
Marketing in Globalization Prospective: A Case Study of Global Trade in Contemporary Era

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doi: 10.51505/IJEBMR.2023.7912

URL: <https://doi.org/10.51505/IJEBMR.2023.7912>

Received: Aug 30, 2023

Accepted: Sep 07, 2023

Online Published: Sep 25, 2023

Abstract

The main purpose for conducting this research is to understand how modern technology influence the marketing globalization process. The Study gave explanation of Marketing in general according previous Philosophers who wrote about the origin of marketing in different viewpoints; they defined marketing as typically seen as the task of creating, promoting, and delivering goods and services to consumers and business through exchange. Also globalization is explain by those philosophers in different angles, such as Economist, Political Scientist and business Scholars. This is considered within the content of World Trade Organization (WTO) activities in its help of encouraging the process of marketing globalization. Together with communication technology development as it is shown by two world maps of telecommunication which is illustrating how telecommunication developed with the used of telegraph that has evolve into what is taking place now, from ware telephone, mobile, computer, and Smartphone communication. Also the article has identified types of globalization, factors influencing globalization, and features of globalization. The study has revealed inform of Bar Histogram about increased movement of goods and services between developing and least developed countries in certain period of time. The researchers has some positive observations in two world maps of telecommunication which are considered to be good in promoting market globalization process of telecommunication innovation, while also there are negative observations which derail work of this process These include Wars with the used of highly modernized weapon, competition over third world natural resources with the use of military malicious, that being witness of spread of Russia Wagner in west Africa , and climatic change that is creating, Natural disasters; Wild fire, drought, and Flood. The study suggest the way forward to be the attainment of Political stability to enable the world Community focus on solution of such issues.

Keywords: Marketing in Globalization prospective; and Global Trade Development

1. Introduction

The importance of this study is to show how Global trade has evolve from it establishment up to this movement; in which Technology has gone so far in it dealing with creation of the world to become one village. However Marketing Globalization is one of communicating means of world trade; the definition of globalization according to Malcolm Waters (2001) as reported by Chakrabarty and Chand (2012) is a social process in which the constraints of geography on economic, Political, social and cultural arrangements recede, in which people become increasingly aware that are receding and in which people act accordingly. Mahdi (2004)

maintained that the term, “globalization” points to an increased economic integration in the World due to the increasing scope of liberalization of trade in commodities and services, and liberalization of capital flows among countries. It also points to movement of labor and technology across international borders (Mahdi 2004). This explained how the global trade development has evolved. Moreover the development of Marketing has its origination from Exchange, Marketing as such consists of activities designed to generate and facilitate Exchanges intended to satisfy human needs or wants Philip Kotler (2004). Marketing is traced back to what was known early as Barter system when ancient people were trading among themselves through exchange of goods in kind. Exchange, is one of three ways we can satisfy our needs. If you want something you can make it yourself, acquire it by theft or some form of coercion, or you can offer something of value (perhaps your Money, your services, or another good) to a person who will exchange the desired item for what you offer, Philip Kotler,(2003).Marketers are responsible for demand, marketing manager seek to influence the level, timing, and composition of demand to meet the organization’s objectives. The Scope of Marketing is typically seen as the task of creating, promoting, and delivering goods and services to consumers and business, Philip Kotler (2003). Above all, the American Marketing Association definition of Marketing is the most acceptable definition because it is from organized body concern with marketing research process. Marketing is defined as the process of planning and executing the conception, pricing, promoting, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. “Coping with exchange processes calls for a considerable amount of work and skill. Marketing management takes place at least one party to a potential exchange thinks about the means of achieving desired responses from other parties. In this respect marketing management is seen as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customers’ value, Ahamed M. Ahamed (2001). Those who wrote about Marketing were, Micheal, J. Etzel, Burce, j. Walker, and Walliam,J. Stanton (1997), Philip R. cateora, John L. Graham(2002), PhilipKotler And Gary Armstrong(2004), Stanton W.J. (1984), Bearden O. w. et al (2004) Frederick E. Webster Jr. (1993). And many others.All of them agreed that people who comprise a market play a number of roles. First, there is the decision marker, the individual or organizational unit that has the authority to commit to the exchange. Secondly there are the consumers, those who actually use or consume the product. Thirdly there is role played by purchaser, the party who carries out the Transaction. And finally, there are influencers who affect the decisions of others because of their expertise, position, or power. Note also that an organization’s markets encompass more than the customers for its primary product. A firm’s markets include government regulatory agencies, environmentalists, and stockholders. But Peter Durcker (1954) reported by Kotler, define marketing as a societal process by which individuals and groups obtain what they needs and want through creating, offering, and freely exchanging products and services of value with others. Also (Kotler Philip 2003), considerglobal marketing on the other hand that has evolve in stages as posted by Philip R. Cateora (2002) in the 1970s the argument was framed as “Standardization vs. adaptation,” in 1980s it was “globalization vs. Localization”, and in the 1990s it was global integration vs. local responsiveness”. The fundamental question was whether the global homogenization of consumer tastes allowed global

