

# Information and Communication Technology (ICT) and Globalization

Deepak Jyoti

Lect., PG Deptt. of Computer Sc. &IT  
Shanti Devi Arya Mahila College, Dinanagar

**Abstract:-** Information technology is the backbone of globalization. It is also the integral part of business strategy of any company. It benefits the business by bringing it into the global market. Modern globalization does not have any well defined timeline as to when did it first happen. It is an ongoing process. Indeed, being a well integrated mixture of social, political, cultural and business system at a worldwide level. The true essence of globalization is in it's worldwide integration of goods, services, capital and economic activity at a large scale. Despite the integration being new, it is seen to have a profound effect on the global business environment.. The new technologies by changing the existing practices, will create new ways to improve business strategies for the companies. .Use of internet by both the companies and the population at large plays a pivotal role in the accelerating the process of globalization by enabling the safe exchange and sharing of knowledge and information almost instantly across the globe. Due to globalization resulting in easy communication among various sectors worldwide it bought profit among business causing the global expansion. Providing better means of communication and information just a click away, enabled the companies to look up for cheap yet efficient labor and manufacturing cost, and hence an global profit. Information technology being the backbone of globalization is successfully creating the globally connected world. In this changing era it becomes all the more important for the businesses to adapt and grow with this so as to be able to stand apart in this highly competitive environment of globalization.

**Keywords:-** Globalization, ICT, Business, Technology, Internet.

## I. INTRODUCTION

Globalization means increasing interaction among people worldwide with the latest transportation and communication technology. International trading started with startup of communication between states, nations and individuals. The exchange can be of good and services, capital, data, cultural practices and technologies. It promote the interactions between different areas and populations around the globe. Internet, WWW and mobile brought the advances in the modern life. These advances are the major factors in globalization.

To understand the globalization, it is necessary to explain six processes which merge together to form globalization

- 1) The flows of capital, people, goods, culture and data speed up across the globe through increased communication, transportation and technology. In earlier system, mails used to take few days to transfer from one location to another but now mail can transfer instantaneously. Similarly any object can also transfer across the globe.
- 2) Earlier, radio, newspaper etc. were the source of information but internet is the mode to interact and transfer the information among people universally. Even instant news, you can get on your mobile phones.
- 3) The practices and decisions made in one part of the world can have consequences on the communities and cultures in other regions around the world.
- 4) Any activity done in the local area can become global event. So it can have impact on both local and global areas.
- 5) Any goods and cultures can be transfer from united states to any other country.
- 6) People can now customize their own ideas, values and lifestyles. They do not just take what is provided for them, people now form their own ways of living

Globalization can be divided into three types: Economic globalization, cultural globalization and political globalization. Globalization is the interconnection of people and business across the world. It facilitate to move and communicate all over the world to conduct the business.

## II. IMPACT OF ICT ON BUSINESS

ICT is the information technology which is used for communication by internet and mobile and powered by wireless networks these days. ICT consists computer and other latest digital technologies. The list of ICT components is continuously growing. ICT includes products to store, process, transmit, receive, convert etc. ICT can generate important contributions in every field of life, but here ,I will discuss business. Some of the components such as electronic TV,cables and telephones are getting exit from modern lifestyle. Smartphones, smart TVs, handheld computers, social networking and robots are more recent trends.

ICT is leveraged for economic, cultural and interpersonal interactions. The way of communication and lifestyle of people has drastically changed through ICT. There is continue revolution in ICT. For example, any business trading and selling of products can be done online. Any service can be booked online. Face-to-face interactions on video calls are possible on digital space.

The recent developments in ICT technologies are cheaper which are providing new market opportunities. For example, telecommunication companies that once had to build and maintain miles of telephone lines. But in modern life, all this have been shifted to more capable latest networking technology which can provide telephone, television everything on internet services. Consumers can now enjoy more choices in delivery, quality and prices points as a result. These telephone lines allow people to communicate globally in fraction of seconds whereas previously it would take weeks or months to deliver messages. The invention of the airplane made our travelling quicker at international level. However, this is not what we consider globalization today. Globalization came in notice in early 1900's. Globalization actually became the part of lifestyle in the latter part of the 20th century with advances in information technology. ICT has become the driver for designing the worldwide integration of various global markets which make up globalization. There are various number of advances which really have a big hand in the progress of globalization in business.

