

INTERDISCIPLINARY RESEARCH IN EMERGING ISSUES THAT AFFECT THE BUSINESS WORLD

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Abstract

Emerging key issues that affect business world have grown to level where the organizations have to understand and embrace the need to monitor and anticipate emerging global trends. It is evident that strong issues exist which affect the conducive operating business environment and the skills of doing business in the world. The paper outlines the emerging issues that affect the economy of business and it aims to provide early-stage focused to managers with a handy introduction to essential issues and the upcoming trends. The paper takes an interdisciplinary stance by giving examples from technology-enhanced knowledge and borrowing from literature in information technology, innovation and globalization. Today the business world is becoming increasingly more dependent on technology, innovation, and globalization which are currently changing the way we conduct business, placing greater emphasis on the role of technology and the associated institutional innovations that has played a critical role in spurring growth in the industrial countries. Organizational competitiveness is measured by how well organizations address such issues as globalization, knowledge, and technology. More importantly, how leaders navigate through these key trends will have a lasting impact on their organizations. Effective implementation of technology requires knowledge and tools which will enable management to change their business strategies to more effectively compete.

Keywords: Emerging issues, e-commerce, innovation, inbound, technology, virtual

Introduction

In the earlier years to about 1950s, when technology had not developed to an advanced stage, to measure the productivity, the researchers were using the aggregate production function to calculate the contribution of labor inputs, capital input and the technological advance input to economic growth. Technological advance and economic growth occurred behind the back of scarcity economics. In spite of it all, mainstream economics remains centered on scarcity. (Alperovitz & Daly, cited in Dugger, 2016).

Advancement in technology and information systems in the past three decades has contributed to the rapid shift in organization and product cycle management in engineering industry. This shift has culminated in a challenge of how organizations are managed and deliver projects, as well as how they address rapid challenges in raising customer needs and expectation, increase competition and expanding market (Dzokoto, Edum-Fotwe, & Demian, 2013).

One of the impacts of this shift is that, high demand in high performance requirements, has forced companies to shift their strategies in doing business and improve service delivery to their customers by enhanc-

ing just on time delivery which is faster method in ordering their stock, to remain relevant and competitive in the market. Many business organizations in the contemporary world have resolved and resorted to collaborate the computer-supported programs to run their business effectively and efficiently, that will result into more productivity and business growth.

Over the past ten years, information technology has contributed to increased education levels, and, by implication, income levels, around the world. From introducing distance learning to the first time student in a developing nation, to job-skill training in countries resurrecting their domestic industries, information and communication technology has facilitated communication and vital knowledge transfer across six continents (Leahy & Yermish. 2003).

Today's teachers need to be aware of several extant and unchanging realities: Technology is now indispensable to literacy development; reading with technology requires new skills and strategies; technology can support struggling students; technology can transform writing; technology offers a means of motivating students (Lewis, Walpole, & McKenna, 2014).

Today's technology demonstrate the performance imprudence of a business in the contemporary



world, and any organization who do not impress and integrate business technology and innovation in business processes and transactions, will not compete with those who adopted technology at earlier stage. Through technology, innovation, and globalization, a business might turn around positive business performance by opening opportunity to their entire customers

Emerging Issues that Affect Business in the Contemporary World

Technology

The dynamics of technology is probably the most dramatic and obvious impetus for change, it has generally changed the manner in which we handle and run business. The development and innovation of technology has moved a niche high in the speed business operations are applied to the transactions from the branches to the head office of the organizations. Consider the introduction of scanners in the supermarket industry, the staff and customers were to be educated about the technology change which has enhanced the efficiency of the stock management and the reduction of shoplifting.

Another technology which has transformed the way business is conducted is the introduction of mobile phone money transfer services, which can enable you to transact the payment of utilities like electricity, water bills, rent and also can be used to deposit and withdraw money from your bank account. The mobile phone technology has brought a big and dramatic change the way organization conduct business, and any business which cannot impress this technology cannot escape the effect of change and it will not be able to compete in the world market effectively.

Technology adoption is an important strategic variable for firms because it determines the type of products and services produced and how these outputs can be generated. Investments in new technologies can enable firms to change their scope of operation (e.g., to offer new products or services), while investments in new process technologies, such as computer application or automated machines, can enable firms to produce a given output at lower costs. Thus, the adoption of technologies may be crucial for the competitive advantage of a firm. The emergence of new technologies may bring about a myriad of changes, including the adoption of various complementary technologies, accompanied by organizational changes (Koellinger &

Schade, 2006).