standardization of the market mix. The internet revolution of the 1990s with its unprecedented global reach added a new twist to the old debate. (Philip R. Cateora 2002).

2 - Background of the Study

Marketing globalization development in contemporary eras process brought about by the new forms of international economic relations are considered as existence in global economy and its role has grown in comparison with the economic activity at the local level. There is differences in opinion of the researchers about the concept of globalization, this is evident from the fact that Western Countries understand globalization within the context of economics and commerce, whereas the third World Countries look at globalization with fear of loss of their peculiar, cultural heritage, identity, social beliefs, and traditions, and behavioral patterns. The advocates of colonialism describe it as the continuity of culture and civilization. For this reason, Abd al-khalid as quoted by Sadiq Mohammed Hamza (2002) is of the opinion that, globalization refers to the moment of the world shrinking in time and space, when all the citizens of the world are brought together by one satellite. There is also compatibility between all that is scientific. However, the local situation has its peculiarities despite the entrance of humanity to the stage of free movement of commodities, services, and information to create an international economic system, a global society, and one world government, same information in the field of information, Medicine, Communication, aerospace, Aviation, Agriculture, Industry, Technology and Animal husbandry. (Abd al-khalid reported Hamza 2002)

The concept of globalization is that it is the translation of the French word ‘Globalization’ and be replaced by an Arabic word “Kawkabah” meaning “Constellation” considering that the planet earth is where the process of globalization is taking place. Globalization and technological revolution grew increasingly with the conclusion of an agreement on the distribution of income to all constructed parts of the globe during crisis. On the other hand Mustafa (1999) argue that from administrative point of view, the globalization of financial activities, marketing, production, technology, workforce and employment requires the existence of global organization (Mustafa 1999).

Moreover Barack (1998) described it as the organization that obtains resources of the world and maintains its presence on the world scene in one field of employment or more. (Barack 1998)

3. Statement of the Problem

This study is focusing on how marketing globalization is working according to technological development. This is champion by electronic Revolution device for example Computer, Smart phone, and recently Drone in War fair taking place now between Ukraine and Russia. The concept of globalization in the words of Held and McGrew (2003) as reported by Bidyut Chakrabart (2012) stated that Globalization is essentially economic in nature; the globalization is interpreted in multiple ways which include Political, Social, and cultural dimensions. Also it is emphasis that globalization is a set of manifestations of an economic phenomenon. It include identification of markets and privatization of assets, and the withdrawal of the state from the performance of some of its function (especially in the field of social welfare) and the dissemination of technological and intercontinental distribution of production plants through foreign direct investment and integration of capital markets (Chakrabart and Chand 2012).

4 - Research Questions

The following are Research Questions

- 1 – What was the historical development of marketing in general?
- 2 – What does international trade means and globalization marketing?
- 3 – Can the global marketing bridge the gap between developed and less developed Countries?
- 4 – Is marketing globalization work as essential means of reaching the technology to third world countries?
- 5 – Can Globalization of marketing increase growth of world trade?

