

Impacts globalization on the e-commerce

[Business](#), [E-Commerce](#)



Globalization is the act of international integration resulting to exchange of world opinions, innovations, and other features of culture. As an overview to globalization, human interaction over vast distances has existed over the past years. Philosophy, language and several aspects of culture have mixed and spread as traders exchange goods and services as well as ideas.

Currently, there has been improvement in transportation and telecommunication networks as well as the increased advantage of the internet. This has contributed significantly to globalization resulting to further interdependence of economic, social and cultural activities.

Globalization has thereby evolved overtime posing a significant impact on geographical scope, cross national intensity, and local and national economy (“ Globalization 101”).

As a business man in U. S, I have been able to enter into the market of China by establishing three online stores to operate there. The aim of international integration with China is to expand my online store business that already exists in New York City. The stores consist of several unique items starting from furniture, mattresses and table linens to a variety of cosmetics. Other services include a vast selection of excellent clothing for both men and women of high quality brands such as epic threads, style and co, and American Rag. In addition, they offer various collections of world’s top boutiques with high quality labels such as Calvin Klein, DKNY, Hugo Boss, Donna Karan, and Giorgio Armani. However, although several customers walk in the stores for purchasing of products, most of them are limited by distance and, therefore, rely on online purchase methods which are highly dependent on the internet system. Improvement in telecommunication

networks and increased use of the internet are two main globalization features which have, therefore, contributed to my success in the market (Dua 244).

One of the major impacts of globalization on the online stores is the enhancement of e-commerce. E-commerce is the purchasing and selling of goods and services by customers and businesses through an electronic medium, in the absence of any paper documents (Lakshmi). Through e-commerce, it has become easier for the stores to carry out product display, ordering procedures, and payment and delivery procedures. Customers accessing the stores' website are able to view the lists of goods offered, the location of the stores, and the catalogue on each product. E-commerce is also used to carry out online transactions where all payments are made using wire transfer. The advantage of online transactions is that there has been an increase in the stores' net profit, expansion of the market, and offering of more accurate and improved data keeping.

In conclusion, China is legendary known as a nation of ceremonies and etiquette. The unique nature of the Chinese is established on a strong reason of pride in their ancient culture and history. However, through cross cultural interaction, globalization has altered the real culture of Chinese people. It has mainstreamed a number of key values and concepts such as Guanxi, Mianzi, Keqi, and Confucianism into the modern way of life. However, among the values and concepts affected by globalization, Guanxi has significantly influenced the way online stores operate in China. Guanxi, in literal terms, means relationship which has been enhanced by globalization hence creating a sincere co operation and trust on the online store services. Guanxi

has also affected my family as well; in that it has enabled us learn all aspect of Chinese Culture.

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