Marketing the new products of a company increases awareness of the products and the overall brand. With the changing dynamics of technology, as the information has become more available the career has considerably changed, and many Marketers can conduct secondary research from their iPad machine in a matter of minutes, all this becomes possible because of technology which can enable you track the activities of the business.

Communication to the current and prospective business customers has been transformed to an advanced level with a frightening speed, and has also changed the way of ordering and procuring products, by only using e-procurement from the comfort of the office and products are delivered just in time. Managers require more innovative materials and information technology to keep pace with their companies and its products, rather than being traditional with the way they do business

The services and activities of doing business has become easier with the advent of technology and innovation. Software technology can enable the company to generate financial and other related reports needed for decision making in matter of seconds while the board of Directors are waiting. Marketing teams can pull data from various sections or departments of the organization to create reports which they can use for their marketing campaign strategies.

Digital Education

Advanced technology in recent past has identified two technology devices: (1) electronic books and (2) mobile devices, which are used across all the main academic areas to provide the student with the students and teachers online access to library information resources, books, journals, articles, research and other learning materials. The age of hard copy books and journals is slowly being done away with, from the library stacks, because the virtual library is mobile friendly and well known to many, and the whole world has impressed the technology at a fast pace and it has penetrated the educational sector like fire. The student finds it friendly because they do not carry hard copy books to the classroom.

Electronic books are accessed online and can be easily downloaded through internet, these has added to the wealth knowledge of information and resources, but the main obstacle is that they may not be accessible to

everyone. Mobile devices introduce and allow people to use e-learning almost anywhere at their convenience, but keeping pace with the speed in which the new mobile devices grow is a challenge and some areas and places the devices or the networks facilitates are not available to their use and are not affordable.

Developing alternative teaching strategies—the teacher is no longer the sole source of expertise in classroom settings due to the widespread availability of networked resources; this creates a need to change instructional approaches and train teachers accordingly (Spector, 2013).

The role of stakeholders which include the college, employers, society and the students, in the education systems is crucial and trust has to be developed and see to it that adequate preparation of students for the job market is dynamic, in this technology age, wide consultation with employers', administrators, teachers, sponsors and the students should be done to assure the stakeholders that, the system works well. The education system should know the market demand and design programs which will meet this demand of their products, because the employers are looking for graduates who are work-ready with clear evidence of job specific skills in addition to knowledge acquired in college

Assessing student learning—there is a need for effective assessments of students and teachers, not only for accountability and promotion (summative) but in order to improve learning and instruction (formative); the focus in assessment should be on improving learning, especially from a perspective of life-long learning and literacy in the information age; assessments should be seamless and ubiquitous (woven into learning activities unobtrusively). It is now possible to record, store and retrieve a great deal of education data pertaining to individual and groups of learners that can be used to provide formative assessment and personalize learning (Spector, 2013).

Global E-commerce

A most common definition of e-commerce is the buying and selling of products and services over the internet or other electronic network (Yang as cited in Hossain, 2002). Being a reputable company today is in no way a guarantee blanket to confirm future success in business. To emerge as a leading company or industry tomorrow and maintain a competitive advantage, the traditional business model companies must be ready to accept the new challenges emerging issues in the

business world, and take on some difficult and painful changes.

Most companies attach strong emphasis to physical assets such as plant and equipment, which are the infrastructures used to run the business to achieve a competitive edge, even though intangible assets were used, less emphasis was put to their value. However things have changed and more emphasis is being put to intangible assets like intellectual properties and loyalty, which come as a result of innovation.

A classic economic theory is that of Decreasing Returns to Scale, which states that no enterprise can continue to grow forever profitably. However, this principle does not apply directly to e-commerce, which has been shown to be able to sustain incredible growth extremely fast while increasing returns the whole way. As most e-commerce have minimal infrastructure and inventory, it is possible to minimize the effect of this classically accepted economic theory. The bulk of investment can be allocated to research and development, IT infrastructure (made upfront) and client relations/support. After which the cost per unit decreases dramatically compared to traditional models (Jayanetti, 2014).