5. Objectives of Study

The objectives of the study are:

5.1. General objective

The major objective of this study is to determine the role of globalization marketing in affair of trading situation in the world. The following are specific objectives.

5.2. Specific objectives

- 5.2.1 – To assess marketing's role in the global economy and socio-economic system in the world trade organization.
- 5.2.2 – To ensure whether globalization is contemporarily with modernization and Development in Worldwide trading Phenomena.
- 5.2. 4 - To evaluate how globalization affect the developing Countries in it technological well being

6. Materials

The materials that is used in this study include the three world Maps two showing Communication in globalization Development and other one is for exports of America in a week time period. Also histogram bar curve indicating the share of exports receiving duty free treatment, between all developing countries and least developed countries within certain time frame (2005 -2015).

6 – Areas of Study is Global trade:

The research is to explore the global work in performing world trade through the world trade organization (WTO Members)

Figure No (1)

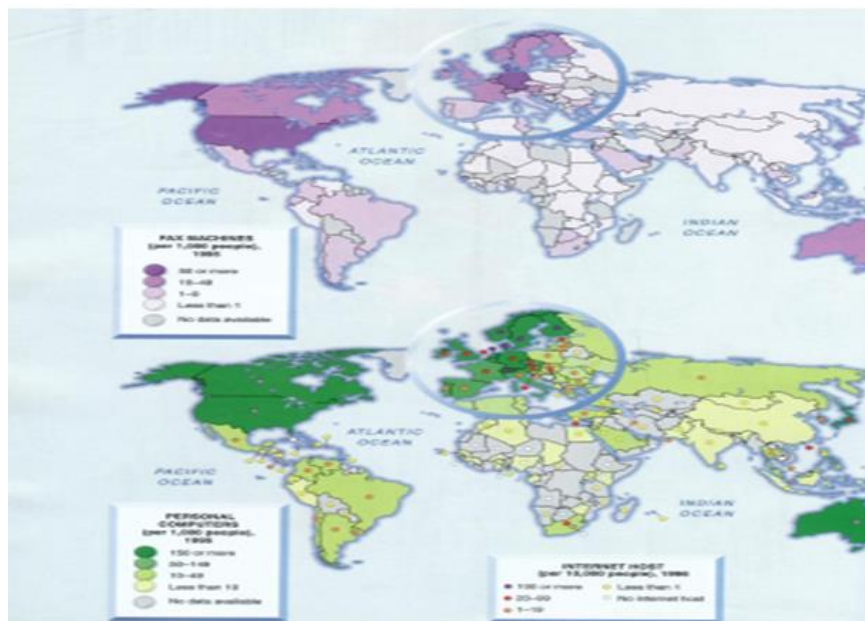


Figure 1 Source: International marketing, (Philip R. cateora&John L. Graham 2003.P.96)

7 - Historical development of Globalization

The development of Globalization is said to be new phenomena in appearance; however, waves of historical globalization began to spread at the end of 18th century, specifically in 1920. The waves subsided because of the First World War and the great depression that swept through Europe in 1920 -1932. Globalization stopped in thirties. But started again in fifties when West began the process of construction of Europe when United States of America entered the world politics, and capitalism played a leading role in promoting anti-revolutionary movements in Europe. United State of America began to operate industries, and to open up banks in Europe as well as buying European companies: In France, U.S. A capital captured important positions in the field of electrical appliances, oil industries and cinema. In Italy, U.S A. companies controlled the most important institutions in electricity sector, automotive markets such as Ford Company. The U.S. A capital became instrumental through its role in Selezna, Paulina (Poland) in last century in seventies, the U.S .A has managed to capture the German violation of capitalism. After world war (11) countries began to reduce protectionism, and were dependent on customs duties in order to regulate trade under the auspices of the GATT there was a marked development in the liberalization of international trade, in some areas such as reducing customs duties on industrial commodities in developed countries.. Most of the activities associated with it have been liberalized, and process governing them underwent changes in addition to other factors that resulted in the entry of some services in the area of international trade such as lower transaction costs for trade –offs through activities such as financial transactions. Developing countries are considered one of the driving forces of globalization due to the increased share of trade (exports and imports) of the cross domestic product (GDP). Part of the integration of developing countries represents an effective shift in development strategies by moving from domestic oriented

strategy which implements policies for the replacement of imports and aims to reduce dependence on the external world to outward-oriented strategy designed to promote exports as a result of the flow of direct investment and production strategies for the global multinational companies.

