
Globalization of international trade

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Keyword

Globalization of international trade, business management, information.

Abstract

The purpose of this paper to recognize the most important globalization of international trade in trade activities that may give knowledge as business management development. This study uses meta-analysis as the firms approach as finding out the critical success factor of globalization of international trade in trade activities as business management development that may necessary be approved by empirical study for the next future research. The critical success factor of globalization of international trade in trade activities as business management development to increase the potential competitive become the alert before declining purchased ability can happen, so that the anticipation of the declining purchased ability among countries may be identified during the alert period. The characteristic of critical success factors of globalization of international trade in trade activities as business management development brings the information that shows the result from that information so that by studying this information at each different kind of situation will affect the different economic activities based on the knowledge management level.

Introduction

Since the history of big crisis in Asia in 1998 continuing in year 2008 in Western Countries, there will be necessary to lift up the high motivation how to find out the problem solving of the kind of situation. This writing purpose is to scheme the success factors of globalization of international trade as the business management development. One high motivation reason for me to write is concerning the poor of the human resource development is not working successfully. However, the human resource development who developed the system may recognize the international trade globalization becomes the issue for their firms environment lately. Ironically, the globalization of international trade in trade activities faced the uncertainty for specialized to be predicted remembering the variety of indicator that may influence the international trade based on business management development considered have difficulty in their measurement which the application of disciplined may have very complex issues.

Hereby some facts, in year 2010, Indonesia population was about 238 million, and it could be increase in year 2050 becomes 300 million. With economy growth about 6-7% per year, energy consumption will be highly increased. For example, coal mining need to be more efficient in using it. Coal mining export limitation and managed the providing energy will support the productivity of activity and increasing economic value for Indonesia. From year 2003 to year 2010, middle level increase from 50 million people grew to 131 million people. USD 2-USD 6 are counting as low level. Since the productive ages are higher compared to both

children and elderly (approximately 66% of productive age, approximately 28% of children, and approximately 6% of elder), the consumption mostly spent by them. It automatically will increase the purchase ability of productive ages at medium and high level society. Especially in electronic products such as hand-phone, computers, household electronics, for example, have already booming at all level. The Economist predicts that electronic has potential market, demand will increase and export will also increase. However, unfortunately, the foreign investors are still dominant in this field. Another example, ceramics mostly have high requested for domestic market. More, Government strategic for Crude Palm Oil is to increase the production for about 60-70% for national production process and will be exported, whereas the rest will be used for domestic.

In export market, aquilaria filarial (gaharu), for example, this raw material is usually used for medicine, therapy, and for religion necessity, perfume, and also souvenirs. Its price is very high, in China, they sell about USD 150 million per kg, and in Middle East, they sell about USD 300 million per kg. The potential markets for Indonesia are Saudi Arabia, Uni Emirate Arab, Taiwan, Singapore, Hong Kong, USA, and UE. On the other hand, Furniture needs more promotion to be exported. The good destination such as ASEAN, Europe, USA, Africa and Middle East need to be increased.

Textile industry and product textile (TPT) and footwear concern need to have machine restructuring for spinning, weaving knitting machine. This revitalization is expected can motivate the growth and increase national industry competition capability for domestic and international market. Another example, when the price of footwear (local product) is about Rp 50.000,- per pairs, it will increase the selling transaction in two weeks (about Rp. 500 million), if government helps the campaign of using local product in Indonesia. Import volume of footwear in year 2010 reached 244.19 million USD, increased about 131.62 million USD from year 2009 and increased about 162.16 million USD from year 2008. Lately, there are some industries that considered hit by dumping from China, such as electronics, furniture, machine and also TPT. In this case, implementation of safeguard may necessary applied.

I write about the globalization of international trade to support reducing the uncertainty which may put some important key success factors considered based on description data and also may support the practices to contribute their company performance for the trade activities around the world, or at least for the countries. Some previous researchers examined trade between two economies : China and ASEAN-5 (Indonesia, Malaysia, Philippines, Singapore and Thailand) using market share simple regression (MSSR) model and assessing the impact of China's World Trade Organization (WTO) entry with a trade-exchange, rate tariff model based on SITC (Standard Industrial Trade Classification) two digits, historical data and the author conclude that for period year 1987 until year 2002 the competition between China and ASEAN-5 in world export markets was negligible, It appears that trade widening opportunities are much larger than competitive challenges for ASEAN-5 after the WTO entry of China and the establishment of FTA between ASEAN and China (Yunhua Liu, Hang Luo, 2004). Another researcher conclude major statements that globalization refers to expansion of global trade; WTO was formed by governments for the purpose of promoting globalization and preventing countries from doing harm with their trade policies (Alan V. Deardorff, Robert M. Stern, 2002). Previous researcher analyzed the correlation between population and economic indicators such as GDP, household consumption, infrastructure and research and development (R&D) activities.

