

## THE IMPACT OF GLOBALIZATION TO BUSINESS AND THE WORLD ECONOMY

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**ABSTRACT:** *In the beginning the world was one and a united community. The birds flew freely across the seas, rivers and oceans. Men dominated the world and reigned over it. Each individual specialized on a single product and exchanged his surpluses with the surpluses of others. Men multiplied in number and partitioned themselves into groups. Multicultural differences, ethnicity and languages separated the world. As time went on, nationalism sprang up. These virtues or vices created artificial boundaries that restricted free movement and trade among the people of the globe. The return to the original norm and borderless community is what we call globalization. Globalization as we can see attempts to restore most of the attributes lost in the process of multiple creation of artificial boundaries. The advancement of technology brought in Information Technology. Information Technology has to a great extent facilitated information flow and international relationship. International politics has become more flexible and stable. Economic Depression has been a recurrent affair over the centuries. One thing certain is that when the key countries of the globe like the United State is economically struck, other countries linked up economically will be adversely affected. This does not suggest that the principal cause for the spread is globalization. The Industrialized nations gain through expanded demand and marketing network. The developing Economies also gain through exchange of expertise, improved welfare packages and exchange of improved commodities. Sports and music assist in uniting the world. Globalization assists in the war against racial discrimination, injustice and religious fanaticism. Globalization has also been a corner stone in eliminating the effect of international disaster, rescue operations and humanitarian services. The G 7 Summit holding in Germany in exclusion of Russia is an attempt to resolve salient strategic issues revolving on world peace and conflicts. Russia acts as tranquilizer but they should be careful to contribute and conform to global peace. Certainly there are some miscellaneous defects resulting from the process of globalization but the overwhelming benefits justify its continued application.*

**KEYWORDS:** Globalization, Economy, Global-business, Global-market.

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### INTRODUCTION

The scope of management science is gradually expanding. The study of globalization and its impact to global economy and governance is one of such areas of expansion. In this study, we intend to ransack files to see how the on-going process of globalization has positively contributed to the growth of world economy, liberalization of market forces, international relations, peace and conflict resolution. Some artificial boundaries were created centuries ago for selfish enrichment by some ancient kings and powerful men. To them, it worked out well in those wild days. Cities were bounded with walls. We heard of the walls of Jerico, the city of Benin in Nigeria and many others. The great question is; are these man-made barriers still relevant to the civilized world? Should we be building bridges or walls? If innovations and

technological advancement has rendered them obsolete, we should discard them otherwise, we adopt. Many countries and to be precise, everybody is involved. In the interim, the United State of America remains the champion with some European countries working side by side with them.

## **OBJECTIVES**

- (a) To define Globalization,
- (b) To determine the impact of Globalization in the Global Market.
- (c) To identify the key role of Information Technology in Globalization.
- (d) To examine the impact of Globalization in International Politics.
- (e) To see if Globalization leads to Economic Depression.
- (f) To trace the impact of Globalization on Industrialized Nations.
- (g) To find out the Impact of Globalization to the Developing Economies.
- (h) To establish the Impact of Sports and Music on Globalization.
- (i) To access the impact of Globalization in the war against racism, ethnicity and religion.
- (j) To estimate the impact of Globalization on International Disaster, Rescue Operations and Humanitarian Services.
- (k) To evaluate the effect of the recent G 7 Summit in Germany in exclusion of Russia.
- (l) To appraise the Russian Type of Globalization.
- (m) To determine if globalization process ignites conflict.

## **METHODOLOGY**

Principally, the Historical Research Design will be adopted in this work. To some extent, however, the Case Study, Developmental Study and Ex-Post-Facto Research Design could be unavoidably applied to ensure no stone is left unturned.

## **DEFINITION**

Friedman in Moore and Lewis (2009: XIII) depose that globalization is the spread of free market capitalism to virtually every country in the world. Kanter, R.M. of Harvard Business School in Moore and Lewis 2009: XIII depose that the world is becoming a global shopping mall in which ideas and products are everywhere at the same time. Rugman and Hodgetts suggest that the production and distribution of products and services of a homogeneous type and quality are on a worldwide basis. Hornby (2005:633) says that global village connotes the whole world looked at as a single village community that is connected by electronic communication systems. Globalization therefore, is in fact that different cultures and economic systems around the world are being connected and similar to each other because of the influence of large multinational companies and improved communication. Lord Giddens says that globalization can be defined as an intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa. Roland Robertson says that globalization does not simply refer to the objective process of increasing interconnectedness. It also refers to conscious and subjective matters namely, the scope and density of the consciousness of the world as a single place. Martin Khar deposes that globalization is what we in the 3<sup>rd</sup> world have for several years and centuries called colonization. It has also been variously defined as:

- (a) Internationalization,
- (b) liberalization,
- (c) universalization ,
- (d) westernization or modernization, and
- (e) De-territorialization.

Ferguson and Mansbach (2012:16-19) named it:

- (a) Americanization,
- (b) Universalization, and
- (c) Westernization or modernization.

It could even be associated with the Slave trade period when the American white farmers attempted to make the international labour market mobile through crude system of human trafficking from Africa. The very bad aspect of it is the inhuman treatment meted on the Africans and deprivation of freedom and fundamental human right.

