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FACULTY OF ECONOMICS

DEPARTMENT: MANAGEMENT AND INFORMATICS

MASTER THESIS

THE IMPACT OF INFORMATIC AND TELECOMMUNICATION TECHNOLOGY IN GLOBALIZATION

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Pristinë, July, 2015

CONTENT

1. INTRODUCTION

1.1 Aim of this paper

1.2 Objectives

1.3 Questions, hypotheses

1.4 Work methodology

2. INFORMATION NAD TELECOMMUNICATION TECHNOLOGY

2.1 What is technology

2.2 Data

2.3 Databases

2.4 Component of the information system

2.5 PC personal computer

2.6 Technological components of computer systems

2.7 Telecommunication and computer networks

2.8 Broadcast media and protocols

2.9 Web development

3. GLOBALIZATION

3.1 The concept of globalization

3.2 Some thoughts about globalization

3.3 The history of globalization

3.4 The stages of globalization

3.4.1 The first stage of globalization 1870-1914

3.4.2 The second stage of globalization 1945-1980

3.4.3 Third stage

3.5 Global trends

3.6 Economic globalization

3.7 The advantages and disadvantages of globalization

3.7.1 Advantages

3.7.2 Disadvantages

4. THE IMPACT OF ICT IN GLOBALIZATION

4.1 Globalization in communication vs. communication in globalization

4.2 Computers

4.3 Internet

4.3.1 Basic internet features

4.4 Extras

4.4.1 Extranet characteristics

4.4.2 Extranet uses

4.5 E-MAIL

4.5.1 The advantages of e-mail

4.5.2 Disadvantages

4.5.3 Using email

4.5.4 Email effect

4.6 Fiber optic cables

4.7 Creating automated applications

4.8 Enterprise data base

4.9 E-Business global

4.10 Electronic commerce

4.10.1 Characteristics of electronic commerce

4.10.2 Importance of e-commerce

4.10.3 Types of electronic commerce

4.11 Binding between intranet, extranet, and e-commerce

4.12 Voice over IP

4.13 Teleconferencing

4.14 Open Source

4.15 Global Positioning System GPS

4.16 Mobile technology

4.17 Cloud Computing

5. ICT AND COMPETITION WITH GLOBAL CHALLENGES

5.1 The role of ICT in business today

5.2 Structural business change

5.3 Competitive advantage

5.4 Supply chain management

5.5 Business and ICT partnership in strategic planning

5.6 Global labor market

5.7 ICT impact on global construction markets

5.8 Innovation

5.9 Licensing and franchise

5.10 Outsourcing

5.11 Financial markets

5.12 Cultural diversity

5.13 Climate change

5.14 The future of global ICT

6. CONCLUSION AND RECOMMENDATIONS

7. LITERATURE AND BIBLIOGRAPHY

INTRODUCTION

The overwhelming development of Information and Communication Technology (ICT), especially in the last decade, fundamentally changed the lives of people around the world. The rapidly spreading of the Internet, mobile phones and computer networks shows how widespread and debilitating this technology is. The unstoppable flow of information to a large extent has contributed that organizations, individuals, companies and governments change access to ICT.

The new trends in the world market economy have brought the debate about the wave of liberalization, privatization and globalization. The impact is evident in the context of emerging economies, the positive side that can be highlighted is the ICT flux. ICT, in the context of globalization, is above all global knowledge, access, participation and governance in the information age. It has radically changed our views regarding the boundaries between organizations and borders within organizations.

Aim of this paper

The aim of this paper is to examine the impact of ICT on globalization. The paper aims to make a theoretical analysis of the findings from the research conducted to explain the impact of ICT on globalization. The paper is expected to contribute to research by analyzing issues and critical factors affecting the performance of a business that is doing business in a globalized and fast-growing business environment. Efforts have been made to understand some of the strategies that companies use by implementing ICT achievements to deal with the issues, challenges and opportunities faced in the globalization of the economy. This paper aims to highlight the importance of ICT in the face of globalization, to examine the impact of ICT on society; that the phenomenon of globalization is explained from the aspect of the role that modern information and communication technologies have in shaping the global economy.

Objectives

The main objective of the paper is to show the close link between ICT, globalization and enterprise.

Now, companies have started using drones for commercial purposes. Deliveries are made through drones, offering products to consumers without the need to send or hire a driver. Large-

scale farmers use air images from drones to monitor the growth of agricultural crops. Facebook Creator Mark Zuckerberg, intends to offer free wireless to remote parts of the world through solar power drums.

If the society is ready to accept this or not, it still remains to be seen but the car without a driver will definitely be an alternative.

CONCLUSION AND RECOMMENDATIONS

The advancement in IT and telecommunications technology has changed our way of life and has changed how people, businesses and governments interact with each other. Innovations in information technology have played a major role in the advancement of globalization over the last decades. This expansion has had an impact on organizations across the globe, and the only way for companies to adapt to this new development is to take part in the process of globalization.

To achieve this goal, companies need to consider IT as an integral part of the company's global strategic business planning. Information technology has changed forever in the way of leading and doing business. New companies will continue to change their practices and create new ways of improving business practices.

The great influence of technology in globalization enables companies to do business with customers from all over the world. Additionally, businesses can create satellite offices in virtually everywhere, no matter how remote it is while they have access to the Internet. Competition will be added to provide access to the internet for developing countries, enabling business opportunities in previously deprived areas due to the lack of communication equipment. The other side of the medal is international technology marketing, researched by George Washington University, professor Robert W. R. It makes an interesting look at the multinationals involved in the international marketing of technology products. This practice has been invented as "exploitation of technology." With this observation, it is a desire to promote products that create widespread globalization efforts instead of globalization efforts to create a need for advanced technology.

Since the introduction of personal computers, the Internet, the development of mobile, digital and virtual technologies, information technology has played an important role in the world, which is really connected globally. Globalization is not something that companies have to deal with, but they have to engage and benefit as much as they can.

Information technology is the most important factor in globalization's progress and will continue to affect the progress of globalization. With globalization becoming an integral part of the global

business environment, business needs to adapt processes and operations in order to be competitive in the global environment with great competition.

The world has moved from the "era of information technology" to the global epoch, the main driving force behind this change is information technology. The importance of globalization will continue to grow in the coming decades. With the innovative IT technology that they support, they will have the capacity to monitor, evolve, modify and engage in global business strategies that will accept this global challenge.

Globalization has affected every person on the earth in one way or another and will continue to affect their daily lives. There is no way to measure the effect of IT in the global business environment, but the impact is perceived in the world every day. People can communicate on the other side of the world with ease, and more and more people interact with other people in many ways before the introduction of IT technology was impossible.