



To cite this article: Augustinus Rujito, Andre Agashi and Wilhelmus Hary Susilo* (2025). The development of global business and research models: The evolution of global business and research frameworks represents. International Journal of Education, Business and Economics Research (IJEBER) 5 (1): 18-34

THE DEVELOPMENT OF GLOBAL BUSINESS AND RESEARCH MODELS: THE EVOLUTION OF GLOBAL BUSINESS AND RESEARCH FRAMEWORKS REPRESENTS

Augustinus Rujito¹, Andre Agashi² and Wilhelmus Hary Susilo^{3*}

¹²³MAGISTER MANAGEMENT Program, FEB University of Persada Indonesia Y.A.I
ORCID: 000-0002-6758-1159, SCOPUS ID: 56539508300, WOS ID: HNC-4125-2023

<https://doi.org/10.59822/IJEBER.2025.5102>

ABSTRACT

The contemporary business ecosystem, shaped by globalization, is marked by a dynamic and often unpredictable market landscape, which underscores the growing importance of the BANI phenomenon for entrepreneurs operating on a global scale. In this context, the strategic importance of innovation, coupled with effective managerial practices for overseeing business operations, is vital for informed decision-making. These elements are critical for improving organizational performance and securing a competitive edge in the increasingly challenging arena of international trade. This research utilizes a comprehensive literature review based on qualitative methods to identify promising global business models that could inform future research efforts. The relevance of these factors is underscored by their potential to bolster organizational effectiveness and foster a sustainable competitive advantage in the realm of global commerce.

KEYWORDS:- Global Business, Potential Research Model, Business Ecosystem.

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Published Online: January
2025

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1. INTRODUCTION

The development of global business and research models is a critical area of focus in contemporary economic discourse. This process involves the formulation and refinement of strategies that facilitate international trade and collaboration, while also addressing the complexities of diverse market environments. By integrating innovative research methodologies, organizations can enhance their operational frameworks, thereby optimizing their competitive advantage on a global scale. The interplay between business practices and research initiatives is essential for fostering sustainable growth and adaptability in an increasingly interconnected world. In the contemporary global

landscape, the business ecosystem is marked by a dynamic and often volatile market environment, which underscores the growing importance of the BANI phenomenon for entrepreneurs operating on an international scale. The pivotal role of innovation, coupled with effective managerial skills in overseeing business operations, is integral to the strategic decision-making framework. These elements are vital for improving organizational performance and securing a competitive edge in the realm of global trade. This research utilizes a pertinent literature review based on qualitative methodologies, revealing promising global business models that can inform future investigative efforts.

In a notable business phenomenon in Indonesia that is intricately linked to the global business ecosystem, Unilever PLC has recently unveiled strategic measures aimed at accelerating the implementation of its Growth Action Plan (GAP) through the separation of its business units. This initiative, announced in mid-2023, is expected to affect approximately 7,500 employees worldwide, representing about 5% of the total workforce across 190 markets. The Unilever Global Board is confident that this focus on a core portfolio with attractive business potential and complementary operational models will enhance the company's overall performance. The separation of business units is anticipated to facilitate a more effective execution of the GAP, which emphasizes improved business control and aims to drive more consistent and robust revenue growth, enhance productivity and practicality, and foster a performance-oriented corporate culture. This strategic move is poised to position the separated business units as significant players on the global stage, concentrating on categories with promising positioning, collectively generating revenue of €7.9 billion in 2023, alongside the portfolio brands and the role of innovation, global brand focus, and Unilever's strategy for achieving sustainable profitability (Winarto, 2024).

One additional factor to consider is the institutional alternatives that have emerged over the past three decades, characterized by privatized, market-based, and flexible forms of environmental governance. These include corporate environmental management, certification frameworks, voluntary environmental reporting, carbon markets, and environmental finance, among others. The continuous institutionalization of market-based private governance has evolved to such an extent that, by the time of the Paris Agreement in 2015, it had largely become a consensus, facilitating the retreat of regulatory options from the political-institutional landscape. In the neoliberal era, private governance of business conduct has become a prevalent trend across various domains, often due to the inability or unwillingness of governments to regulate cross-border economic relations. The case of global environmental governance stands as an exception in this context, as the pressing global challenges posed by climate change initially called for intergovernmental oversight to address them effectively (Kaplan, 2024).