## **GLOBALIZATION AND THE INTERNATIONAL MARKET**

Todaro and Smith (2011:564)s reveal that in recent times, there has been increasing integration of national economies resulting to expanding international markets. The economies of the world have linked up through expanding international trade in services and also in primary and manufactured goods. This has become possible through portfolio investments like international loans, purchase of stocks and through direct foreign investment particularly in multinational corporations. In recent times, multinationals or global companies try to manufacture and sell their products to people in other parts of the world reflecting little or no difference to the home product, In some cases, they establish new plants in the foreign country for economic reasons as sending finished products would make it very expensive and unaffordable to the other country. In this way, the French country established the Peugeot Automobile of Nigeria (PAN), to take care of the demand of Peugeot products in Nigeria. Foreign aids have escalated as nations are becoming more concerned about unity, peace, stability and well-being of citizens of nations other than the ones in which they circumstantially found themselves. This has successfully reduced the world to a global village. International marketing encourages franchising. Manufacturers are not only producing for the home consumers. They are producing for the world. Previously we use to have a company based in China, Japan or France producing goods that are exported to other countries like Nigeria. This practise creates a problem because the foreign manufacturer does not know in entirety the taste, culture and laws of the country where the goods are being exported. In some countries, fabrics made to appear in red colour are seen as a taboo. In some countries women wearing transparent or short dresses attract severe disciplinary action from their respective governments. Without basic knowledge of these differences in culture taste and law, a foreign manufacturer based in foreign country could be producing items that have no demand and shipping to other nations. Obviously, everything employed to get the finished product is a waste. To avoid this waste especially where demand is high, some manufacturers decide to set up factories in foreign countries under an agreement called franchising. Nzelibe (1996:119) depose that franchising is gaining grounds among small scale businesses in Nigeria. It has become so fundamental and so responsive to changing economic conditions in Nigeria today that many ailing companies are revitalized through this technique. Franchising is defined as a modality by which a company known as the franchisor grants the other company known as the franchisee the rights and privileges to

manufacture, sell, distribute or market the franchisor's products and make use of the business name, trademarks, goodwill, reputation, advertising strategies, and selling techniques on an agreed fee. As a matter of fact, the franchisee carries on business wearing on another firm's image and products. Kekeocha (2011:80) defines franchising as an agreement made by the franchisor and franchisee which stipulates the terms of the franchise. The area of coverage or the extent of right and privileges to be conferred on the franchisee are enshrined in the franchise agreement. These definitions, however, seem also to be ambiguous and so need to be further explained. Franchising occurs when a marketer or producer gives permission to another firm or person in a different location authorising the person or firm to use his proprietary right. He produces exactly the same product using the trade mark or business name as the original producer or marketer. Nigeria has immensely benefitted under such arrangements. Most of these firms through the indigenization policy of 1972 have become Nigerian firms. Below is a schedule of foreign firms that have operated in Nigeria under such agreements

**Fig: 1:1 Nigerian Firms that Previously Operated under Franchise.**

S/No	Name of Firm In Nigeria	Location in Nigeria	Parent Company
1.	Cadbury Nigeria Plc	Lagos, Nigeria	
2.	Guinness Nigeria Plc	Benin and Lagos	Dublin, U.K.
3.	Liver Brothers Nig. Plc.	Lagos Nigeria	London
4.	Mayer and Baker Plc.	Lagos, Nigeria	
5.	Nigerian Bottling Co. Plc.	9 <sup>th</sup> Mile, Enugu	U.S.
6.	Nigerian Breweries Plc.	9 <sup>th</sup> Mile, Enugu	Germany
7.	Peugot Automobile Nigeria	Kadunna	France
8.	Parterson Zochenis Plc.	Lagos, Nigeria	

*Source: Field Work 2015*

Franchising has some benefits to both the foreign firm and the local firms. Some of the Benefits to the foreign country are:

- (a) It leads to rapid expansion or growth of their business.
- (b) It ensures sustenance or continuity.
- (c) It helps to generate more income for the organization.
- (d) It helps to generate foreign exchange for the foreign firm.

To the franchisee country, the following benefits are accrued.

- (a) **Staff Training:** Most often, the franchisor undertakes to train the staff of the franchisee. In this way, the staff of Barclays Bank of Nigeria Limited now Union Bank of Nigeria Plc., were receiving training from Barclays Bank International, London without cost until Barclays Bank of Nigeria Limited now Union Bank of Nigeria Plc., became a completely Nigerian indigenous and autonomous firm.

- (b) Financial Support: The franchisor most often provides financial support to the franchisee through several means such as provision of machines and other infrastructural facilities.
- (c) Revival of Collapsing Business: A young business on the verge of collapsing could be revived through franchising.
- (d) Publicity and Advertisement: The products of the franchisor gains wider publicity through advertising by the franchisee.
- (e) Consolidation and Competitive Advantage: Both the franchisor and the franchisee becomes more consolidated and fit to withstand local and international competition.

