**Globalization and Technology**

Student Name

Institutional Affiliation

Course

Date

**Globalization and Technology**

My research proposal topic will be technology and globalization. I would like to focus on business globalization and what businesses need to do to do to go worldwide. Also, the technology revolution in the global economy is very essential in globalization as businesses need to use technology to make globalization a success. In business, accordingly, globalization refers to the process by which businesses start to operate on an international scale or rather have an international influence. There has been an acceleration in globalization since the 18th century because of the advance in technology and transportation. Technological globalization on the other side is the diffusion of technology on the global economy. It is the spread of technology in the business world. For example, developing an online store that can sell goods and services online. Customers from all over the world can purchase the goods and get delivered the goods on time. An example of an online e-commerce business is Alibaba. It is a company specializing in retail, technology, the internet, and e-commerce. Consumers from anywhere in the world can access this online business and purchase any goods. With the development of technology, communication between consumers and this online business has been made easier and the delivery of goods as well. In my interest in this research proposal topic, I would like to dig deep into the topic and what more is required to make globalization a success.

**Differences between academic and business research approaches**

Problems in the world need proper addressing, making research a significant factor that helps to develop viable approaches that deal with the problems. The human race faces both social and economic problems, which has led to different research approaches for business problems and general knowledge approaches. Academic research approaches focus on problems or crises where they come up with theories and facts to back up a viable approach geared to dealing with the problem. Business research, on the other hand, focuses on the economic, social, and management issues that affect business organizations. Business research is geared to increasing organizations' efficiency to carry out their daily activities and realize better profit margins.

In my research proposal, I will use a qualitative research approach since it would help me explore the topic ideas and thoughts in depth. The qualitative approach deals with words and their meanings unlike quantitative which deals with the analysis of data and statistics. Also, a business research approach would be appropriate since I am dealing with a business topic. The business research approach will help me develop answers and recommendations on the topic.

**References**

Benjamin R. Lawlor (2008). The Age of Globalization: Impact of Information Technology on Global Business Strategies

[https://newmr.org/blog/the-differences-between-aca...](https://newmr.org/blog/the-differences-between-academic-and-commercial-research/)