As stated above the globalization is being accelerated by others activities specially world trade organization history. These world trade organizations are:

7.1. The World Trade Organization (WTO).

The World Trade Organization (WTO) officially initiated and start its work on 1 January 1995 under the Marrakesh Agreement, signed by 123 nations on 15 April 1994, replacing the General Agreement on Tariffs and Trade (GATT), which was done in 1948. **The WTO deals with regulation of trade between intergovernmental organization which regulates international trade, participating countries by providing a framework for negotiating trade agreements and a dispute resolution process aimed at enforcing participants' adherence to WTO agreements, this was signed by representatives of member governments and ratified by their parliaments. Most of the issues that the WTO focuses on derive from previous trade negotiations, especially from the Uruguay Round (1986–1994).**

The World Trade Organization's predecessor, the General Agreement on Tariffs and Trade (GATT), was established after World War II in the wake of other new multilateral institutions dedicated to international economic cooperation – notably the Bretton Woods institutions known as the World Bank and the International Monetary Fund. A comparable international institution for trade named the International Trade Organization (ITO) was successfully negotiated. The ITO was to be a United Nations specialized agency and would address not only trade barriers but other issues indirectly related to trade, including employment, investment, restrictive business practices, and commodity agreements. But the ITO treaty was not approved by the U.S. and a few other signatories and never went into effect.

7.2. World Trade in globalization trade Development

Trade is recognized as an engine for inclusive economic growth and poverty reduction that contributes to the promotion of sustainable development both by the 2030 Agenda and its accompanying Sustainable Development Goals, as well as, the Addis Ababa Action Agenda on Financing for Development. Among the various benefits of trade is that it improves both consumer choice and the prospective competitiveness of domestic firms. This is because a household's welfare depends on the diversity, quality and price of the products it can purchase; similarly, in today's global production networks, a firm's capacity to export increasingly depends on access to competitive inputs. An increase in exports enhances the country's income growth at least at the aggregate level. Market access conditions, both foreign market access for a country's exports and domestic market access for imports, are thus an important determinant of the effectiveness of trade as a means of implementation. A predictable trading environment can also help to promote long term investments that could further enhance the productive capacity of a country. Trade and investment are important ingredients for global economic integration, growth and prosperity. Trade accounts for a significant share of low-income countries' GDP and is a significant source of finance to both the public and private sectors to implement the Sustainable Development Agenda.

The Figure No (3) below indicates the share of exports receiving duty free treatment. All these activities are made possible because of communication technology development brought about by electronic device revolution. The agriculture is the sector where LDCs benefit from the largest margin of preference compared to other developing countries. It is creating a situation of making life easy for globalization process. The diagram explained how the number of products exported by developing countries and LDCs that can enter developed countries' markets duty free has gradually increased over the last decade. By 2015, 50% of developing countries' products benefit from a duty-free treatment when exported to developed countries. This ratio rises to 65% in the case of products exported by LDCs. The rate of improvement has been, however, faster for LDCs (almost 10% more products duty free from 2010) in respect to developing country export (5% more products duty free from 2010), indicating the international community's continuous efforts to grant preferential treatment to countries with lower income levels. Although improvements in preferential tariff treatment for LDCs have slowed down in some key sectors, the relative preferential margins enjoyed by LDC exports, intended as the difference between the preferential tariff rate applicable to exports from LDC and the corresponding MFN rate, have improved over time.

