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***Globalization and Sustainable Development: Interdisciplinary Perspectives
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**The current landscape of business management
challenges: A research inquiry**

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Abstract

Developing businesses face a large amount of challenges. When the business grows thing, many problems and opportunities demand different solutions -what you worked on one year ago might now not be the best approach. In business, some avoidable mistakes turn what could have been a great business into an also-ran. You need to ensure that the steps you take today don't themselves create supplementary problems for the future. Effective management is the key to the establishment of business growth. The basic key to successful management is to analyse the market area environment and generate employment and profit opportunities that provide the potential growth and financial viability of the business. Despite the importance of management, this area is often incorrectly interpreted and poorly executed, primarily because people focus on the output rather than the management process. In large businesses, planning is essential for developing an Organization's potential. However, small businesses do not recognize the need for long-range plans, because the small number of people involved in operating the business implies equal responsibility in the planning and decision-making processes. Nevertheless, the need for good planning is as important in a small business as it is in a large one.

Keywords: Businesses, business management, current challenges, marketplace environment

Introductions

Small business management requires a business owner to be a jack-of-all-trades. Businesses use several different functions to maintain a company's business operations and financial information. Production processes, accounting, human resources, marketing and customer service are a few major functions in business. Business owners may need to overcome challenges in their organizations. These challenges often relate to the coordination of several different business functions or activities. Small business owners often face management challenges because of a lack of education or experience. Many business owners have specific expertise in producing products or completing services. This is why they chose to start a business; their expertise provides an opportunity to earn income. However, administrative business management tasks may present a challenge for business owners. Administrative tasks usually represent back-office functions business owners must complete in addition to generating sales. The ever-changing global landscape presents a plethora of challenges for business management today. Keeping up with technological advancements is one of the biggest challenges, requiring ongoing investments in new tools and staff training. (Abbu & Gopalakrishna, 2021) ^[49]. Furthermore, in order for businesses to stay competitive, globalization and the complexity of international markets require them to manage cultural differences, economic volatility, and regulatory compliance. (Singh *et al.*, 2020) ^[54]. Regulations and customer demand are putting more and more pressure on companies to implement sustainable practices and exhibit corporate social responsibility. (Jones *et al.*, 2019) ^[52]. With the rise of remote work and the need for new skill sets, managing workforce dynamics and talent acquisition has become more difficult, requiring creative HR strategies. (Cappelli & Keller, 2017) ^[51]. Business management is made more difficult by political and economic instability, necessitating the use of efficient risk management techniques to reduce uncertainty and guarantee business continuity. (Bloom, 2014) ^[50].

Competitive advantage requires managing change and encouraging innovation, but doing so requires overcoming opposition and making sure that organizational transitions go smoothly. (Kotter, 1996) ^[53].

Research Objectives

It's critical to comprehend how politics affect business, achieving a balance between regulations and free markets. In order to assess the health of an economy, we also need to consider economic factors. Social variables are also very important, such as demographics and people's attitudes. Lastly, even though it can be difficult for managers, we should concentrate on figuring out how to use technology to improve the efficiency of our operations and maintain the most recent versions of our products.

Research Methodology

A descriptive research approach in order to accomplish our research goal. This method entails methodically gathering and evaluating research articles from prestigious journals that can be accessed via a range of scholarly databases. Strict inclusion and exclusion standards will be used to guarantee the caliber and applicability of the chosen research. In order to draw conclusions, the gathered papers will next undergo a methodical review process. We will be able to obtain well-founded insights and gain a thorough understanding of the current situation by using this approach.

Review of the Literature

Knowledge management is a key concept in today's business world. Evidence of this fact is apparent if one only peruses the current business, management, and organization literature. On the surface, it looks as if knowledge management just appeared toward the end of the 1990's. Some regard knowledge management as a business fad or craze (Swan, Newell, Scarbrough, and Hislop, 1999) ^[55], but a closer examination of the concept reveals that there has been considerable thought and research into it, and many of the world's most successful corporations, businesses, and organizations are investing considerable resources in this enterprise (Alvesson and Karreman, 2001) ^[56]. Prusak (1999) ^[57] estimates that approximately 80% of the Global 1000 businesses are conducting knowledge projects, and that "approximately 68% of the Fortune 1000 have defined knowledge projects underway. Attendance at knowledge conferences...has reached over 10,000 in the U.S. alone. There are at least six knowledge management newsletters, one fully developed knowledge management magazine".

