SUSTAINABLE BUSINESS GROWTH IN PURSUIT OF GLOBALIZATION

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ABSTRACT

It today’s business environment global presence is not a big thing to be an inviolable task, but it undoubtedly deal with certain complexities to make business globally successful and make things work at local level. This paper discusses the concept and its contemporary imperatives of Globalization on the business and the masses along with having a detailed discussion over old era and the modern era. It feels worth recalling the contribution that scholars have made, in an attempt to critically analyze the dynamics of strategy. In relation to same it correlates the concepts with selected firms in terms of strategic enablers, to identify pattern and draw implications.

KEYWORDS: business model, change, competitiveness, integration, interdependencies.