- 1) Computer – First of all, the invention of Windows-based PC, which have become popular personal computing device, has eliminated barrier and restrictions in globalization. Any amount of information that an individual could obtain, modify and distribute from and to anywhere and anytime. The users are allowed to share their own digital content to any places all around the world. Users can send emails instantly to any person and anywhere globally. Any type of content like videos, audios, text etc can attach to emails. In previous years, PC were connected to fax, and the dial-up modem together in the mid 90's, they created a new platform to start a global communication of information revolution. This platform brought a revolution to scale up the globalization. It could create and distribute information in so many different ways to a lot of people across the world.
- 2) World Wide Web (WWW) – Globalization was more revolutionized by the invention of the World Wide Web in 1991. Before the WWW, internet was used to connect the globe, but with the WWW is now more powerful to post their own digital content for anyone across the globe. The internet is a networks which is helpful to send out 'packets' of information at very high speed. Internet and PC, both are used to run WWW. This made the internet very useful to people. Within the invention of WWW, internet users increased from thousands to millions. The globalization is accelerated through internet which allows the users for sharing of knowledge and information almost instantaneously across the globe. Netscape is a browser on internet which is accessible for anyone, through which

accessing and sharing of information and digital content is possible.

- 3) Fiber-Optic Cables – The first fiber-optic cable system was implemented in 1965 by German physicist Manfred Börner at Telefunken Research Labs in Ulm. It is made up of pure glass arranged in bundles which can carry digitized packets of information. The most important benefit of the fiber-optic cable is that it has a much higher bandwidth signal capacity than any other types of transmission cables. The Telecommunications act of 1996 launched fiber optic cables world-wide. Telecom companies invested in fiber-optic cables. Fibre optic cable increased the speed and bandwidth power. As popularity and use of internet is continue to grow and simultaneously advances on the cables also continue. The capacity allowed by these cables continued to grow, making it even cheaper and easier to transmit information and digital content to any part of the world.
- 4) Work Flow Automation Software – Work flow software is basically a software package which automates business procedures. This software is able to transfer "workflows" such as documents, information, tasks, etc employees. These software are the driving force for gearing up businesses. These were developed in the mid1990's. It enabled employees at different locations in the same company to collaborate, manage and design business data online. It was a big revolution to utilize the PC and internet. Previously, the work was done manually from one table to another, from one building to another, which was time consuming. With the invention of the PC, internet, WWW and e-mail, work flow became much quicker, easier, more effective and more efficiently. Any data can be transferred in digital form to anywhere, anyone and anytime without leaving your table. The employee should be techno-savvy. The companies require all such softwares like ProofHub, Nintex, Zapier, ProcessMaker, ProWorkflow, Process Street, Backlog. Companies began developing transmission protocols and languages like SMTP for email, web designing software and TCP/IP for a common transportation of electronic data within the company. By doing all these efforts, companies are doing their business in faster mode, more effective and more cost effective mode. With all this advances, now organizations are doing their business at international level.
- 5) Recent Digital Communicating Devices –Digital cameras, mobile PDA's and cell phones along with personal laptops are the latest digital devices which have a profound affect on the progress of globalization. The companies are able to collaborate with one another more frequently with the regular growth of these types of technologies. There are some technologies such as instant messaging which allow people to communicate instantaneously anywhere and anytime around the world as long as they are connected on internet connection. Companies can communicate with their customers and employees who can be anywhere in the world and they can send them the latest news about the business. Latest technology like VoIP (Voice-Over Internet Protocol), whatsapp video calls and Skype etc, which allows you to make phone calls over the internet. Any employee on a business trip now can connect their

laptop to the internet anywhere and can connect to business network to connect company or client and communicate. All these are many other technologies similar to these out there but, these two give you the general direction in which people are beginning to communicate and how much of an affect it is having on globalization and its relationship with business. Alone, these types of advances have an affect on business and globalization, but when businesses start combining these latest technologies together, they can grow their business at global level. Businesses are now adopting new technologies, skills and attitude in order to compete and maintain global market. Globalization is the trend towards the integration of mature , emerging markets, economic policies and information technology to create standardized global market. This new innovative platform which enable companies to grow very fast at international level. Distance, time, or location is not the obstruction in the growth of business. The relationship between information technology and new business processes is cyclic. Latest and improved technologies make the business more valuable.