Many of the practices set up in organizations can be broadly construed as contributing to the knowledge agenda. These knowledge projects range from setting up an intranet, using Lotus Notes or other team-oriented software, creating personal development plans, mentoring, or sharing information on best practices. Increasingly, organizations are creating specific initiatives or programs with a knowledge focus. Knowledge teams and knowledge leaders are emerging, but very few organizations are applying knowledge management throughout their organizations.

Why are businesses and organizations devoting considerable money, time, and effort into knowledge management projects? The answer is they want to survive. McCampbell, Clare, and Glitters (1999) maintain that in an economy of uncertainty, the only sure source of lasting competitive

advantage is knowledge. "Successful companies are those that consistently create new knowledge, disseminate it widely throughout the organization, and quickly embody it in new technologies and products"). They argue that the new business environment is characterized by radical and discontinuous change. The environment requires organization members to anticipate changes and carry out a faster cycle of knowledge creation and action based on the new knowledge.

The Challenge of Globalisation

Globalisation is the interaction of companies and businesses on a world wide global scale. Understanding the basic overview of the global economy as it changes is extremely helpful for managerial and business level applications. The main challenge faced by businesses is that businesses are faced with the challenge of localizing products and services effectively and efficiently in a way that minimizes the adverse cultural and environmental effects caused by this rapid global expansion to maintain an ethical operation. On the flipside, Globalisation presents enormous opportunities for businesses to grow. Intercultural marketplaces allow for differing demographics, larger market potential, a more diverse customer base, more diverse product offering and a highly valuable human resource potential.

The Challenge of Diversity

With globalisation comes an enormous percentage of cross-cultural relationships and domestic diversity. Globalization has created higher potential value in approaching diverse markets and demographics. Because of this, understanding how to manage a diverse community internally has now become a priority for management. Businesses and managers must be not only be aware of diversity in the workplace but also be open-minded and empathetic to perspectives other than their own. The goal for management is to ensure everyone is working to assimilate to everyone else in a balanced and effective manner that harvests differences rather than smoothing them over.

Current Challenges in Business Management

Whether you're thinking of starting a small business, or in the first few years of operation, here are common problems we've all faced at some point in time.

1. Health Care

Bar-none, one of the most challenging aspects of running a small business comes from managing health care for your employees. Without a doubt, your workers' health is important, but the increased healthcare costs make finances difficult to manage. While "Obamacare" is undoubtedly beneficial for the health of workers, it's often the business owners that receive the financial blow.

2. Government Regulations

Each year it seems like the government's collar around owners' necks becomes tighter. One of those regulations deals with the environment. The Clean Air Act of 1990 forces you to remove air pollutants, and your vehicles' contribution to smog, gas and other chemicals that crush the ozone layer. While this act isn't a bad thing, it is a challenge for business owners who don't have the proper vehicles or environmental-protection know-how. Another set of

regulations that may damper your business is advertising regulations. In this instance, the challenge occurs when the copywriter enjoys artistic license too much... and puts fraudulent claims in the copy. The Federal Trade Commission applies these regulations to both online and print advertising. (In advertising, honesty truly is the best policy. Not only to save your own hide but to provide the service your customers expect; when they see that your business is “the real deal” your ads claimed, you’ll dramatically increase the number of lifetime customers who buy again and again.)

3. Federal Income Taxes

Does it feel like each year federal income tax rates skyrocket? It’s unbelievable. Under current U.S. law, the corporate tax rate is currently 15% on the first \$50,000 of taxable income. Expect 25% tax rate on the next \$25,000, and a whopping 35% tax on income over \$10 million. Knowing your state’s tax rate is crucial for minimizing the costly damage of paying them.

4. The Economy

Not even Wall Street stockbrokers-or so-called “masters of the universe”-do not truly know how the economy is going to pan out. Fortunately, a SBA 504 loan can help you *if* you plan on purchasing commercial property or major equipment. The SBA 504 loan protects you against the economy’s rising rates, since the loan keeps down your overall finance costs, letting you get the most from tax rates. The uncertainty of the economy’s condition cannot be overstated, and must be treated with the utmost respect; doing so keeps you from taking unnecessary risks.