The significant defects of franchising are:

- (a) Through that process, franchisors often loss control of their product having granted another to operate in their name.
- (b) The secrets of the business are exposed.
- (c) In some cases, the franchisees grow and override the franchisor.

Globalization also encourages mergers and international acquisitions. Some firms established by foreigners are sometimes either sold off or merged to a superior foreign firm. Mergers or acquisitions in most instances succeed in strengthening the weak firm. The term merger denotes a situation where two equal firms agree to come together to become one. They may have to change the business name to a new name. In the case of acquisition, it involves two or more un-equals, in which case, the stronger dominates the others as in the case of United Bank for Africa Plc., and Standard Trust Bank of Nigeria Plc. After the acquisition, Standard Trust Bank Plc., gave up their name to become part of United Bank for Africa. It however required the bigger organization paying goodwill to the other as compensation. A lot of strategic alliances have been going on in recent times. Jones and George (2006:364) defined strategic alliance as a formal agreement that commits two or more companies to exchange or share their resources in order to produce a market product. The text reveals that Japanese car companies such as Toyota and Honda have formed many strategic alliances with particular suppliers of inputs such as, gearboxes, car axles, and air-conditioning systems. Similarly, the CEO of Nike Philip Knight has created strategic alliance with Adidas to simultaneously achieve a low cost and differentiation strategy. In this arrangement, three countries are involved in the alliance, China, Malaysia and Taiwan.

## **THE IMPACT OF INFORMATION TECHNOLOGY ON GLOBALIZATION**

Weihrich, Cannice and Koontz (2011:11), defining technology as the sum total of the knowledge we have of ways to do things, declares it as the most pervasive factor in the environment. Technology includes, inventions, techniques and vast store of organize knowledge about everything from aerodynamics to zoology. Emphasis is laid on ways of doing things, how we design, produce, distribute, and sell goods and services. Information technology therefore includes all the media involved in the dissemination of ideas and information leading to the production of goods and services required by management and business generally to enhance quality products, as at, and when needed. Information technology has significant impact on businesses. In the colonial era and up to the early 1970s, the computer was like fiction and folk stories of the African communities. It was heard off but it was not yet put into action. By the late 1970s, the IBM computer system came into practice. The first to embrace the new system in Nigeria are the banks and gradually various government departments started to imbibe the idea of computerization of all the accounting systems. Today, the ordinary

typewriters have disappeared from the offices and even on the shelves of stationery dealers. Banking transactions were manually operated. Inter-bank transaction and transfers were cumbersome and took several days for funds transferred to get to the transferee or beneficiary. Such transactions are now effected in minutes if not in seconds. The risk of carrying cash all about the nation has been totally eradicated. Electronic banking is the order of the day. Fantastically all parties interested in the transactions receive text messages and alert informing them at instance on the transaction. This assists in frustrating fraudulent transaction at instinct.

In international trade, fast flow of information and exchange of goods and services has become possible. A vendor in another country simply goes to the internet to display his commodities just as the book catalogue of the olden days. An intending buyer visits the internet and goggle. The goods are displayed in colours and styles with their respective prices. In few seconds, decision is taken by the buyer who makes an offer which if accepted, a valid contract is made. Payment is also effected through electronic banking as illustrated above.

I marvelled last week when my daughter went to buy a dress for the senior sister who was in a distant town of Ogidi. I asked my daughter Ifunanya how she would be able to know the colour and style her sister would like. She replied that it cannot constitute a barrier to the proposed shopping. As soon as she made selections, using her Blackberry handset, she filmed the dresses and sent them to her sister who gave immediate approval. When she came back from the shopping, I asked how she knew that her sister would like the ones she selected. She produced the message from her camera phone with which she showed the dresses to her sister. This is globalization, innovation and geographical proximity. The same thing could transpire between any two people or groups within the globe.

Information technology has made globalization a reality. Letter writing and the telegram have become obsolete. Conversation and exchange of information have been facilitated by information technology. A person in the United State of America can discuss freely with his friend, relative or business associate as if both are within the same locality. Conference services are also available and with this, relatives can have family meetings as if they are in their village. With more complex wireless telephones and i-pads, parties to conferences could be viewing one another as they interact.

Today, globalization and information technology have reduced the world to a small industrial, democratic and economic village with the United States of America as its centre and capital, Japan the industrial base and Dubai the commercial square.

## **GLOBALIZATION AND INTERNATIONAL POLITICS**

The dark and medieval ages faced wars of annihilation. These were merely barbaric wars without any creative or productive objectives. Nations mounted wars on neighbouring countries they believe that they have superior war armaments and warfare techniques. The war lords would like to exhibit their superiority and even boast of it as great achievement. Napoleon Bonaparte at a time had to declare himself a conqueror when he said, 'I came, I saw, I conquered.' Nobody and no nation tried to intervene on these inhuman subjugations. Nations and individual rights were trampled upon to their detriment while the victors triumphed and imposed unbearable taxes on their subjects. Attempts to repeat such types of wars are currently attracting the attention of the international community and organizations. Some of these international organizations include:

- (a) The United Nations.
- (b) The United Arab Emirates.
- (c) The European Union.
- (d) The Organization of African Union, now African Union.
- (e) The West African Union most often operating as the Economic Countries of West Africa (ECOWAS).

