Over the past three decades, terms such as globalization, information, communication, and technology have become not only frequently used, but have also been applied to different aspects of life. These can include the physical sciences such as atmospheric research in terms of global warming; in business and commercial affairs; in education; and in culture. The basis of all these involvements was science and computer applications since 1950, but especially after 1990 with the development and widespread practical use of the Internet. E-mail and all other facilities in the electronic media have rendered daily life into nationally and internationally transparent, multi-cultural, and multi-linguistic forms. Improvements in technological advancement can act as a double-edged sword regarding information and knowledge management where not only crisp engineering rules, but also social, cultural, and expert views play significant roles. In this manner, international business, strategic management, and other business activities gain vital importance with future prospects in almost all societies around the world. Each society, nation, firm, or institution takes its share depending on the cultural background, administrative system (democracy or other modes of rule), liberalization, education, and national specifications.

In general terms, globalization is the name of the process which leads to an increase in social, cultural, political, and economic interdependence with impacts on some changes and impacts on business environment—the main concern of this book. One can see the increasing number of super-, mega- and other business affairs in his/her environment actually or through mass media such as television and internet facilities, where each sector seeks market opportunities and experiences threats as major effects of globalization. Contemporary globalization is expected to make more changes to business in the coming years, and the world has experienced this process via increasing trends on economic, financial, social, cultural, political, market, and environmental issues providing interdependence on these aspects among nations.

For now, globalization has replaced crisp borders with fuzzy alternatives, but in the future, borders will most likely have far more transparent features. During this process, different countries will experience different shares of the market pie, but consequently they will take roughly the same level in the long run. Such effects are very obvious in business transactions today.

Although globalization is a set of processes including increased social and cultural inter-connectedness, political interdependence, economic interchanges, and financial/market integrations, to a great extent it has caused the destruction of local entrepreneurship. The vast subject of this book encompasses significant aspects of economy, society, technology, and culture. It is necessary to provide up-to-date and authentic information on culture and technology to augment efficient administration and management of human resources through timely and effective decision-making procedures. Globalization of the 21st century has changed economic and other realities far beyond the expectations of most individuals; the
worldwide financial meltdown of 2008 serves as a particularly pervasive example. Experts in business, education, finance, government, and other fields continue to work on revising these various systems and infrastructures which will operate in a robust manner within the new realities of today. The task at hand is highly important and daunting for all concerned, but humanity will succeed.

It gives me a great pleasure to witness such efforts which have been made by the editors and contributing authors of this book to highlight current issues on culture and technology. I am confident this work will serve as an important reference book for various users, including scholars, business executives, practitioners, and university students who are involved in global business.

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