5. Tax Compliance

When your small business is home-based, home office deductions are vital for keeping profits high. However, regulations concerning record keeping are time-costly and, if you don’t have a penchant for bookkeeping (guilty), frustrating. If your business makes less than \$5 million, you’re allowed to use cash accounting. This is in stark contrast to the more traditional (and complicated) accrual method. The National Federation of Independent Business states that when you invest in your business, Section 179 allows you to instantly deduct the cost of that investment. Therefore, that investment-cost can be re-invested further into your company.

6. Cash Flow

From online invoice software to better budgeting systems and effective cash flow management, this challenge can be overcome. However, virtually every small business owner has cash flow problems. One simple tip is to keep strict track of your money, where it’s coming from, and where it’s going. In “How To Get Rich”, Dennis Publishing founder Felix Dennis had problems getting a loan for his business from a bank. His solution was to keep astute track of his income and expenses. This highly professional bookkeeping impressed the bank, and he finally received his loan.

7. Staying Passionate

In the daily grind of living, it is crucial more than ever to be obsessed with what you’re doing. Otherwise, the quality of your product/services suffer thereby giving your customers a shoddy experience... which inspires them to take their

business elsewhere. That is why obsession is a critical component; when you’re obsessed, working 14-hour days isn’t as big a hassle. Without obsession, you’re more likely to let your small business fold instead of fighting for it. Without obsession, work becomes another mindless grindstone to put your nose to. If you’re still thinking about starting a business, make sure you are selling a product or service that you are passionate about.

8. Not Diversifying Client Bases

I want you to take a good, long look at your client list. If you have any clients who are responsible for more than half of your business income, it’s time to a) generate more clients or b) work better deals for your other clients. When your income has you riding one “whale”, that one whale could dash off to do business with someone else. Leaving you in the ocean, possibly drowning, while your other clients-or “small fish”-and their small incomes. Don’t let your business rely on one client - it’s a recipe for disaster.

9. Growth vs. Quality

In time, a business may boom beyond growth expectations. Small business owners who haven’t planned for this increase in customers and product/service production are liable to fall by the wayside. As demands for your business increase, without the proper systems in place, you’re more likely to come up short and fall short of those demands. This is why it is crucial for you to scale up your business - *without* sacrificing the qualities that made you such a hit in the first place.

10. Hiring New Employees

Around the nation, many small businesses face employee hiring troubles. The cost (equipment, benefits, taxes, bonuses, etc.) of hiring new employees, unfortunately, keeps rising. All those hurdles come into play *before* outlining the position’s salary. Without employees, a small business cannot run successfully (with the rare exception of home-run businesses). In the event that you can, life would be a lot easier if you had a few employees under the belt. It’s always wise to judge the profit against the cost.

11. Technological Advancements and Digital Transformation

Businesses must constantly adjust their operations and strategies to stay competitive in light of the rapid advancements in technology. It can be difficult and expensive to implement digital transformation projects, as they require considerable adjustments to organizational procedures and culture.

12. Sustainability and Corporate Social Responsibility (CSR)

Companies are facing a growing amount of pressure to implement sustainable practices and exhibit social responsibility. This entails lessening their influence on the environment, guaranteeing moral labor standards, and making constructive contributions to local communities.

13. Workforce Management and Talent Acquisition

The success of an organization depends on its ability to draw in and keep talented workers. Talent management is becoming more complex due to factors like the increase in

remote work, shifting labor demographics, and the need for new skill sets.

14. Innovation and Change Management

Remaining competitive requires constant innovation, but successfully navigating change presents a big obstacle. It is imperative for organizations to cultivate an innovative culture while guaranteeing seamless transitions during change initiatives.

Conclusion

Ethics is at the core of corporate Governance, and management must reflect accountability for their actions on a global community scale. Business itself cannot be ethical: only the managers and corporate strategists can implement ethics within the framework of the business strategy. Corporate ethics and shareholder desires for profitability are not always aligned, and it is the responsibility of executive management to ensure ethics supersede profitability. In its simplest form, corporate ethics is a legal matter. Corporate governance and ethics become more difficult with the indirect implications of particular practices, making it important to assess the way in which certain operations may adversely affect the community at large. Managers are the primary decision makers, and therefore must hold themselves accountable for the way in which a business operates and affects stakeholders, shareholders, employees, and the community at large.

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