There are two options for alliance-based strategies: joint ventures or wholly-owned subsidiaries and essential to carefully consider all factors involved in each strategy to mitigate risks both prior to and following the establishment of the alliance. Marketing strategies in the post-alliance scenario are crucial and are influenced by various elements, including purchasing power analysis, technological competitiveness, product opportunities for the bottom of the pyramid, and the gaps present with local companies (Roy & Srivastava, 2017).

The proposed business framework research will be constructed upon the extensive themes and sub-themes discerned from the literature review related to global business. This framework will focus on sustainable innovation, underscore the significance of global branding, and integrate managerial control mechanisms that enable firms to achieve enduring competitive advantages within the global business ecosystem and its network connectivity. This research endeavours to explore the connection between the global business unit sector and the business ecosystem, utilizing methodologies that encompass comprehensive literature reviews and analyses performed with NVivo. The investigator aims to uncover significant themes and sub-themes, as well as their related variables, while also assessing the effectiveness of global business practices models. Additionally, it is crucial for managers to identify the diverse factors that impact the evolution of global business and the relevant business ecosystem in the current decade.

2. LITERATURE REVIEW

The transformation of global business and research paradigms constitutes a pivotal aspect of contemporary economic discourse. This transformation involves the formulation and refinement of strategies that facilitate international trade and collaboration, all while adeptly addressing the complexities inherent in diverse market environments. By integrating advanced research methodologies, organizations can optimize their operational frameworks, thereby enhancing their competitive edge on a global scale. The interplay between business activities and research initiatives is vital for fostering sustainable growth and adaptability in an increasingly interconnected world. In the current global landscape, characterized by a fluid and often unpredictable market, the importance of the BANI phenomenon has escalated for entrepreneurs involved in international ventures. The critical role of innovation, coupled with effective management capabilities in steering business operations, is essential to the strategic decision-making framework. These elements are indispensable for improving organizational performance and securing a competitive advantage in the realm of global trade. This analysis utilizes a pertinent literature review based on qualitative approaches, revealing promising global business models that could inform future research endeavours.

The global significance of business is underscored by various applications that elucidate the intricate mechanisms involved in distribution, business development, and the acquisition of global enterprises, where consumers engage with products emphasized by multinational corporations. Grounded in neo-institutional theory, this analysis explores the mobilization and promotion of privatized global governance, particularly in light of the resurgence of environmental corporate social responsibility (CSR) and private governance strategies that emerged post-1990, within the context of anti-regulatory business class strategies. This examination provides a nuanced understanding of the processes through which companies endeavor to bridge existing gaps, highlighting their strategic ambitions in relation to organizational capabilities, resource allocation, and the large-scale dissemination of corporate institutional formation actions. The sustainable nature of these privatization efforts is intrinsically linked to their role in business competition aimed at achieving sustainability goals by the year 2050 (Kaplan, 2024).

The fundamentals of strategic planning delve into the deeper aspects of global strategic planning, addressing alliance-based issues in business production, the significance of marketing theory, and

adherence to the regulatory requirements and intellectual property laws of the target country, all while implementing technology and innovation management. The investigation into global strategic planning is significantly enriched by a thorough examination of its foundational components, especially those concerning the dynamics of alliances within business operations. This inquiry highlights the pivotal importance of marketing theory, the imperative to adhere to regulatory standards and intellectual property laws relevant to the host country, as well as the incorporation of technology and innovation management strategies. Adopting such a holistic perspective is crucial for effectively maneuvering through the intricate landscape of international business settings (Roy & Srivastava, 2017).

The research on the proposed business framework will be developed based on the comprehensive themes and sub-themes identified in the literature review concerning global business. This framework will emphasize sustainable innovation, highlight the importance of global branding, and incorporate managerial control mechanisms that empower organizations to secure lasting competitive advantages within the global business environment and its interconnected networks. The theoretical framework to be developed pertains to global business, emphasizing sustainable innovation, a focus on global branding, and managerial control mechanisms that enable firms to achieve enduring competitive advantages. This is illustrated in Figure 1 below:



Figure 1. The advancement of theoretical concepts aimed at fostering a sustainable profit strategy is essential for enhancing global business performance.

