

Globalization, the world economy, and multinational enterprises

[Business](#)



Globalization, the World Economy, and MNEs Mini Essay Globalization, the World Economy, and MNEs Mini Essay Research in Motion (RIM) Limited was a leading mobile telecommunications market in 2008. In the year 1984, Mike Lazaridis, a student from the University of Waterloo, founded RIM. RIM is popular for the design, production and sales of the Blackberry products that recently hit the 14 million-subscriber mark worldwide. This translates to over \$6 billion revenue generated. Back in early 2008, RIM was among the lists of Canadian largest companies commanding a market capitalization of around \$69.4 billion (Gangopadhyay, 2005; Pg. 141). For RIM effectively manages the expansion into the foreign markets, the following options have to be analyzed closely and critically: doing more, growth and expansion, increasing acquisitions and going global. Following the extensive research and the number of case studies done in RIM, this essay aims at understanding the effects with RIM decides to do more.

The Pros of Doing More

Research and development play great role in ensuring that the needs of consumers are met in terms of consumer tastes, preferences, technological changes, and market trends as well as maintaining healthy competitions. RIM like any other organization has to have a team that carries out research to know what is new and to develop new enhancement to meet the requirements. RIM had already gained the success in its recruitment strategies, such as the local drive and the nationwide campus recruitment drives (Smith, 2005; Pg. 184). It majorly relies on professional networks and personal initiatives of employees who keep an ear on the ground in the name of finding new talents. Another option is to expand corporate programs to

the many universities and colleges by maintaining frequent and intense graduate recruitment drives.

RIM is a global renowned organization and it can use this advantage to form a scouting group that would move across all the continental markets recruiting the best talents. Canada being one of the most attractive countries to live in terms of standards of living and good economy among other benefits could attract the emerging developers from the RIM markets (Cavusgil, Knight, and Riesenberger, 2008; Pg. 122). Alternatively, RIM has posted many of its available job opportunities online in order to source for potential employees. The applications were received for positions advertised; this provided an opportunity to choose the best talents from over 800 applicants worldwide. RIM also has creative websites that do structured recruitment.

The Cons of Doing More

The Research in Motion Company is still controlling everything at Waterloo (the headquarters of RIM) in Canada. The competitors including Apple and Nokia are highly recruiting, producing, and selling in many different locations. Recruitment of new talent is thus, restricted to Canada and the US because the candidates have to adapt to life at the Headquarters in Waterloo (Yueh, 2009; Pg. 69). RIM lacks a proper formal system for managing the numerous candidates; therefore, the talents cannot be identified properly and the recruits may end up in the wrong teams thereby rendering the research and development useless. This translates to the reduced revenue earnings because the teams may end up being inefficient. Most of the new talent recruits are from the same source including software engineering

thereby limiting other relevant talents from other fields that could be useful in making new developments for the company (Cole, 2007; Pg. 237). The pros and cons highlighted herein above indicate that before RIM embarks on any marketing strategy, it must consider the effectiveness and advantage of each pro and con; otherwise, it may make move that may affect the productivity of the organization.

List of References

- CAVUSGIL, S. T., KNIGHT, G., & RIESENBERGER, J. R. (2008). *International Business: Strategy, Management, and the New Realities*, Person Education. NY: McGraw Hill.
- COLE, J. (2007). *Generations and globalization: youth, age, and family in the new world economy*. Bloomington, Ind. [u. a.], Indiana Univ. Press.
- GANGOPADHYAY, P. (2005). *Economics of globalisation*. Aldershot [u. a.], Ashgate.
- SMITH, N. J.-A. (2005). *Showcasing globalisation?: the political economy of the Irish Republic*. Manchester [u. a.], Manchester Univ. Press.
- YUEH, L. Y. (2009). *The law and economics of globalisation new challenges for a world in flux*. Cheltenham, UK, Edward Elgar.