**Globalization and the Role Information Technology has in The Global Market**

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Globalization is a revolution that has completely altered business operations globally by removing barriers to enhance effective communication globally. The effects of globalization are touching every economic and operational sector, including governments and social fields (Olivié & Gracia, 2020). However, innovation in information technology is the primary driving force enabling globalization and corporations among businesses globally. Globalization is defined as an intensification of global interconnectedness through cultural interaction and exchange through movements, linkages, and contacts (Olivié & Gracia, 2020). Globalization help in speeding up the flow of capital between businesses, movement of people, goods, and image across the globe. The processes are readily enabled by increased communication, technology, and transportation systems that connect the world easily (Olivié & Gracia, 2020). For example, a business can use social media just by clicking a button; it communicates to billions of internet users.

Globalization has also intensified links and modes of interaction that connect the world through information dissemination (Luo, 2021). For example, before the 21st-century, information used to flow through a single channel, either through TV stations or radio waves. With globalization, a single piece of information can stream through a thousand sources and more advanced gadgets like mobile phones and personal computers enabled by the high-speed internet. Globalization has expanded social, economic, political, and cultural practices beyond the border in that political decisions from one country can influence the operation of other countries globally (Luo, 2021). This has forced many local governments to restructure operations and policies to fit in the global economy. For example, third-world countries are straining to implement industrialization to embrace technology and enable global reach.

Information technology advancements have increased the implementation and adoption of globalization. Information technology has created a global integration bringing different businesses together (Chege & Wang, 2020). For example, the development of powerful personal computers encouraged computing. These computers are connected through the World Wide Web to promote effective communication and information sharing globally among individuals and organizations via the intent. Advanced computers and internet services also created workflows and software to enable globalization (Chege & Wang, 2020). An example is the development of social media platforms and collaborative software environments, which allow seamless communication like virtual meetings among team members.

Generally, globalization has resulted in increased knowledge, increased production, cheaper production of products (Sepashvili, 2020). However, free movement and interaction stimulated by globalization have resulted in reduced wages since companies outsource labor from anywhere globally. Above all, information technology is essential and integral in achieving globalization. It enables organizations to effectively strategize and compete in the global markets through globalization principles.

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