In 1976 Sony introduced the Betamax video cassette recorder. It catalyzed the “on demand” of today by allowing users to record television shows, and the machine ignited the first “new media” intellectual property battles. In only a decade this revolutionary machine disappeared, beaten by JVS’s version of the cassette recorder. This is one of three videos in a series on market place failures of technological objects (Jayanetti, 2014).

Issues and Challenges for E-commerce and the Internet

In order to understand the future of the Asian, especially Southeast Asian, material policy and particularly products and services related to e-Commerce, it is important to address some of technological changes and the transforming the Southeast Asian economy, especially Malaysia the internet and e-Commerce are dramatically changing how people live, work and communicate with each other in particular, there has been an explosion in retail e-Commerce such as the sale of goods and services to consumers online, and the way in which products are bought and distributed. All of these changes have implications for the environment that have so far received little attention. (Hossain, 2002)



In 1998, over twenty million computers became obsolete in the United States of America, and only eleven percent recycled. (Fishbein, Ehrenfed, & Young, 2000). Technology in the recent past has grown rapidly towards excellence in research and innovation, but it has come with its own challenges of environmental implications, disposal of the devices. The lifespan of a computer is estimated to be 4 years, after that it becomes obsolete and it has to be replaced by a new computer, and the challenge remains to the organization to dispose the obsolete one. The major emerging issue is the disposal of this devices without polluting the environment. The staking of this gadgets (computers) in the offices has become unbearable to the organizations not knowing what to do with them and the best way of

disposing them out of the offices.

How Information Systems Facilitate Supply Chain Management

- It assists the business to decide what to produce and when to store and move.
- Customers' orders are rapidly communicated.
- It assists the business to track the orders and status.
- It checks the inventory re-order level and the availability in the store.
- Reduces the inventory warehousing costs.
- Communicates rapidly to the customers any production design changes.