Figure No (3)



Source: *ITC/UNCTAD/WTO*

8. Methods

The methods used in this study are:

8.1. Primary data source

The primary data use here were gathered by the researcher from questionnaire use for direct interview of those are who are knowledgeable about marketing globalization.

8.2. Secondary Data source:

This study depend mostly on documentary source of data, these already developed for different purposes but researcher take Secondary source as the one that was developed from primary source, other secondary source, or combination of both. This data is use by researcher to strengthen the research in order to make a comprehensive support on how global trading activities improved marketing globalization (Johnson R. Burke (2014).

8.3. Ethical Consideration

This research considered mainly the use of documentary data as stated above. The target purposed of study is purely academic. The information obtained or used will be kept in confidentiality or protection. The acknowledgment of source information is of important as required by ethical rules. The researcher promise that information used here are purely and strictly meant for academic purposes

9 - The discussion and Results

The discussion comprise the following:

Perhaps one of the following successive development of globalization, we find here, is a major global changes that occur on a large scale and of the rapid growth of international financial transactions, as well as the rapid growth of foreign direct investment, particularly through multinational companies. Moreover the escalation of the technological revolution and the integration of global markets in goods. Whereby in this way globalization could be understand in different angles as explain according to different specialized philosophers and Scholars as follow:

- 9.1. Economist consider globalization as an advance step toward a fully integrated world market.
- 9.2. Political Scientist view it as a march away from the conventionally defined concept of state with territorial sovereignty and emergence of supranational and global governing bodies under a new world order.
- 9.3. Business school scholars and consultants see globalization as unlimited opportunities in a 'borderless world' of business and marketing industries.
- 10.4. Others view globalization as phenomenon driven only by private sector corporations not governments. (Farazman as reported by Chakra arty& Chand 2012).

10.1. Types of globalization

10.1.1. Economic Globalization

The essence of globalization in the aspect of life and its effect on the situation is reflected in community activities, whether they are politically, culturally, and economically, is divided in turn into economic globalization, productivity, and globalization and financial globalization. This Economic globalization include the following:

A –Globalization of Productivity

The fact that globalization of production take place without the existence of crisis as in the case financial globalization, production globalization was achieved largely through Multinational Corporation. Production globalization crystallized through two directions: The first trend: Private and globalization of international trade: where it is noted that international trade has increased

significantly during the appointments as it hit the world trade growth twice the growth of global GDP, and notes that multinational companies are behind the increasing rate of growth trade strongly in addition to its participation increase in the world output. The second trend: Private and foreign direct investment, where it is noted that the rate of growth of foreign direct investment increased at a faster rate and greater than the rate of growth in the world trade, the growth rate of direct investment is at the average about 12% during the nineties due to primarily increasing role of multinational corporations nationalities in events of more globalization, which in turn is working to make more strategic alliances among themselves to make more of globalization processes in the field of technology and markets.

B – Financial Globalization

Financial globalization is a product essential to the operations of financial liberation and the shift to so – called open financial market, which led to the integration and correlation of domestic financial markets to the outside world. Through the abolition of restrictions on the movement of capital and then took the flowing across the border to feed into the global capital markets; so that the capital, markets move more closely to integrated and can be inferred from globalization by two indicators. First the evolution of the sizeable transactions and bond in stock and bonds in advanced industrial countries. Secondly the development of private trading of foreign exchange at the global level, the statistics indicate that the average deal sizeable has increased in the mid-eighties. It should be noted that in spite of the increasing degree of integration of financial markets; it has not yet reached the degree of globalization, productivity, and globalization of production.

