1. Record Nr. UNINA9910506405203321 Globalization, deglobalization, and new paradigms in business // **Titolo** editors, Justin Paul, Sanjay Dhir Pubbl/distr/stampa Cham, Switzerland:,: Palgrave Macmillan,, [2021] ©2021 **ISBN** 3-030-81584-6 Edizione [1st edition.] 1 online resource (XXIX, 237 p. 24 illus., 21 illus. in color. :) Descrizione fisica Disciplina 338.88 Soggetti Globalization International business enterprises Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Nota di contenuto Intro -- Introduction -- Contents -- Editors and Contributors -- List of Figures -- List of Tables -- Deglobalization: Review and Research Future Agenda Using PAMO Framework -- 1 Introduction -- 2

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Sommario/riassunto

This book analyzes the changing dynamics of competition and the emergence of deglobalization trends and processes. The authors begin by explaining the role of technology on globalization and its impact on competitive strategy. Then, they present a theoretical framework that outlines the connection between globalization and modern society. The book also delves into the shift toward deglobalization and addresses

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how the onset of the COVID-10 pandemic has accelerated the process. Concluding with a discussion of how the 4th Industrial Revolution has resulted in new paradigms for business, this book will fill a gap through its investigation of an emerging concept for scholars in international business.