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The Covid pandemic has exposed many of the weaknesses in our current systems of government and commerce. We conclude with four research implications: (a) developing a multidisciplinary understanding of globalization; (b) viewing culture and identity as dynamic processes; Utilizing the generalized method of moments (GMM) estimator within the framework of a dynamic panel data approach, we provide evidence which suggests that economic The globalization construct is developed with the help of previous studies which point out a number of channels through which globalization is affecting consumption patterns and Globalization's positive effects are dynamic and span cultural interactions and permeate structures of authority at personal, national and global levels Scientific and technological advances have made modern means of transportation and communication more efficient, safe and accessible: think about the evolution of air Abstract and Figures. In this essay, I provide some historical context to the recent era of "hyper-globalization." We conclude with four research implications: (a) developing a multidisciplinary understanding of globalization; (b) viewing culture and identity as dynamic processes; (c) moving beyond the dichotomy of local versus global; and (d) conducting reflective research The globalization construct is developed with the help of previous studies which point out a number of channels through which globalization is affecting consumption patterns and culture Globalization's positive effects are dynamic and span cultural interactions and permeate structures of authority at personal, national and global levels What make this phenomenon more complex are the contradictory justifications on the origin of globalization, conflicting Abstract. Globalization is a complex and dynamic phenomenon.



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