The result showed that agglomeration of population has a positive impact on GDP and R&D activities, and requires less infrastructures (Bettencourt et al, 2007). Using purchasing power parity exchange rates, previous researcher estimated a time series of the number of people in absolute poverty. Their results indicated that people living below the extreme poverty line of USD 1 per day decreased between 1981 and 2004 from 1,470 million to 969 million worldwide. The percentage of extremely poor fell from 40% to 18% (Chen and Ravallion, 2007). Other researcher described policies and research programs concerning urban ecosystem in the United States (Hecht and Sander, 2007). Another researcher proposed different solution for different countries categorized by geographic differences (Collier (2007). Resource of rich countries with high ethnic diversity needs strong checks and balances on how governments use their power and distribute funding (YuyaKajikawa, 2007).

Literature review

Based on Data, impact on GDP

In World bank version, middle level is the person who could spent the money per day with range USD 2-USD 20 with currency Rp. 9.000,-/USD, so at least their expenditure is Rp. 540.000,- per month. When two third of population dominate by productive age, economy prospect may relatively depend on middle and high level that have expenditure above 5 million rupees. It may show consumer confidence index in middle level will increase based on consumption from the middle level. For example, the using of technology is rapidly growth in Indonesia, it support the increasing of the expenditure of the people, which means it caused the additional expenditure that they have to spend, and it also support the investment growth because of needs of people growth. If needs of people growth, they try to find the working field with good prospect to increase their income, When the income rise, the life style will changed automatically.

Saving behaviour in public

Countries	Account saving per 1000 adult	% saving to GDP	Account credit per 1000 adult	% credits to GDP	Branch of bank per 1000 adult
Japan	7,172.40	146.20%	177.6	85.10%	12.5
Singapore	2,236.30	280.90%	914.5	213.40%	10.5
Malaysia	2,063.30	105.50%	963.6	113.20%	11.4
Indonesia	504.7	36.90%	196.9	26.90%	7.7
Philippine	499.1	48.60%	-	26.30%	11.8

Source : World Bank (Kompas)

Impact on exchange rate fluctuation

The strength of exchange rate fluctuation happened at the same time in South East Asia, and considerable have normal effect to the export competition ability. Indonesia consider still has good ability to compete in export factors. Rupiah is relatively stable to USD. Capital inflow is one reason that brings the exchange rate value run fast, and it needs government policy to avoid the appreciation of exchange value run sharply.

Impact on Foreign Direct Investment

For investment sector, related to grow the new area for supporting the free trade, the flood of investment seems to give burden for indicating the monetary crises, but according to IMF, the fundamental economy in Asia is different so it is relatively small to have monetary crises. However, the interest rate of loan needs to be adjustable. The rate between 12%-16% is considering high and have high risk for rate of return. Here, only Indonesia and Vietnam has the interest rate of loan between 12%-16%, it shows that other ASEAN country is more ready to compete for their product in ASEAN-China free trade. The competition between Singapore, B. Darussalam and Malaysia is very tight compared to Philippine. And the countries below 10% are offering investment program more flexible than other countries (Indonesia, Vietnam and Philippine).

ASEAN

No	Countries	Interest Rate of Loan
1	Singapore	6%
2	Thailand	7%
3	Indonesia	14%
4	Malaysia	6%
5	Philippine	9%
6	Vietnam	16%
7	B. Darussalam	6%

Source : Media Indonesia, Saturday, March 26, 2011

Previous research examined the changing location and ownership strategies of MNEs, and showed that the increasingly sophisticated decision making of managers in MNEs is slicing the activities of firms more finely and in finding optimum locations for each closely defined activity, they are deepening the international division of labor; ownership strategies became increasingly complex, leading to a control matrix that runs from wholly owned units via FDI through market relationship such as sub-contracting, including joint ventures as options on subsequent decisions in a dynamic pattern; the input of lessons from economic geography is thus becoming more important in understanding the key developments in international business (Peter J. Buckley, Pervez N. Ghauri, 2004). Previous researcher included that young age (over 22 years old) hold more positive view toward globalization, business majors and/or students with white collar parents are likely to have positive attitude toward globalization (Mike W. Peng, Hyung-Deok Shin, 2008).