10.1.2. Political Globalization

The political globalization as articulated by (Yassin 2002) is views on how to control the post-modern world; in respect of many policy makers believe that globalization constitutes a new reality which make the language by focusing on the state as the language of old, and then consider globalization with its latest postulate, are determined by what is possible, what are the issues that can think and make decision at hand. According to the American thinker Japanese origin Fukuyama (1993) that the end of the Cold War represents the final outcome of the battle of ideology, which began after World War 11 between the soviet union and the United States of America than institutions the systems to the American way according to this prospective, globalization with meaning of standard of the world phenomenon is good and represent an advance in history because it stands indeed, to the victory of the phenomena of modernization and the rule of democracy as a political system. The advocates of this view much like supporters of modernization theory in American political thought, and which the homogeneity in values should be done by upholding the principles of capitalism and democracy. (Yassin 2002)

10.1.3. Cultural globalization

Globalization is being view as future risks of the nation’s culture. This is because culture does not make itself, but are made by people. While differentiate an individual or community from others by characteristics, advantage, and values based on the creed; language, religion and cultural heritage. They argue that there is a so-called cultural invasion and the consumer culture, which consider that globalization works to the formation of taste, values and ideas using the

latest means of economy, audio and video. Moreover loyalty to the cultural one, or the forces of local culture and national, that is introduces some of the nation and people in the circle of dependency of civilization.

According to Mustafa Mahmoud as reported by (Sadiq Muhammad Ali 2002) the main concern is globalization is bad and cultural feed the new name for investment and brainwashing. Therefore cultural globalization represents a threat to culture and civilization in general. There is the world's six thousand languages, and internet software controlled by the English 90% while marginalizing of other languages. (Sadiq Muhammad Ali 2002)

10.1.4. Social Globalization

The works in the social sphere is double between social justice and human rights together with public freedoms, even in the wars; that become the source of economic income and move the heavy weapons Equipment factories which guarantee employment that faces them and insurance of the state of stability. The world trade Conference on liberations of agricultural products which was boycotted by United Nations; was the first of (GATT) Negotiations on building development efforts. This was seen as not possible unless the community has capacity building; which will pushed economic development. Cultural organization to support is the bases of cultural environmental behavior for humanity and the fruits of this interaction, gave the acquisition of development that forces of self – momentum that cannot be achieved unless the endogenous capacity to accumulate capital has to continue through workshops which is building culture foundation. Scientific knowledge plays an important role in shaping the cultural system, through the criticism and debate of intellectual ideas and control. (Alta her A. Mohammad 2004)

11. Factors that influences Globalization development

The factors that influencing globalization development are:

11.1. Integration of international capital markets

The international capital movement is a manifestation of international financial integration, and that the image of this movement is closely related the efficiency of international financial markets, whereby these markets are considered a channel through which various financial instruments flow across different countries of the world. The flows come to the difference in interest rates on various tools and vessels among different markets addition to varying degrees and forms of control imposed capital movement. Akhtar & Wailler (1979).

11.2. The increasing importance of private capital flows and direct investment

The report of the prospects of world economy issued by the international Monetary fund (IMF) shows indicators of the increasing importance of private capital flows and foreign Direct investment. Starting from the mid-Eighties, the foreign direct investment in different parts of the world began to flow increasingly. Foreign direct investment constituted the bulk of this increase. IMF (1977).

11.3. Technological advancement that lower costs of transport and communication

The technological changes and a decline in transport cost is considered one of the factors of globalization. The importance of this factor and its role in technological advancement in

transport and communication has been stressed in acceleration of globalization processes. Moreover the technology has resulted in the emergence of transmission systems across the world economies. However as asserted by Omer Sugar (2001) Hannis worn against the use of technological operations as one of the factors contributing to globalization if they are accompanied by changes in technological use of Robots and other forms of the mechanism which reduce demand for less skilled labor, places lower demand due to technological progress, This will reduces the integration between the Countries which has higher income term of wages and these countries that earned less wages.(Hannis as reported by Omer Sugar 2001).

12. Globalization Characteristics

The Globalization Characteristics are:

12.1. Competitive Capabilities to gain market striving supremacy mechanisms

The most important characteristic of globalization is the supremacy of market mechanisms, combined with democracy over comprehensiveness, decision –making in competitive framework. Comprehensive quality, acquisition of competitive capabilities through benefiting from technological, communication, transport, and information revolution. This has deepen those capabilities in the production and sale at a competitive price. Moreover this is done in the shortest time possible whereby time has become one of the important competitive capabilities; which must be saved in transactions under globalization. The world is competing parts that are pattern of division of the international labor. This has changed in order to conform to the direction of output or global production and global markets; nearly every part of the various commodities can be produced in different places of the world and decisions of production are taken from an international perspective in order to consider economic viability regarding cost and benefit.

