

IMPACT AND
USE OF
TECHNOLOGY
IN GLOBAL
BUSINESS
OPERATIONS
AND MARKETS

Jerek Joseph



WHAT WE NEED TO KNOW

Here are all the topics this PowerPoint aims to cover from the BME Y12 Syllabus.

- use of technology in global markets, including:
 - distribution of products
 - e-commerce
 - social media campaigns
- impact of technology on business operation in global markets, including:
 - technology that assists business in the expansion into global markets
 - e-commerce, security and privacy issues

IMPACT OF TECHNOLOGY ON GLOBAL BUSINESS OPERATIONS

- ❑ Technology that assists businesses
- ❑ E-commerce safety and privacy concerns



TECHNOLOGY DRIVES DEVELOPMENT

As discussed previously in this course, technology plays a crucial role in the long-term success and development of global businesses. It works in two key areas, to accelerate the **volume** and **value** of trade. **How?**

- Lower costs compared to other tools/methods of marketing
- Easier to reach global markets
- Easier to harness/setup depending on use cases
- Introduces new ways to communicate with stakeholders (i.e., instant messaging, internal business apps, email etc)

KEY TECHNOLOGIES

| Technology | How it impacts stakeholders access |
|---------------------------|---|
| Email | Management – increases efficiency and effectiveness of sending messages, freeing up time and money Employees – promotes information accessibility, as emails can be accessed almost anywhere leading to increased punctuality and organisation |
| Electronic Funds Transfer | Management – provides records of transactions which can be easily manipulated to analyse business performance and expenditure Customers – simplified customer-to-customer interactions, as electronical fund transfer is becoming widely accessible to the general population. Can be used for C2C business models (Gumtree, eBay etc) |
| Video Conferencing | Management – frees up resources and time, increases productivity in communication and reduces expenses involved in physical meetings Shareholders/lenders/investors – can keep informed frequently on a business' performance and practises to help analyse their investments |
| Internet | Management – cheaper advertising, access to global consumers, greater access to customer feedback and analytics (i.e, clicks on website) Global consumers – increased exposure to new job opportunities, investments, products etc through internet marketing and digital markets |



CONCERNS FOR E-COMMERCE

Luckily for you, this section has been covered in a previous PowerPoint “[06. The Role of E-Commerce in a Global Environment](#)”, please read that for an in-depth explanation into security and privacy concerns.

USE OF TECHNOLOGY IN GLOBAL MARKETS

- *Distribution of products*
- *E-commerce*
- *Social media campaigns*



DISTRIBUTION OF PRODUCTS

Technology plays a vital role in ensuring businesses can deliver goods and services in an efficient and cost-effective manner. There are four ways technology assists in the distribution of products:

- **Inventory Management** – the development and deployment of technology in businesses has led to stock counts, ordering inventory etc being digitalised. This has had the added benefit of being able to automate inventory levels through increased inventory accuracy that comes from technology.

Modern day inventory software provides firms with the resources to view stock levels, incoming items, sales, pricing, expiration dates etc while also performing complicated functions like alerting management of anomalies or generate predictions. Technology such as RFID tags, IoT sensors help improve inventory accuracy by 98%+ as they track each item, reducing resources required and time spent.

DISTRIBUTION OF PRODUCTS (CONT.)



Collaboration in Supply Chain

Groupware such as forums, debating and coordinating over software such as Microsoft SharePoint, to enable members of supply chains to be more efficient



Tracking of distribution in real time

Firms typically outsource their freight management (shipping) to firms like FDM logistics.

Allows customers to know when their order arrives remotely, and firms to identify setbacks in distribution processes



Distribution Channel Technology

New technology such as sales force automation, partner networks and predictive analysis are being used by firms to reduce financial overheads (costs) and predict patterns/sales.

All these technologies help forecast demand which can better prepare distribution channels to cope with demand.

E-COMMERCE

Please read [06. The Role of E-Commerce in a Global Environment](#)” for more information!

Global Reach – unlike traditional retailers, e-commerce is not geographically limited and allows businesses to sell to almost any region. This comes with the following benefits for distribution:

- Allows business to shorten their cash on delivery time (quicker payments), as such reducing operational costs involved in accounting for delayed payment
- Less intermediaries (such as retail stores) means businesses can sell their products and services at a greater profit



SOCIAL MEDIA CAMPAIGNS

The collective of online communication channels, which are dedicated to community-based input, interaction, content-sharing and collaboration is defined as **social media**. It has several benefits for businesses in global markets including:

- **Revenue opportunities** that arise from a greater access to customers
- **Opportunity to enhance brand image** by interacting with customers through popular platforms by representing your firm
- **Attracting new employees** as these platforms allow for promotional activities such as advertising job vacancies
- **Research and analytics**, as social media platforms offer tools to business accounts to conduct feedback surveys, 'impressions' (clicks, views etc) and other valuable metrics