In 2007, the gross world product (GWP) – the aggregated total of all finished goods and services produced worldwide – was expected to grow 5.4 percent to USD 72.3 trillion. US economy accounts for 19 percent of the world total, China for 16 percent of GWP in 2007 (USD 3.7 trillion) by increasing their exports and investment expansion EU accounts for 21 percent of GWP, India accounts 11 percents of GWP, and Sub-Saharan Africa accounts for 2.6 percent of the global economy.

Since the trade activities shows the information of people welfare, the form of prosperity is firmed by seeing the people capability in fulfilled their needs. Because of the reason above, hereby, the international trade globalization in trade activities that is supported by business

management needs to be existed, especially for global economy whereas its intention is to enhance the willingness of secure not only for present but also the future generation.

As mentioned from Al Qur'an Al : Anbiya 33

“And He it is Who has created the night and the day, and the sun and the moon, each in an orbit floating”

Based on Ayat above, it may interpret and involve some trade activities that may useful for international trade cycle such as :

1. Knowledge : when the policy is no longer can be adapted during the crises, the breakdown ruled may chaos the trade activities, so that in international trade globalization, it is necessary to establish the most important discipline in knowledge or the major factor of discipline that influence the business management implementation.
2. Flows of trades: strong international trade position may involve some strategic management that support the persistence of trade activities so that the comparable of trade activities using variety strategic management give assessment to best percentage of trade activities performance.
3. Integrated : The market situation for the international trade situation is firmed because of the variety market that are taken into action as its historically, whereas, actually, the high power action that can be concerned to create the market may try to do some alternatives that consideration not only from the current market position (short term market) but also can change their market strategy (into long term market) that involve the level of certain knowledge that has to implement flow of trade activities so that the policy development will automatically adjusted for all the countries.
4. Informative: Trade activities performance means the highest information can be comprehensively adapted and applied that can support the network among nations, so that global competition expectancy among nations may be strictly based on the diversity disciplines. (for example, cooperation of the information quality values with system values will be recognized as one nation's assessment meaning the highest the nation can achieved their aim without intervention from any other countries values.
5. Stabled: The human resource development has the highest value to enhance the knowledge not the machine. The brain development to control the information resources may involve the trade activities cycle that automatically will perform the balancing of the market and policy among one nations.

Values may be defined as broad preferences concerning appropriate course of actions or outcomes (Wood et. la., 1998, p. 107). Values in practice represent a person's sense of right and wrong, or what ought to be. We must also keep in mind that concepts of the future may depend upon ethnicity, linguistic background, lifestyle, and life expectancy (Crabbe, 2006). Other previous research stated that the role of scientists when assisting policy development should be to provide the best evidence available as information for the development of policy, to help monitor the effects of current policies, and to provide solutions to unexpected events and policy failures (Lyytimaki and Hilden, 2007). Previous researcher stated that the shift from strictly economic and ordinary policy levels to constitutive, institutional, and psychological levels is a very important expansion (Ascher, 2006)

STRATEGY of facing the International Trade (ASEAN-China Free Trade)**Government actions**

1. Ministry of industry allocate budget for machine restructuring for textile and product textile and also footwear to bridge efficiency, increasing the quality, maximize value added, and increasing industry utility.
2. Revision of Ministry of Finance regulation (PMK 241/2010) related tariff for import product non-food. (182 tariff such as chemistry sector, machinery, electronics, shipping and films, synthetic, pharmacy, steel, textile, cacao, automotive and component, cosmetics, fertilizer). PMK regulates 2.164 machine products and raw material.
3. Investigate to dumping products and lately it has found about 190 product have dumping indication and do safeguard if necessary.
4. Apply the Indonesia National Standard for products.
5. Monitoring product export and import

Businessman actions

1. Propose the revision of PMK together with government
2. Propose to government of having guarantee and provided of gas supply, electricity supply, and feasible infrastructure
3. Make effort on production process to be more efficient.
4. Running the fair competition among companies for free trade
5. Monitoring the black market from time to time
6. Following the regulation tightly
7. Maintain good quality of product
8. Give reasonable price to compete in the market for the consumer
9. Monitoring the exchange rate fluctuation from time to time so that it may find the strategy to promote the products in free trade

Main discussion**Impact of ASEAN-China Free Trade Agreement to Indonesia****Strengths**

1. Have the human resource
2. Have the natural resources
3. Have the technology
4. Have the reasonable budget for credits supported by banks as long as having good prospect to do business for trade activity (credit loan)
5. Good area for investment destination
6. Have the skill

Weaknesses

1. Variety of products compared to China
2. Lack of item is being protected (using safeguard)

Anticipation:

1. Find out the substitution products
2. Monitoring on black market that is happened in world market, read the trend of black market (read the indication of black market) and increasing the product capacity for the market when the trend of black is turning down (usually products in black market are season products).

