

# Globalisation and marketing

[Business](#), [Marketing](#)



Globalisation and Marketing Globalisation and Marketing Explain the concept of the globalization-online era and its impact on marketing research firms. The concept of globalization was established during the late nineteenth century and early twentieth century, which refers to years between 1850 and 1914 (Williamson, 1998). During this period, the concept of globalization has a significant focus on aspect of money, and this was perceived in two perspectives, which entailed multiplication of international trade and increasing tide of migrant populations. On the other hand, there are two purposes for establishment of globalization, whereby it was meant to facilitate development of economic theories, which would promote world trade. This development had a significant impact on marketing research firms due to associated explicit footnote regarding economic production and global division of labor. On the other hand, from the perspective of globalization, there were principles of impartiality, which led to establishment of commercial development and international trade and this influenced the marketing firms positively. For instance, it led to establishment of new marketing strategies to deal with the newly developed global market in order to increase profitability from international trade (Williamson, 1998). Furthermore, globalization led to economic development of the developing nations, thereby leading to establishment of Theory of Comparative Advantage, which was enjoyed by performance in these marketing research firms; in fact, they derived more benefit compare to protectionist policies, which focused on peoples living statues and quality of their economic growth (Williamson, 1998).

2. What skills does a marketing researcher need? Do you think you have those skills? Explain why or why

not. One of the skills that marketing researchers should have is ability to be conscious regarding tiny details, which has influence on the quality of response to questions asked while conducting a study. Secondly, the marketing researchers should have ability to evaluate evidence through ability to focus on the way evidence is obtained and its source (Koivuniemi, 2011). Besides, the researcher should be able to gather information regarding the clear evidence based on strengths and weakness regarding issues being studied. On the other hand, the market researchers should have ability to reflect behaviors and attitudes of target population. The market researchers should have ability to comprehend the information obtained from the evidence. Moreover, they should determine its contribution to understanding the problem; in fact, they should determine its fitness other things that are known or with information that might be obtained from the field of study (Koivuniemi, 2011). In addition, market researchers should have possess knowledge regarding the hypothesis of formation and testing, which is not practices, through it is need for systematic analysis of evidence. There is need for market researchers to have ability to translate results through analysis of insights provided by their customers, thereby providing clear recommendations of improve business results. Market researchers should have ability to communicate to people involved in the project of market research; in fact, this regards to both internal and external parties. For instance, some of the internal parties that they need to communicate to include programmers, whereby they can communicate issues regarding support of their systems and survey programming (Koivuniemi, 2011). On the other hand, they should have communication skills to enable them

communicate to members of the sales team in the process of clarifying expectations of customers. There are cases where these market researchers are required to communicate to external parties, whereby they communicate directly address customers on issues such as checking quotas, logic of the surveys, and revisions. Therefore, market researchers should have ability to understand the reasons why people behave in a certain way in order to have a substantial influence on the business decision. 3. What must be considered in presenting a marketing research report? In the process of presenting the marketing research report, there is need to make decisions regarding ways through which communication gaps can be bridged between the researchers and the decision makers or clients (Burke Institute, 2013). On the other hand, the market researchers should analyze the audience and organize their report in a way that meets various needs among people such as senior managers, middle level managers, and technical staff. Furthermore, there is need to apply tools and practices, which facilitate ability to determine significant ideas from the data being presented. Market researchers should develop a way of connecting research data and decisions made by managers. They should also focus on identifying and satisfying their information needs and in order to prepare interpretive, instead of descriptive report (Burke Institute, 2013). In addition, the market researchers should focus on selecting the right words and sentences, language, which can facilitate conveying the message fast and effectively to decision makers. The market researchers can also utilize graphs and visuals for effective presentation. References Burke Institute. (2013). C01 - Writing and Presenting Marketing Research Reports: Insights, Storytelling, Data

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