- 6) Open-Source Softwares: OSS are the software are available online. It is a software in which software license holder can grant other user to use, modify, distribute and share to anyone for any purpose examples are Firefox, OpenOffice, Alfresco, Zimbra, Marketcetera,Gimp, SugarCRM, MySQL, Ingres, and EnterpriseDB, Free BSD and Sun's OpenSolaris. It is a community-driven software movement where anyone can develop their software source code and make it available online, so that anyone can use it and contribute to it. 'Apache' is one of the most successful open-source tools which is web server product owned by IBM. Its main feature makes it useful for businesses is that, if a company comes with a new software and make it open-source, then company can get expertise free opinion from specialists located anywhere around the globe. This opinion can be from anywhere in the world, India, China or South America. That software can be as effective as it is developed by Microsoft developers.
- 7) Supply Chaining- Suppliers, customers and retailers are the major integrating components of any business. They are the assets of any company. Marts are the good example of supply-chaining. whenever a customer picks up a product from the shelf and cashier scans it then immediately and automatically, a signal is sent to the supplier of the product and location of item and delivery does not matter and immediately inventory control also get updated for the suppliers. All marts at all cities are controlled and managed remotely, even from foreign countries. Companies can know the priority product of the customers. They can know the choices of customers region wise. Stock will be managed accordingly in respective region. Companies pick up the best products at lowest prices around the globe. So globalization helps the organization to build their supply chains by finding both the best producers as well as the lowest prices around the globe. In this way, supply chaining helps progress the business at global level.

### III. CONCLUSION

In summary, information technology is the backbone of globalization and important part of global market strategy. This latest technology provides the path by which business can move into the global market. The main benefit of this is that it reduce the time and distance while transmission. It takes very less time to complete any task as compare to earlier system. Geographic distance is nowhere obstruction in the growth of business. Geographical distance and any different culture does not matter in globalization. Any people of any country and any culture can communicate with each other. These factors have changed our life a lot in more positive ways. It increases the knowledge because of exchange of knowledge at global level. We can now exchange more information all over the world that is too at our comfort from anywhere and anytime. Customers can be from any country. They can search any product globally and compare quality and price. Manufacturer can also search cheaper raw material and labour globally, which can also reduce the product cost. All these factors increased competition of trading globally and so companies have to regularly follow up with global market trends to stay in competition in their market. There are both positive and negative effects of globalization. As the information technology continues to grow, and simpler, even more participants will join the global marketplace. Currently, the business operate at faster speed than ever before. If an organization wish to run a successful business then it must continually run business processes with new trends of information technology. Information technology has moved the business environment to a truly global world. The importance of globalization will continue to grow as it will never end up. Now business organization have the capability to grow, self evaluate and self updation by adopting global business policies with information technologies. So finally we can conclude that information technology has given us this globalized life. Business will continue grow at global level with the main drive force of information technology. It will continuously utilize new emerging technologies and global business strategies to progress.

### REFERENCES

- [1]. The Information Management Journal, Vol. 33, Iss..
- [2]. Yip, G.S. 'Global Strategy in the Internet Era', Business Strategy Review, Vol. 11, Iss. 4, 2000, pp. 2.
- [3]. Zuckerman A. 'The Non-Techie CEO's Guide to Global Supply Chain Technology', World Trade, Vol. 18, Iss. 2, February 2004, pp. 30-34.
- [4]. The Age of Globalization: Impact of Information Technology on Global Business Strategies Senior Capstone Project for Benjamin Lawlor.
- [5]. Lai, K., Singh, N., & Cheng, T.C.E. 'Intra-Organizational Perspectives on ITEnabled Supply Chains', Communications of the ACM, Vol. 50 No. 1, January 2007, p. 60.
- [6]. Stephens, D.O. 'The Globalization of Information Technology in Multinational Corporations', The Information Management Journal, Vol. 33, Iss. 3, 1999.