Opportunities

1. To increase the export product for the potential market
2. High Potential investment flow and managing the risk
3. To optimize implementation of trade law
4. To have limitation on import products

Threat

1. De-industrialization by losing the opportunity to have fair competition in the market

Anticipation

1. Decrease the interest rate of loan
2. Apply tax holiday for investment if possible

SWOT

STRENGTHS

Success Factors: - Existing producers with its fair competition in market - Grabbing market share from other countries Risk Factors: - Uncertainty of grabbing market share - High cost to have production process with good quality THREAT	Success Factors: - Managing capital inflow and interest rate of loan - Managing the production process in quality Risk Factors: - Increasing production capacity is having additional cost - Consumption level for consumer destination WEAKNESS
Success Factors: - Product standardization - Potential market and grab market share in destination level Risk Factors: - High cost vs value added - Fair competition	Success Factors: - Monitoring the market from time to time - Reduce the production process cost such as delivery product on time Risk factors: - Lack of law enforcement - Antidumping and black market or smuggling product

OPPORTUNITY

Ayat above from Al Anbiya 33 involved such international trade cycle the proof of purchase ability perform by individual or firms, prosperity of environment related policy development, implementation of flow trade activities to those product competition where here, business management may support to avoid loss, variety of culture that influence the management system in many entities (harmonize of various culture), human resource quality, and the capability of technology to support the international trade globalization in trade activities performance.

Urgency of International Strategy

International strategy as strategic management based on evidence of the firm performance shows the firm activities annually, however, it is more necessary to perform information comprehensively in broaden the strategic management implementation for both long lasting trade activities and the content of the environment management would be for the future generation.

Urgency of Business management

The content of information resource would never end as the human being recognizes the number of profit that needs reducing the environmental damage by its costs and reducing the loss that may cause crises in the future through the number of profit that is accounted through trade activities. The international trade globalization may bring beneficial and it is the way to perform sustainability profit for the next generation. The international trade globalization has to have reliable and trustworthy networking that to be protected and to be avoided from ruin.

Policy development

The implementation of harmonization standard using currency may bring the fluctuation costs based on each trade activities adapted the policy to perform the firm activities to reach their profit goals. Entities have to be guided by rules and so does the international trade based on business management. When the policy goes to low enforcement, the high risk may return into damage of the international trade influences the entities reputation in public of the nations.

Urgency of Society measurement

The range of advantage and disadvantage measurement may bring the better trade activities through not only the society culture supporting the entities but also providing the entities system as the prototype of international trade in measurement so that the profit expectancy can be fulfilled.

Urgency of Mankind intellectual

Trade activities with using reliable information quality are interpreted by human being. It means the international trade globalization must be developed and shaped the human being activities performance and their brains; More, the trade activities using business management will be upgrading from time to time related to its influence to human being adaptation as the environment of international trade changed based on sustainability profit that may discover and accounted for the power of firm profitability.

Urgency of Technology utilization

The maximum capacity usefulness of technology innovation suppose to support the international trade globalization with trade activities since to minimize the loss of the entities performance is the basic idea of avoiding the uncertainty information or too many difference information results.

Suggestion

When the policy development becomes the issued to apply the recognizing of the flow trade activities in international trade globalization, it is supported by technology uses, the better the strategic management will automatically had been implemented in its performance in the terminology of increasing not only the value of entities but also to have better profitability performance. Other concern that counted as most influence issue is how to perform the business management with unlimited mankind intellectual as the key factor success of applying international trade activities for reaching the firm performance.

Conclusion

However, international trade activities become high interesting in owned networking information among the mankind intellectual. Since then the differences point of views to find the assumption must result to the numbers of accuracy, profitability and reliably and also showing the key success factors of performance itself. Hereby, the mankind intellectual has tasks to perform the best assumption in providing information at all costs as well as they earned including to show the alert of trade activities performance through their fluctuation purchased ability.

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