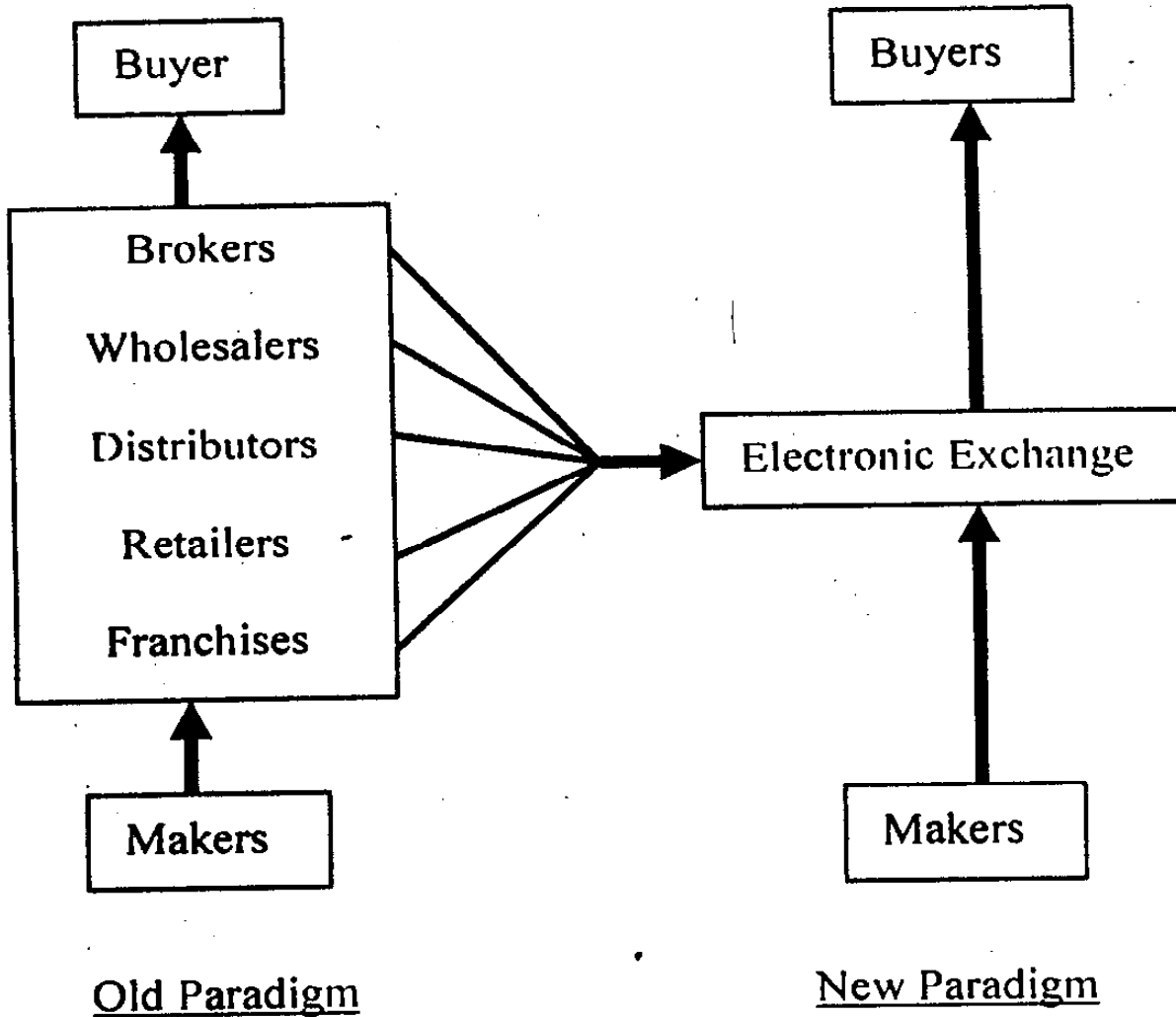


Figure 1. Buying and selling paradigms: Old and new (Source: Hossain, 2002)

Businesses throughout the world are changing both their organizations and their operations. Businesses are flattening old hierarchical structures and eradicating the barriers between company divisions. They are lowering the barriers between the company and its

customers and suppliers (Hossain, 2002).

How Technology has Transformed Business

Dubai Ports World Takes Port Management to the

Next Level with RFID

RFID (radio frequency identification) is a technology that incorporates the use of electromagnetic or electrostatic coupling in the radio frequency (RF) portion of the electromagnetic spectrum to uniquely identify an object, animal, or person. Dubai Ports (DP) World has reason to be proud of its accomplishment of becoming one of the leading terminal operators in the world. Today, Dubai Ports World has 50 terminals in 31 countries, and 11 new terminals are under development. The firm employs an international professional team of more than 30,000 people to serve customers in some of the most dynamic economies in the world. Dubai Ports World has adopted a customer-centric approach to enhancing its customers' supply chains by providing quality, innovative services to effectively manage container, bulk, and other terminal cargo. The firm invests heavily in terminal infrastructures, technologies, and people to best serve its customers (DP World, 2008).

Enterprise systems is a broad term that encompasses man enterprise-wide computer applications such as customer relationship management and supply chain management systems. An enterprise system is designed to overcome the problem of separate systems by integrating data across an organization into a single software that enable all employees to have simultaneous access to a common set of data, all data are recorded only once in the company's centralized digital data repository known as data base. The unique data elements contained within the database can be linked together. Data integration help employee communicate with one another and it also helps them to communicate with their suppliers and customers (Garrison, Noreen, & Brewer, 2008).

Current Organizational Trends

Virtual Corporation

Virtual Corporation is an organization that coordinates economic activity to deliver value to customers using resources outside the traditional boundaries of the organization. (Ball, 2010). In other words, it relies to a great extent on third parties to conduct its business. The evolution of the technology infrastructure has made possible changes in the work force and working methods, such as teleworking, home offices, and flexible working practices. Accenture Ltd delivers a range of consulting, outsourcing, and technology services to

clients around the world without an operational headquarters facility nor any formal branch (Ball, 2010).

Corruption

Corruption is defined as the abuse of public office for private gain. Corruption manifests itself in various ways and it is useful to distinguish between personal corruption (motivated by personal gain and political corruption (motivated by political gain). Corruption has become global in its scope, impact, and possible solutions. It is an increasing threat to the fabric of global society, and the fight against corruption requires international co-operation.

There is no doubt that corruption, endemic in emerging economies around the world and not unknown in more developed countries, throws economic development into chaos and discourages foreign investment. Nexus Technologies, Inc., paid at least \$150,000 in bribes to Vietnamese officials to obtain contracts to supply the Vietnamese government with technology and equipment (Reinsch, 2008).