12.2. Globalization Concept of dynamic

The fundamental features of globalization, is seen in globalization as a called for abolition of political boundaries and a strong impact on the state’s role in economic activity. But the dynamic of globalization also can be seen in the outcome of the results on the issues of conflict and the backlash against by beneficiaries of the current economic conditions. While preserving earning and the direction of the reactions of the losers’ situations, especially from developing countries in the case of them trying to defend their interests.

12.3. Exchange Increases toward Economics Dependency

The globalization trend is deepen toward economic exchange that resulted from shifts in the nineties when world trade liberation agreement was made for increasing the freedom of capital movement; with help of technological information this shade light on globalization process which eliminate the barrier distance between countries and continents. It has increase the possibility and effect of exchanging the new international labor division. The distribution of the productivity between industries in more than one country particularly the manufactured goods such any component of final product could be produced in more than one country. As point out by these changes trend the economic balance power put summarized new standard forces in the quest to gain the advantages for the competition.

The global economic competition for all international direction in nineties which has different parts; therefore, the concerned was for economic power and ability and power of economic resources environment that can be owned by the effective in field of international trade exchange that revolves round the prices, productivity quality, and costs. This has direct deep for exchange.

12.4. Present of New trend for International labor Division

It is common today to find many industrial products such as cars, electrical appliances, and other components are made in more than one country so that one of each specialize manufacture component only. This is trade of multinational companies has growing role in the context of globalization as well as a technological revolution and information technology in communication, the transnational companies are global companies that have basic features of globalization, they are strongly affected the economy through the associated activities with direct investment from technology transfer. Marketing and administrative expertise has confirm the globalization phenomenon in all level of technology, finance, and production. These companies has gained potential huge role financing return on technological revolution which moved heavy on knowledge of production and therefore has deepen the perspective trend towards globalization and specifically economic globalization.

12.5. Multinationals Companies Increased role for Economics Activities

The important characteristics of globalization is the increasing global role in economic institutions management and dependent on globalization, especially after the collapse of socialist bloc and disintegration of former soviet Union that led the diminishing of economic institutions for this camp. During the establishment of the world trade organization (WOT) in January 1995 and accession of the most of these countries, this complete the third side of global economic institutions system which represent the most important features of globalization. It was the legitimatization of globalization system. Therefore, the three institutions ranging from monetary policies and fiscal policies affecting trade and economic policies of the most countries of the world: These institutions are: (i) International Monetary Fund, and is responsible for managing the globalization monetary system. (ii) World Bank and its affiliates is responsible for the management of financial system of globalization. (iii) World trade organization, is responsible for the management of the globalization trading system. Perhaps these institutions are the most important globalization pillars where at least the globalization is an integrated system is working. For example, world trade organization is becoming involved in the management of trading system of globalization; not only with tradable goods, but also trading in services, copy right, and moral behavior. The procedures and international laws of trade-related investment in those areas are dealing decisively subsidies the issues of dumping is no doubt that all of this increase the role of trade organizations in the conduct of globalization trading system.

12.6. Reduction Degree of National Countries Sovereignty on financial and Monetary Policies.

The reduction degree of the nation – state Sovereignty has specifically led to the weakening the national sovereignty in the area of monetary and fiscal policies which forced the abolition of government in various countries of the world. The use of law to control the market. Application of laws in liberalization market can find the new mean of control. This can be said: the government in the new context of globalization apply more features that other called new public

management in pursuit of the organization of the government work along the lines being pursued the international organizations, resulting in authority of international legitimacy. Perhaps the source of the State absorption to gain the confidence of global markets. In situation the price shift the role of state was very high price because it result in the erosion of the state authority.

