


Article

Topic: Global market challenges and their impact on businesses

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Abstract

The globalization concept and activities of commerce and business have converted into a remarkable reality worldwide. In 2000, in goods and services, the global trade accomplished world GDP of 25%, and on the basis of manufactured goods, the global trade had multiplied 100 times more than in 1955. This increase in globalization posits several notable challenges to seek international business presence. This research review paper tries to explore and identify the major issues that affect global businesses, including the impact on accounting practices, strategic choices, cultural issues, along with political risk factors in various countries to market.

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