These international organizations have assisted in several ways to intervene by mediation and when it fails, they join hands to save the oppressed. The attempted annexing of Kuwait by Iraq was aborted when the United States and her allies mainly Britain and France joined hands with the oppressed country to push the armies of Iraq out of the country. Notably, the United States having suffered such fate prior to their independence seems to understand the problems associated with suppression and have always been in the front line whenever and wherever such a situation arises. These interventions have often been misinterpreted by many as attempts by the Americans to exhibit themselves as the sole super power of the day. Some believe that America is here and there because they are interested in controlling the world economy and the economy of the nation after giving them the required assistance at the crucial hour. There are however evidences to bail out the United States of America to show the genuineness of their intention. They assisted to rescue Iran from the hands of Saddam Hussein and after the war they withdrew themselves from the politics of the two countries. Today, Iran is in serious disagreement with the United States of America on the issue of their underground nuclear plant. The United States is again doing everything possible to control the Russian war with Ukraine. The United States is also a serious negotiator of peace in the Syrian crisis, the Israel and Palestinian conflicts, the crises in Egypt, Morocco, and other crisis infested areas of Africa. The heavy losses in men, money and material without any financial benefits seem to speak for itself. With this, it could be somehow justified to say that the United States is merely fighting a moral battle like when they challenged Syrian President for using chemical weapon against his subjects and citizen.

## **GLOBALIZATION AND THE UNITED STATES WAR AGAINST RACISM**

The United States of America massed up men who were used for cultivating in their farms. These slaves were paid for in cash and thereafter, they acquired status that were considered equivalent to that of cattles and other articles of trade. These slaves were more of Africans. With time, men like William Wilberforce saw men being debased to the status of beasts and revolted against such inhuman treatment. The abolition of slave trade took place in 1838, but till date, the type of freedom granted to the children of those hired farmers remains doubtful. In the past, black children in America tremble and got up for the whites to take their seats in busses and public places. Titles like African America, Indian American, Russian America, French American, Latin American, Russian American and British American should be banned. It should be simply American. These prefixes create barriers that obstruct perfect integration and unity within the rank and files. Recent events in the United States expose series of injustice done particularly to the black youths. The Baltimore crisis was caused by a policeman mal-handling a youth. Few days ago, a 14 years old girl was being beaten and rolled on the ground in a public place. Miss Dajerria Becton an American girl was tortured by an American police. Where else can Miss Dajerria find safety and freedom. Police officer Eric Casebolt dealt mercilessly with the defenceless girl whose only alternative was a cry for mama to save here. The problem now is, who polices the police? It seems that the police in the champion's home should go for a re-orientation in order to execute the governments' agenda properly. The United

States should also review their laws and policies. The United States has produced “the Mother of the Year 2015” Mrs Toya Graham. She gained the title meritoriously for hitting her son Michael who disguised himself wearing hoodie and mask, in the midst of deadly rioters which could cause him his life. Mrs Graham won praise from the city’s police commissioner Anthony Batts and was heralded on social media (<http://www.theguardian.co>). This same nation and the police who would consider a mother canning her son a criminal offence made this pronouncement. The United States should also readdress other sensitive issues like legalization of abortion and other vices that are unethical, unrealistic and unconventional in the history of human life.

### **GLOBALIZATION FROM THE RUSSIAN PERSPECTIVE**

Russia is not left out in the process of globalization. Everyone, every community, and every country has a way of reasoning and seeing things. Russia can best be described as two parallel lines with the United States of America when we raise up issues relating to globalization. Unfortunately, such issues involve use of arms to resolve issues. War as a matter of fact should not be the first and best way of resolving conflicts but sometimes, the use of force could be the best way to silence some irresponsible governments. One writer sometime said, “If you want peace, prepare for war”. In as much as a round table dialogue is often suggested, how easy is it to drag a president who prefers to use chemical substances on his subjects to a conference table. Each time the United States comes out with decisive steps to tackle some critical problems, Russia surfaces to become a stumbling block. The United States came out at the early stage of the Syrian crisis when it was believed that solution could be easier but Russia came up with different proposals that yielded no dividend. On the Iran nuclear issue, Russia also has a different agenda. My submission is that these two world powers should reconcile their differences and reshape the world through globalization. The Holy Father, Pope Francis has recently had talks with the Russian President Putin who I witnessed received everything they discussed with smiling face. If they are implemented, it will be wonderful. The people of Ukraine could have a sigh of relief. To sum it up, in the process of the on-going global political democracy, there is need for checks and balances. Russia fills this gap. Russia deserves applause for being courageous but Russia must reason in line with what is just and equitable.