13. Observation on two World Maps in Communication Development

The two observations of two World maps in communication Development are:

13.1. Early Technological Sector Development

The two world maps Figure No (1) drawn together indicates how the early communication has evolved, as could be observed from upper part of the map, the two events of world war (11) and industrial revolution were starting point. This is because during the War the warring parties were communicating using Telegraph and letter wire or cable telephone was introduced in which was accompany by used of fax that replaced the Telegraph. Then with development of industrial Revolution in second Map other Modern technological means of communication was developed.

13.2. Contemporary technological development or Modernization period

In this second world map it could be observed that telecommunication has taken different shape where there continue shift of improvement innovations in telecommunication to highly modernization of technology industries; witness by present contemporary era. Whereas communication is done with the use of high modernize technology. There are means of communication invented such as the use of internet, software, Google, Email, smart phone, satellites, etc. This technology development is clear means that has contribute greatly to acceleration of globalization marketing prospective. The Globalization marketing has created technological struggle between America and China competing in Mobile network technology system. Moreover China has dominated the whole Africa marketing through globalization marketing with its technological Machineries especially communication materials, roads building equipment and Electricity work in some of Africa counties.

14. Negative Factors Observations that can derail the development of marketing Globalization

The road for the process of marketing Globalization is not simply going as it is expected. There are some challenges facing it, these challenges include:

14.1. The Ukraine and Russia War is a problems to marketing globalization prospective because Russia is refusing the use Ukrainian ports to export Wheat grain to third world countries creating the rise of prices for wheat flour and others food items in third World or consuming countries.

14.2. Modernized technological weapon competition between different Bloc of countries for example North Korea, Iran Atomic program, China, European Bloc, and United State of America, and Israel, is creating deviation in marketing globalization for others goods

14.3. Competition over third world natural resources by exploitation in third world countries is seen now a day that being witness of spread malicious works of Russia Wagner invited by some Africa governments in west Africa, Mali, Burkina Paso, coup in republic of Niger and rebellion in east Democratic Republic of Congo these activities of illegal mining natural Resources in Africa is causing problems in marketing globalization.

14.4. Ideological problems is also could be seen as a challenge to marketing globalization process because some radical behavior would not accept the of globalization; they look at it as a threat to culture Ideology as mentioned above

14.5. Apart from the man - made problems also Natural disasters creates by Climatic change, now cause wildfire in America, Europe, and candida, Greece, and Australia which it wildfire is threating environment and wildlife including Flooding caused by Hurricane Strom in west America, China, Pakistan, India, and other places in the world. Finally the way forward for marketing globalization prospective is determine by the attainment of political stability in each ands ever country or economic growth and improvement of climatic situation in the World. This create for difficulties in easy transfer of economic and financial capital for investment between Economic Bloc and Countries.

15. Conclusion

This Study conclude by explaining the important of marketing globalization process. The historical development of marketing was emphasis in it definition, as posted by early writers and philosophers of marketing and globalization. The organization of world trade was a starting point which deals with regulation of trade between intergovernmental organizations which regulates international trade. Also the Researcher has illustrated the two world maps that show the technological development of communication. The research indicates more about globalization where types, factors influencing, and characteristics was shown. Moreover, the researcher has observation on two world maps in accelerating the technological development of communication. The article identified the activities of Wagner in West Africa for their quest of exploiting natural resources and climatic change as main constraints that derail the development of marketing globalization process; and the way forward is to obtain Political stability that can pave the future of productivity. Future research could in the field of how to cope with climatic change. Secondly search for solution of removing constraints that limiting marketing globalization process.

16. Acknowledgement

I would like to express my gratitude to colleagues in Upper Nile University for endless encouragement they have given to me. My acknowledgement goes to those who contributed to help in producing this paper especially Excellency James Odhok Oyay, andMr. Victor Zanabai W. Deemondo the I.T Manager in Upper University for his help in printing work. Also I will not forget the advice given to me by Professor Dr., Hassan Abbas to register for postgraduate study. And lastly my great thanks goes to my God the Almighty that has kept me in good health and gave me this knowledge.

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