

Chapter 9

Globalisation: Four Theoretical Schools of Thought

Sureyya Yigit

 <http://orcid.org/0000-0002-8025-5147>

New Vision University, Georgia

ABSTRACT

Globalisation is a process whereby events in one part of the world increasingly affect societies in other parts far away. Digitalisation is an increasingly important feature of interconnectedness. The relationship between globalisation and digitalisation is investigated utilising four schools of thought: neo-Gramscian, Realism and neo-Realism, Liberalism and neo-Liberalism and neo-Marxism, whose findings are both positive and negative, especially in terms of governance and small states, identity and social capital. The contribution of this chapter is to provide clear viewpoints on how the four schools of thought evaluate the relationship between digitalisation and globalisation.

INTRODUCTION

*Traditionally economics has ignored politics, but understanding politics is crucial for explaining world inequality - Daron Acemoğlu, *Why Nations Fail: The Origins of Power, Prosperity, and Poverty*.*

Globalisation's definitions centre further internationalisation of economic activity expressed through integration and increased interdependence of national economies. Proposed definitions are either through minimalism, by reducing the

DOI: 10.4018/979-8-3693-4111-7.ch009

phenomenon to these economic manifestations, or by excessive generalisation and associating it with all modern societal changes. In the economic and business world, one frequently comes across the concept of globalisation, which refers only to the increase in cross-border commercial and financial transactions.

The capitalist nature of this concept designates a complex movement, opening economic borders and deregulation, allowing capitalist economies to extend their scope of action to the entire planet. A restricted interpretation of globalisation results from a set of economic strategies residing in the minds of decision-makers, and in particular, the leaders of private companies (Lim, Gomez & Wong, 2021). Others consider globalisation a process induced by market developments rather than voluntary policies (Sudirjo, 2023).

Globalisation, at its core, is the spread of the free movement of goods, services, capital, people and ideas across all countries, transcending political borders. It represents a trend towards a growing global interconnection in all areas: economic, cultural, technological, political, legal, military, environmental and social. This broad interpretation, while comprehensive, can be challenging to use in empirical analysis to specify the causes and consequences of globalisation (Pietrzak, 2024).

One must be aware of sufficiently differentiating globalisation from other processes that are more limited in spatial terms, such as localisation, nationalisation, regionalisation, and internationalisation. Furthermore, the process's decomposition in terms of extension, intensity, velocity, and impacts allows the development of an analytical framework that can be used to address the issue more precisely. In any case, one is forced to note that the term globalisation is not used uniformly among authors, making its analysis all the more difficult. The confusion arising from the different understandings and use of the concept of globalisation has had the effect of complicating the theoretical debate within the academic community and contributing to the dialogue of the deaf between economic decision-makers and the population in general. For the latter, globalisation usually has a negative connotation associated with rampant capitalism running amok and appeals to emotions at least as much as to reason (Gerstenberger, 2022). Without neglecting the cultural, environmental, military, social or even individual aspects of globalisation, it may be better to emphasise its economic and political effects.

The controversy surrounding the very definitions of globalisation means that differences of opinion are also found in identifying characteristics and manifestations of the phenomenon. However, despite disagreements, one can identify four characteristics of a general nature which garner consensus.

28 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/globalisation/352804

Related Content

Examining Sexuality in the Context of HIV/AIDS Knowledge among Students of the North-West University Mafikeng Campus: Does Gender Matter?

Paul Bigala (2017). *Impacts of the Media on African Socio-Economic Development* (pp. 232-244).

www.irma-international.org/chapter/examining-sexuality-in-the-context-of-hiv-aids-knowledge-among-students-of-the-north-west-university-mafikeng-campus/172404

Impact of Normality Pressure on Acceptance of Mobile Phone Technology: A Case of Employees of SMEs

Renatus Michael Mushi (2022). *International Journal of ICT Research in Africa and the Middle East* (pp. 1-11).

www.irma-international.org/article/impact-of-normality-pressure-on-acceptance-of-mobile-phone-technology/311413

Seizure Prediction and Classification Using Affective Technology

Folakemi Favour Kayode (2021). *International Journal of ICT Research in Africa and the Middle East* (pp. 1-10).

www.irma-international.org/article/seizure-prediction-and-classification-using-affective-technology/271439

Local Innovation System in Emerging Economies: Case Study of Córdoba, Argentina

Jorge Boiola (2012). *Comparing High Technology Firms in Developed and Developing Countries: Cluster Growth Initiatives* (pp. 185-203).

www.irma-international.org/chapter/local-innovation-system-emerging-economies/65999

A Framework for Analyzing the Role of ICT on Agricultural Commercialization and Household Food Security

Julius J. Okello, Ramatu Al-Hassanand Ruth M. Okello (2010). *International Journal of ICT Research and Development in Africa* (pp. 38-50).

www.irma-international.org/article/framework-analyzing-role-ict-agricultural/41935