### **GLOBALIZATION, SPORTS AND MUSIC**

Right from the time of Olympic Games to the present day FIFA Games and others, international games have assisted to a great extent, to the unification and establishment of peace and friendly relationship among nations of the world. Despite the fact that it is a competition to find a winner, the spirit of sportsmanship is created. Both the winners and the losers end up embracing one another. Bitterness is eschewed. Love flourishes and brotherhood is upheld. In a football match, even in a circular state like Nigeria where you have multi-ethnicity and religious diversity everybody comes together to support the national team, ‘the Golden Eagle’. President Olusegun Obasanjo once told a story in a television discussion that he was sitting beside a Muslim lady and the supporters of the Golden Eagles burst out to a Christian song, “Jesus Na You Biko, Oga kpata kpata Na You Biko Oga kpata kpata”. And an Islamist woman sitting beside her joined in chanting the song. In this song, the supporters were acknowledging that Jesus is the Lord and they were asking him to make the Golden Eagles winners of the match. The President knowing that an Islamist cannot sing that song even under gunpoint asked the lady in excitement, what are you saying? The Lady replied, Please leave me alone, this is football. We must unite to win this match. The president remarked, it is only in football that



Nigeria is united. How I wish it is extended to every other aspects of our lives. At the sound of music, everybody tickles. Music breaks the bones of the enemy Satan. Sports and music build the bridges.

## **GLOBALIZATION AND THE WAR AGAINST ETHNICITY, RELIGION AND RACIAL DISCRIMINATION**

### **(a) Out Brake of Violence Against African Emigrants in South Africa (2<sup>nd</sup> Apathy)**

Second Apathy of South Africa: There is a second apathy in South Africa but this one is a disgrace to the African Union and Africans in general. The 1<sup>st</sup> apathy was the white minority against the Africans. How can the African Union explain to the world what is happening in South Africa, decades after the people of Africa jointly fought for the freedom of South Africans from the colonial rule? Bob Marley sang, Africa Unite many years ago but Africans seem to pay deaf ears to his pledge. Sunny Okosun sang, "Free Mandela and free South Africa". Jointly we fought for the liberation of South Africans from the white minority rule. Today the music has changed to free Nigerians, Mozambicans and other Africans in South Africans. This is shame to the Blacks. Our fate is in our hands.

### **(b) Crisis Between Ethiopian Aborigines and the Ethiopian Jews:**

The massacre of the Ethiopian Jews in 2015 is yet another shock to the African community. Where do my brothers in Ethiopia want our brother Jews to go centuries after they left their original homes in the Middle East? Some historians believe that the Ethiopians are segments of the Jews who later came back to settle there after entry to Jerusalem and wherever they now live. Why is it impossible for them to recognize their brothers? Africans unite.

### **(c) The Nigerian Scenario:**

The truth is, Nigeria was primarily torn apart from the date of amalgamation by Lord Lugard in 1914 by:

- i. Tribalism.
- ii. Religion/Religious fanaticism.
- iii. Diverse Culture, ethnicity and Language.

These factors obviously became gateway to corruption, hatred, bribery and other disastrous ailments within the country. Nigerian elections from 1959 to the 2015 election have all these sentiments fuzzed in them. In 1959, N.P.C., the Nigerian People's Congress was northern people's party and almost every Northerner voted for the party even when the party produced the unqualified candidate. The Acton Group was headed by Chief Obafemi Awolowo of Western Nigeria and the majority of the western Yorubas and others voted for the party even when they cannot win the election because of their population. In the same way, the N.C.N.C (National Council of Nigerian Citizens) turned out to become the Eastern party when Dr. Nnamdi Azikiwe took over the mantle of leadership after the original leader Herbert Maculay a Yoruba. After the Biafra Nigeria war, parties formed were N.P.N. dominated by the North through which they produced President Shagari. The Western party headed by Chie Awolowo could not again make it while Dr. Azikiwe despite his popularity could not make it through the N. P. P. which automatically became the Eastern party. The 2015 Nigerian national election had the same features. A tactful amalgamation of A.P. and C.P.C. to become A. P. C. (Action

People's Congress) principally dominated by the North produced General Buhari as president with a Yoruba to become the vice president. President Jonathan took over P.D.P. (Peoples Democratic Party) from a Northerner and the North had to abandon the party because the presidential candidate is no longer a northerner. Boko Haram is a product of some Nigerian Islamic sects. Boko Haram would have been controlled or entirely wiped out when they were few, with minimum casualty but because they started with bombing of Christian churches and the Easterners concentrated zones, even the Christian President dared not step into the insurgence for obvious suspicion of entering into total bloodshed or another civil war, after-all, he is the commander in chief of the Nigerian Army with every authority to crush any insurgence or territorial aggression against the county. Boko Haram started with flimsy excuses that they do not want western education and gradually taking a political shape. This further complicated the issue and made the group not understood by Nigerians. At a time, they staged war against the police and the army, another good chance for the army and police to deal with them but for the politics of religion and tribalism everybody stood by the fence gazing at them while they destroyed life, property and the nation at large. Boko Haram is an ill wind that blows nobody good. I remember that between 1998 and 2000 when I was conducting a research on "Conflict Management and Resolution", and working with someone in another on "Ethno-religious Conflicts in Nigeria", I came across newspapers which made it clear that there were about 100 talibans spread across Northern Nigeria but nobody acted on that information. It is just a question of making up our minds to be one indivisible country or call it a quit. My personal relationship with many northerners has been substantially cordial on individual basis but when it comes to religion, there is hardly any agreement and I never liked to introduce religion into whatever we discuss. Nigeria must stand up to address these three critical issues that have been the major source of political instability to the nation. After all, the Christians also have differences in their styles of worship. Once while I was watching the Islam television, I listened and enjoyed how they related the birth of Jesus as prophesied by Elijah which came to be fulfilled exactly as prophesied in the book of Luke. The Catholics venerate Mary and believe in obtaining favour through her intercession and the saints. The Catholics also believe in the bread and wine becoming body and blood of the Lord. The Pentecostals do not agree with these practices but they do not go to war because of these disagreements. If the Islamists can emulate and inculcate the non-violent style in their faith, it will surely produce a more peaceful society. The Christian Scriptures depose that there is only one God but different ways or styles of worshipping (1 Corinthians 12:6). Sometime, some Islamists take up suits challenging that Allah should not be called God and I begin to wonder the sense behind the argument. God is Almighty and needs no human defence. Globalization, unity, oneness and love are just what we all need. If half of all we spend on war armaments are invested on food, clothing and shelter, the world will be a better place to live.

