

A STUDY OF INTERNATIONAL TRADE IN SOVEREIGN COUNTRIES

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ABSTRACT

A study of International Environment in Sovereign Countries

Global business environment can be define environment in different sovereign countries with factors exogenous to the home environment of the organisation influencing decision making on resource used and capabilities. I try to find out a study of international environment in sovereign countries. I used primary and secondary data for data analysis. In this study, I observe that the emerging trends in business, social and legal issues in India.

INTRODUCTION

The Global Business Environment can be defined environment in different sovereign countries, with factors exogenous to the home environment of the organisation Influencing Decision making all resource use and capabilities. This includes the social, political, economic regulation, tax, cultural, legal, and technological environments. The political environments in a country influences the legislations under which a foreign firm operates. The economic environment relates to all the factors that contribute to a country's attractiveness for foreign business. Every country in the world follows its system of law as long as it is operating in that country. The technological environment comprises factors related to the materials and machines used in manufacturing goods and services receptivity of organizations to new technology and adoption of new technology by consumers influence decisions made in an organisation

As firms have no control over the external environment, their success depends up on how well they adopt to the external environment, a firm's ability to design and adjust its internal variability's to take advantage of opportunities offered by the external environment and its ability to control trends posed by the same environment determine its success.

DIMENSIONS OF INTERNATIONAL TRADE

International trade is considered as a very important factor in relation to certain categories of products. It is important in the case of import and export of goods. For example "a boom in export market may help the export oriented industries.

1. International development

Domestic Business have effected due to development in international business. The great depression occurred in USA sent shock waves to a number of other countries

2. Export Market

A good export market enables a business firm to develop a more profitable product mix. A business firm can utilize its maximum capability if it has export marketing facilities.

The term internationalization and globalization are used interchangeably in the economic and business circles. Globalisation of business increases the opportunity has the world will become one market.

Modern businesses organisations are not only influenced by internal business environment but also influenced to a great extent by international trade. International business environment consists of all those factors that operate at transactional, cross culture and across the border level which have an impact on the business of an organisation. It plays a major role in export and import trade. Developments in the international level also affect the domestic markets. For example, the hike in oil prices in international market will affect the demand of automobiles in our country. A good export market will enable a firm to develop a more profitable product mix. It will help the optimum use of resources and capacity utilisation of organisation. Sometimes a business may not be able to meet the technological changes. Changes in technological trade call for the product of the existing products. For example: Introduction of TV has made a new dimension in sale of CVD/DVD. Fast changes' happening in technological field creates lot of problems to businessman. The product for today becomes soon obsolete tomorrow.

International Trade Factors

Some of the important international trade factors are given below:-

1. Globalization
2. Global organizations such as Multinational Corporation
3. Global trade and commerce
4. Global financial system
5. Global demographic patterns
6. Alliances and strategies interests on nations
7. Global information system, communication networks and media
8. Global legal systems
9. Global markets and competitiveness
10. Globalization of management and allied disciplines

Objectives of the study

1. To find out the competitiveness in international trade
2. To find out the stability and survival international trade
3. To find out customer satisfaction in international trade

Research methodology

Definition

The advanced learner's dictionary of current English lays down the meaning of research as, "A careful investigation or enquiry especially through search for new facts in any branch of knowledge".

Research methodology

Research methods may be understood as all those methods/techniques that are used for conduction of research. Research methodology is a way to systematically solve the research problem.

Universe of the study

Universe refers to the competitiveness in international trade in stability and survival.

Sources of data

Primary data

- Data collected form questionnaire.
- Informal interviews conducted in international trade.

Secondary data

Secondary data are those data have been already collected someone else and which have been approved. Secondary data were collected from company journals website.

Sampling method

The samples were selected by convenient sampling method. This is the method where the items that are most conveniently available are selected as part of the sample.

Sample size

The sample size selected for the study was international trade.

Limitations of trade

1. In international trade analysis, there should be an unanticipated event
2. International analyst doesn't give any guarantee whether all events will happen as per estimation.
3. Data may be incorrect; there may be a risky of business.
4. Too much information creates doubts in international trade.

Findings and suggestions

Findings

1. Majority of organisation are of re opinion of international trade is highly competitive.
2. It is very difficult survive grow stabilise in international environment.

Suggestion

1. Growth of international business has provoked transfer of corporation consequently seeking opportunity.
2. Impact of culture in communication style
3. To collect data for research of discussion for the order.

Conclusion

Based on Research findings, one depicted the cultural similarity have contributed into a creations of energy. This positive working relationship perfective groups an attracting factor so that companies can be less uncertain decide to establish international relations in the country therefore strengthening the relation from commercial links to promote a large trade.