The Costs of Poor Governance and Corruption

According to Chweya, Tuta, and Akivaga (2005), poor governance and corruption are major constraints to the pursuit of economic development:

- Bribery increases the costs of government development programs and spawns projects to little economic merit
- Corruption undermines revenue collection capacity, contributing to fiscal weaknesses and macro-economic difficulties
- Perceptions of high level of corruption and rent-seeking act a strong disincentive to genuine foreign investors, while attracting more dubious enterprises
- Diversion of resources from their intended purposes distorts the formulation of public policy
- The use of bribes to gain access to public services undermines stated allocation priorities, benefiting the few at the expense to the many
- Bribery can subvert essential public regulatory systems
- Widespread corruption brings government into disrepute and encourages cynicism about politics and public policy.



Corruption is widespread in the private and in the government sectors, the government cannot award tenders on contracts, companies have to bribe the government officials in order to get the tender, and during the implementation stages, kickbacks are given to the officers who does the inspection and the payment stage. Thus, a dubious and shade work is done.

Further, Chweya et al. (2005) asserts that corrupt behavior (e. g. by corporate purchasing agents, or in job recruitment) can be as destructive of the performance of business or non-government organizations (NGOs) as it is of government. International transactions may sometimes provide a conducive environment for corrupt practices, where actors are willing to engage in dubious practices abroad that would be unacceptable at home. Financial transactions provide opportunities for the laundering of financial gains from corrupt practices.

Innovation

An innovation is an idea practice, or an object that is perceived as new by an individual. In many instances, innovation assumes the form of technology. Technology is a design for action that reduces the level of uncertainty in the cause and effect relationship involved in achieving a desired result (Cegielski & Reberman, 2003).

The increased digitization of organizational processes and products poses new challenges for understanding product innovation. It also opens new horizons for information systems research. We argue that advances in digital technologies (1) increase innovation network connectivity by reducing communication costs and increasing its reach and scope and (2) increase the speed and scope of digital convergence, which increases network knowledge heterogeneity and need for integration. These developments, in turn, stretch existing innovation networks by redistributing control and increasing the demand for knowledge coordination across time and space presenting novel challenges for knowledge creation, assimilation and integration. (Lyytinen, Yoo, & Boland, 2016).

Global information technology companies acquire patents not only from internal research and development (R & D), but also from inbound open innovation. Patents by internal R & D boost sales, profits, and corporate value. Purchased patents have small, immediate positive effects on market value and profit, but do not increase sales. University–industry collaboration patents drive sales after more than two years, but negatively

impact market value. Overall, internal R & D is consistently important for sustainable corporate growth, implying that the acquisition of ideas, technologies, and human resources for internal R & D is the most effective method of inbound open innovation. Purchased patents boost short-term growth, while university–industry collaboration is necessary for mid- and long-term growth (Lee, Cho, & Shin, 2015).

Competition provides incentives to innovate, but networking and collaboration at local, national and international levels are often necessary to build the capabilities to do so. Clusters of innovative firms and other private and public knowledge-based organizations are emerging as drivers of growth and competitiveness. Increasingly jobs lie in services, where innovation is generally less driven by direct research and development expenditure and is more dependent on acquired technology and the quality of human resources (Brown & Ulijn, 2004).

Companies continue to develop new ways of using the internet to improve their performance. Some of the intriguing internet applications are: 1) Collaboration – Eli Lilly Company has a website where scientific problems are posed to its global workforce. The best solutions earn cash reward; 2) Customer Care – General Motors Company uses the internet to auction off vehicles with expired leases; 3) Management – Bristol-Myers Squibb Company uses the internet to speed up drug research and development. The web-based system has reduced by one-third the time needed to develop new medications (Garrison et al., 2008).

Summary and Recommendation

The e-commerce networks are too important to ignore in today's business growth, so every business should adopt certain form of e-commerce plan. After the business gain experience and knowledge in the field of e-commerce, it can have a much greater chance of success in the e-commerce world. The innovation and development in information technology has had a profound on the global landscape as well as on the advancement of globalization these has changed how people, businesses and governments interact with each other. Information technology has been a major driving force behind globalization and that it has now become a key component of a corporation's global business strategy.

The technology provides the means by which

business can be moved into the global market place. The identified technology challenges of environmental implications and disposal of the devices, shall serve as the guidance for further study to propose more efficient ways of disposal the devices.

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