## **GLOBALIZATION, INTERNATIONAL DESASTER, RESCUE OPERATION AND HUMANITARIAN SERVICES**

### **(a) Ebola Attack on West African Countries**

The Ebola Out-brake of Some West African Countries.

In 2014, there was a deadly out-brake of Ebola disease. The international community did not abandon the blacks of West Africa to their fate. Many American medical personnel surrendered their lives to come down to Africa to fight Ebola. Some of them have contacted Ebola in the struggle. Some have died while some are still responding to treatment. More of them are still voluntarily coming with the intention of exterminating the dreaded disease from Africa, a black continent. This singular act is evidence enough to demonstrate that America is not just

everywhere to plunder the wealth of any nation. Globalization is the answer, a situation where the people of the world are practically inter-relating as a family undivided.

(b) The H.I.V Experience In Nigeria When Africa was infested with H.I.V., they never understood what the dangerous disease was all about. Wherever the disease was mention in the midst of the youths, they dismissed the lecture in annoyance. Some young men end up the lecture with, “it will not be a crime for one to end up his life from where he came out”. With these jokes, H.I.V., entered Africa and swept many away before they know what was happening. Here again, the international community intervened by sending medical assistance to African countries. The H.I.V experience was what spurred Nigerians to immediate precautionary measures when they heard of Ebola. In Enugu, Nigeria, people dehydrated themselves to death as it rumoured, drinking salted water and bathing with concentrated salty water.

(c) Mers Virus Attach of South Korea

Today, 2015-06-04 the CNN reports fresh attack of Mers Virus which has recorded 2 casualties and over 30 in critical condition somewhere around Southern Korea. Certainly, the United States of America and the International Community will surely not seat on the fence watching South Koreans to be whipped away by this deadly disease. This is brotherhood in reality, not fanatical religious fanaticism. The world was not created with such boundaries despite the fact that rivers and mountains exist. Human beings in their greed made these demarcations and it is for human beings to remove them. They obstruct brotherly interactions.

(d) Kathmandu Earthquake:

On 25<sup>th</sup> April, 2015, there was a disastrous earthquake across Kathmandu, somewhere around the Northern part of India. As at today, 2<sup>nd</sup> May, 2015 the CNN has reported over 5000 casualty and tens of thousands seriously wounded. Dead bodies are still being exhumed from collapsed buildings and the actual number of casualties has become un-estimate-able. People are sleeping in cloudy and wet open space in fear that another one might happen. Those who survived are living without food and water. The normal population of medical personnel and other local humanitarian organization like the red-cross cannot cope with the job at hand. Due to the nature of the disaster, only helicopters can reach some parts of the affected area and they are not there on hand. Without a word of appeal, many international organizations from other countries are sending relief and offering unsolicited free rescue operations. India is predominantly a Hindu state while most of these countries assisting are Christians and other religions. Some are white races while some are blacks. Medical personnel are voluntarily flying into India to assist clear the aftermaths to rescue human beings. This is globalization and an attempt to return the borders to a borderless world (Ferguson and Mansbach (2012). In a struggle to rescue some trapped Indians during the 2<sup>nd</sup> earthquake of 13<sup>th</sup> May, 2015 an American helicopter on board with 6 American Naval Officers and two Military crashed. The CNN on 15<sup>th</sup> May, 2015 said that the military believed that there was likely no survivor as the wreckage has been discovered. The international community also responded positively to assist the Indians in both rescue operations.

(e) Flight 370 Disappearance

The disappearance of Malaysian Airlines Flight 370 on March 8, 2014, was another shocking even in the history of international flights. On the fateful day the passenger airliner took off safely and successfully. There was no communication with the control tower. It was said to have turned half way and believed to have headed to somewhere around the Indian Ocean where it is believed to have sunk into the high sea. The missing aircraft on Flight 370 attracted

international attention. Over 50 countries were involved in the search but till today, there has been no clue of the final location where it plunged itself. Many suspect it could be found around the Southern part of the Indian Ocean. As at the time of this writing on 20<sup>th</sup> May, 2015 seven countries are still desperately searching for the missing aircraft which was on board with many nationals. Fruitless effort has been made by over 20 nations with the United States of America leading. Many have grown weary and retired home while the United States and some other nation went back for yet a final search, this time more enthusiastic, desperate and optimistic in their mission

(f) Crashed German Airliner

The Germans and the French being most affected in the Germany crashed airliner in France were not left alone. Joined by the Americans who their citizens were also affected other nations assisted in recovering the victims and identifying the wreckage and identifying the spot of the crash. There is strength in unity.

