the author Perraton (2019), reveals that the globalisation spread the business internationally by reducing the cost of communication, transportation of the products on the international level. From the primary data, it is also found out that the

globalisation takes part in the new market emergence improving the business's performance. Moreover, specifically for the food sector globalisation has eased in identifying the potential customers around the world, not only builds a good image of the business globally but also benefits the business in terms of performance efficiency.

After analysing all the data gathered from the primary and secondary sources, it is found out that the globalisation has created a significant impact on business performance in a positive way. It is also found out that the business that wants to be successful for a long term, work hard for the global recognition, increasing the efficiency of their performance which in turn give the business a profit once it is globally exchanging products in the international market. Moreover, analysing after analysing the primary data it is also found out that there exists a moderate relation between globalisation and the business performance, also the research is internally consistent and reliable.

5. Conclusion

The overall findings and collected data revealed the significant impact of Globalisation on the business performance of the UAE food industry. The data collected from primary, as well as secondary sources, resulted in the high importance of Globalisation and related strategies to increase the market expansion, especially with respect to the food and beverage industry. With the help of collected, it is found that with the increased concern towards Globalisation, there is a high chance of enhancement in international and national economies. It is concluded by the research study there is a number of benefits of Globalisation towards business practices as it helps to reduce the cost of the products. Among the number of benefits, it is concluded that there is easy access observed of products in the food industry, because of the factor of Globalisation. The findings focused on the evaluation of products and

services as it has resulted that Globalisation helps to provide the services and products in cheap prices where it is considered as an effective technique to grasp the attention of consumers. The research study gave an understanding of the factors highly affecting Globalisation including the cost pressures, technological changes, intensity of competition, economies of scale and political and legal factors. With the secondary sources, it is obtained that Globalisation has an impact on business operations, management, strategies and business performance seriously.

In contrast to this, it is revealed by the collected data that business activities related to the food industry within the UAE have to face serious issues with the local administration and political authorities because of the globalisation as it is not that easy to transfer the products and services from one country to another. Within the research study, there is a high focus on the factors of Globalisation that contribute to expanding the business activities as the activities of globalisation helps to increase the economies of scale. Oppose to this, globalisation somehow restricts the technological development as according to the collected data, however, it is mentioned in previous research studies that technological advancement is one of the essential factors of globalisation affecting the business performance. Added to this, it is concluded that globalisation also directs to increase the possibility rate within the food industry as the technological changes globally are contributing to present new ideas and products. The result reflected that globalisation gives an opportunity in the form of possibilities that can easily be obtaining resources such as raw materials, capital, and expertise to involve in business activities. The high rate of the possibility of new ideas is responsible to attract the attention of consumers. In order to analyse the importance of globalisation, it is observed that the emergence of globalisation with respect to its factors reflected the expansion of business

activities. The findings showed a high rate of market emergence due to the globalisation as market expansion activities are highly affected by the practices of globalisation.

There is an impact of globalisation found on the market rate as a high intensity of the competition contributing to increase the pressure on the companies, in order to maintain the market share. Not limited to this, the results claimed that the presence of more producers in the globalised markets has increased the availability of options, this is only possible because of the globalisation. It has resulted that globalisation helps to minimise the market entry rate where the reduction in market entry allows the business markets to increase the number of market players. Moreover, it is observed that globalisation is one of the main reasons for market dynamics to change the management of business significantly. With the changing in technological advancement and development in business criteria, there are high chances for the UAE food industry to decrease the cost of production of products and services. Added to this, the technological advancement due to the globalisation also has an impact on every field of business whether related to managerial efficiency, supply chains and quality or efficiency of resource allocation for effective customer services.

With the result that there is a significant impact of Globalisation on business performance, there is a need for the food industry of the UAE to design some advanced strategies to deal with the trade imbalances. It is obvious that Globalisation allows the countries to tackle the big trade and high investment rate but, there is a need to create relevant policies in order to get an accurate outcome. With the benefits of Globalisation and expansion of business activities, there is a need for some standardisation that makes firms stable to dominate the domestic market. With this, there is a need to consider some strategies by the food industry of the UAE for managing the dominant global brands as dominant brands and the high technology market is considered as the key factor to

expand the economy.

The research topic under study is highly beneficial for the future food market as there is high Globalisation acceptance found in the market. In this context, the understanding of importance about the Globalisation in business practices will help the food and beverage industry to design relevant strategies. With respect to the organisational level, the findings from the current research will help the management of organisations to enhance the growth rate of profits. Added to this, the understanding of the concepts will help business organisations to develop suitable relationships with the international

market. With this, the study will give a better understanding of the risk to adopt globalisation strategies that help to secure the business practices to face the threat of competitors. The accomplishment of objectives by this research study will help to know about the free movement of services and goods, that will directly give productive results, specifically for the food industry of the UAE.

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Appendix: (Survey)

Q1: What is your gender?

- Male
- Female

Q2: How old are you?

- 20- 25
- 26-35
- 36-45
- 46-50
- 50 above

Q3: Experience in the company

- Less than 1 year
- 1 year
- 2-3 years
- 4-6 years
- Above 10 years

Please check (√) and rate yourself based on what you actually do given the statements using the following scales:

5—strongly agree 4—agree 3—neutral 2—disagree 1—strongly disagree

Cost Pressure	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Globalisation reduces the costs and access to get cheaper raw materials	5	4	3	2	1
2. With the help of globalisation, consumers are allowed to evaluate their products or services in cheap prices	5	4	3	2	1
Technological Changes					
3. Globalisation increases the technological development speed of the production processes in the food industry	5	4	3	2	1
4. Technological changes increase the possibility to realise many new product ideas	5	4	3	2	1
Intensity of Competition					
5. Globalisation contributes to new markets emergence.	5	4	3	2	1
6. There is high impact of globalisation towards markets expansion	5	4	3	2	1
Economies of Scale					
7. Globalisation increases the purchasing power of the customers	5	4	3	2	1
8. Globalisation increase in the minimum efficient scale associated with food industry	5	4	3	2	1
Political and Legal Factors					
9. Lease costs have increased much because of globalisation	5	4	3	2	1
10. There is high chances of progressive reduction of barriers for trade due to globalisation	5	4	3	2	1
Business performance					
11. Globalisation has increased my firm's opportunities to develop customer markets worldwide.	5	4	3	2	1
12. Globalisation has made it easy for food industry of UAE to identify potential customers.	5	4	3	2	1