(g) Global Warming

Todaro and Smith (2011:466) define global warming as increasing average of air and ocean temperature. Climate change which includes global warming is non-transient alteration of underlying climate such as increased average temperature, decreased annual precipitation or greater average intensity of droughts or storm. The 21<sup>st</sup> century found itself in a situation where global temperature rose higher than normal. It destroys crops and farm lands thereby causing threat to food production. The desert areas of the equatorial regions of Africa expanded to the detriment of man. The ozone layer of the earth crust was said to have worn out due to some unnatural tampering and mans action. Recently, the Supreme Pontiff, Pope Francis pointed out that human selfishness is responsible for global warning. Details of how he arrived at the result have not been fully disclosed. He is however, under attack by some scientists and organization. This has been receiving due attention from international scientists and soon they may or may not be able to contradict the said assumption or declaration.

## **THE G 7 SUMMIT IN GERMANY**

As at 8<sup>th</sup> June, 2015-06-09, for the first time, the G8 is in Germany to discuss matters of great concern to the global community particularly in respect to peace and unity in exclusion of Russia. Russian seems to be siding negative oppositions since I started hearing of Russia. Russia should rethink and embrace world peace. Russia could use the metals used for manufacturing guns for manufacturing cars and some other beneficial devices like cars and electronics to increase the quality of life. I have rarely heard of Russia participating in rescue operations and assisting people devastated by natural disaster. Heroism is no longer achieved through annihilation of neighbouring countries but through positive technological innovation.

## **THE GLOBAL ECONOMY**

Czinkota and Ronkainen (2010:1) depose that the global economy depends on trade. The reality is that the world depends on continuity in trade. Trade flows and currency values shape the global economic outlook, competition, and customer choices. The world is almost operating from a common pocket or a pool of funds managed by the International Monetary Fund (IMF). The (IMF) uses some stable currencies like the United States Dollar, the French Francs, the European Sterling, the British Sterling the Japanese Yen and the German Deutsche Mark and now the Euro to weigh the value of other currencies of the world. Within this century, the United States Dollar seems to have gained international approval as the most prominent currency and many have already concluded that we have attained the stage of the prophesied

one world currency. The truth, however, is that there is global competition among the currencies of the most industrialized nation but it does not suffice to conclude that the one world currency is already in practice. One of the most outstanding functions of the (IMF) is that it polices the world economy and acts as an international central bank since it has become the lender of last resort to nations. Unfortunately, the (IMF) loan conditionality of currency devaluation to the borrower leaves the economy in a mess for some pretty long intervals before recovery begins to manifest.

## **GLOBALIZATION AND ECONOMIC DEPRESSION**

Hornby (2005:393) define depression as a period when there is little economic activity and many people are poor or without job. From <http://www.businessdictionary.com> on 20<sup>th</sup> June, 2015, economic depression is a state of the economy resulting from an extended period of negative economic activity as measured by Gross Domestic Product. It is often described as more severe from the recession that leads to extended unemployment, a spike in credit default, broad decline in income and production, currency devaluation and a deflationary economy. This has been a recurrent event in the history of man for no specific reason. After the American war with Iraq, the American currency faced problem of loss in value. Most countries of the world deduce value of their currency from the United State's currency and so when the dollar has some problems, those other currencies will equally be affected. Joblessness is a problem closely related to industrialization and the industrial process. Machines displace man and reduce the number of human resources to be employed. Political instability, the quality of governance, literacy, the quality of skilled manpower available in a state, all have a role to play in employment generation. Sometime, such situation reflects simultaneously to the countries of the world not necessarily because of globalization. However, if the world becomes one, whatever affects the east, affects the west, the north and the south.

## **THE IMPACT OF GLOBALIZATION ON THE INDUSTRIALIZED NATIONS**

The industrialized nations have lots of goods and services in their warehouses and are searching for potential markets. Globalization encourages free flow of goods and services from one country to another at reduced taxes or free tariff. New and old products are show cased through the internet and contracts of sale are established within the shortest possible interval.

## **THE IMPACT OF GLOBALIZATION ON THE GROWING ECONOMIES**

Without globalization, industrialization among the growing economies is a fiery tale. It is only globalization that has tried to establish the much needed intimacy and oneness to the people across the continents of the world. Prominent among the numerous benefits of this process are:

- (a) Whatever hazard any country suffers, the other parts of the world remain restless until the problems are resolved, for instance:
  - i. Global Warming: Despite the fact that the people of Africa will be most affected, the international community is worried and are doing everything possible to counteract the effect'
  - ii. War Against deadly and infectious diseases: When H.I.V. was first observed, the developing economies were busy hunting for bush meet while the developed countries were busy on research to find solution to this killer disease. The same thing happened when

Ebola broke out in parts of West Africa between 2014 and 2015. Many American Doctors sacrificed their lives to fight for the extermination of this disease. As a matter of fact, some of the volunteers in the process contacted the disease and died while some as at the time of writing are seriously responding to treatments while we pray for their survival. The World Health Organization (WHO) remains the coordinator on all issues concerning individual and community health.

- (b) The Educational Sector: The more advanced countries have not relented in building schools, sending technological aids and granting scholarship to the less privileged Africans and Asia. The computers found in many institutions of learning in Nigeria were donated by foreign associates.
- (c) Industrialization: Africa has great potentials but without the basic tools and technology to take off. Often these tools and training materials are supplied through leasing or hire purchase agreements.
- (d) International Peace and Unity: The international community has done a lot to maintain peace in Africa. The French played significant role to ensure that the crisis in Cote d'Ivoire was brought to an end and democracy re-established.
- (e) Ethnic and Racial Discrimination: Ethnic and Racial discrimination have been receiving lip service attention until the on-going process of globalization. In South Africa, after their independence, the white children could not afford to attend the same primary school with their black counterparts. This according to Nelson Mandela needed sometime for both the blacks and whites to seat and dine on a common table. The situation has drastically improved seeing that the South African football team is a mixture of blacks and whites. Inter racial marriages is being stimulated. I once witnessed a marriage between a young girl from Abatete the next town to my own town Umuoji in Idemili North Local Government of Anambra State of Nigeria and a young handsome man from Dublin. He never called her "Black monkey" but "Darling". Africa now has white son-in-laws and the whites now have biological black children. We previously had blacks answering British names but today some British children are answering Nigerian names after their mothers.

## **GLOBALIZATION AS SOURCE OF CONFLICT**

Conflict has been defined in different ways from the view point of the author. Bedeian (1987:505) sees conflict as a situation in which two or more parties are in opposition. Individuals who hold different views or perspective are more apt to come into conflict. Buelens (2002:361) believes that conflict is an unavoidable aspect of modern life. Best (2012:340) also confirms that conflict is largely an inevitable aspect of the healthy functioning of society. All things being equal, globalization also has some circumstantial deficiencies despite its numerous contributions to global developments and contributions to world economy. Globalization fuels and ignites conflicts among nations and their nearby communities. Best (2012:340), stated categorically, that the process of globalization is considered to have become the major source of conflict in Africa. Best added, it must be noted that the nature and character of globalization, induced conflicts of the 1990s and beyond is very much different from the conflicts of the immediate post-independence era. Most of these globalization-induced conflicts are fundamentally communal conflicts causing people to wage war on themselves, their neighbours, and their communities, destroying life, their meagre livelihood, their homes and properties. One of the hidden United State agenda of democratizing Iraq in line with

international politics fused into the liberation of Kuwait caused the 1<sup>st</sup> Iraq war. Aina, (1997:67), deposes that the striking feature of these impact of globalization is the fact that social change is expressed in a multiplicity of transitions occurring simultaneously at several and in some cases mutually contradictory levels. The process of globalization introduced the Structural Adjustment Programme (SAP), which inspired restructuring that destroyed the fragile African economy with globalization marginalizing the continent. In Nigeria, Ghana, Zambia and other countries where the economic stabilization reforms were adopted, these countries had to abandon their developmental roles and this made recovery very slow contributing to more intense deterioration of the economy. Finally, they will come to observe that they plunged themselves into bad economic management with social and political contradictions more complex than it was at the onset. Some of these reforms assist in worsening the rate of un-employment, widening the gap between the rich and the poor and sometimes results to collapse of the economic system. The pool of the unemployed becomes the labour market for militants and radicalism. The current Greek financial crisis connecting the European Central Bank and the Greek banks expected to result to credit and capital quiz that could lead to bank liquidation is a product of globalization. The Greek Central bank was said to have drawn large sums of money within a short interval, therefore, the European Central Bank is refusing granting a bailout option. The young president of Greece and his finance minister have already fallen out. A decisive conclusion is expected in the next few days, else the Greeks may be having difficult times very soon. Rodrik (1997:11) states that it is not whether you globalise or not that matters, but how you globalize. This is an undisputable truth. Globalization has gained universal acceptance and there is no going back.

## SUMMARY/CONCLUSION

We want a warless world, a world totally free of wars and a world where friendship and brotherhood flourishes in entirety. Positive global inter-connectivity and inter-relationship can perform the much desired miracle. This is a challenge to world leaders, the United State of American President, the Russian President, the President of Iran and Iraq, Egypt, the Presidents of North and South Sudan, United Arab leaders, Israel and the Palestinians, the Presidents of the West African countries, the presidents of Central and South Africa and Nigeria. It is better to fight hunger by spending on food production instead of spending on guns and bombs to slay human beings. Let us reason and be more realistic on how we initiate crisis. School children now prefer to go to schools with guns instead of books. This is malady of the highest order. Jimmy Cliff warned earlier in his great album, "Suffering in The Land' they keep making guns and bombs to set the world on fire. Let us build bridges instead of walls.

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