Base on Figure 1 above, the intricate dynamics of the global business ecosystem significantly contribute to fostering collaboration and synergy among its numerous elements. This interconnected structure enables the interaction and integration of a wide array of entities operating within the international marketplace, ultimately leading to improved business performance and heightened innovation. Decision theory emphasizes the processes involved in making decisions. Historically, decision-making has been examined through the lens of rational choice theory, which views the act of making decisions as a logical progression through a series of steps that culminate in objectively justifiable outcomes. In this framework, decision makers strive to achieve optimal and objective decisions by evaluating all available options and establishing a systematic approach to select the best alternative based on predetermined, measurable criteria (Hallpike et al., 2024).

The role of managers in the context of organizational resilience encompasses six critical phases: first, addressing the root causes of vulnerability; second, identifying and comprehending the

foundations of resilience; third, assessing and quantifying losses or damages; fourth, understanding the development of adaptive capacity; fifth, confronting organizational beliefs and risk culture; and sixth, initiating and implementing learning and transformation processes. In essence, contrary to prevalent assumptions, organizational resilience is an iterative process aimed at anticipating disruptions and crises, which facilitates adaptation during such events, thereby highlighting the pivotal role of top management in generating value for the organization (Mafimisebi et al., 2023). The discussion centres on the role of future generations in enabling managers and business leaders to construct a new model of capitalism that addresses societal needs. Business leaders find themselves at a critical juncture, as the market system is currently in crisis and their roles within it are rapidly evolving, particularly in social and environmental contexts. Income inequality has reached unprecedented levels, while greenhouse gas emissions have surged exponentially since the onset of the industrial revolution. The concentration of these gases in the atmosphere is now at its highest, contributing to climate change that is likely to trigger unprecedented social and economic consequences. An increasing segment of the population holds modern capitalism accountable for both the emergence of this crisis and its failure to provide effective solutions (*Pontillo-et-al-2022-Courageous-Leadership-Paul-Polman-s-Insights-for-the-next-Generation-of-Business-Managers*, n.d.).

The manager must recognize and evaluate the ecosystem in which the business operates to facilitate improvements. Manufacturers are expanding their ecosystems to gain access to digital infrastructure, data, and capabilities that can catalyze the development of new digital offerings. This expansion necessitates extensive collaboration with new actors, including providers of digital infrastructure, software and application developers, connectivity suppliers, local sales and service partners, as well as competitors who must align to focus on a coherent value proposition. Establishing specialized digital partnerships with technology providers is essential for driving digitalization among customers and service partners. The manager's role in orchestrating this evolving ecosystem, along with the development and execution of digital business models, presents a highly complex and challenging endeavor. A primary challenge lies in the potential conflict between the traditional product-centric business models of manufacturing companies and the new ecosystem partnerships required to innovate and commercialize digital solutions. Manufacturers must undertake radical steps to create, deliver, and capture value while aligning incentives, roles, and responsibilities within the ecosystem (Sjödin et al., 2022).

This study employs orchestration as a theoretical construct that is sensitive to examining the role of anchor organizations in the development of ecosystems. Orchestration, which originates from the orchestration of assets, can be grounded in both network and resource perspectives on orchestration. The network perspective on orchestration, particularly within the context of innovation networks, refers to a company's ability to mobilize specialized knowledge to create value systems that facilitate the establishment and management of multi stakeholder innovation networks, as well as to generate and extract value from these networks without relying on formal hierarchical authority (Harima et al., 2024).

3. METHODS

The transformation of global business and research paradigms is a vital aspect of the ongoing dialogue in modern economics. This transformation involves the formulation and refinement of strategies that facilitate international trade and collaboration, all while adeptly addressing the challenges posed by diverse market dynamics. Through the application of advanced research methodologies, organizations are able to enhance their operational frameworks, thereby strengthening their competitive edge in the global arena. The interplay between business practices and research initiatives is critical for fostering sustainable growth and resilience in an increasingly interconnected world. In the current global landscape, characterized by instability and unpredictability, the relevance of the BANI phenomenon has become more pronounced for entrepreneurs involved in international ventures.

This study aims to investigate the connection between among premise of the global business, role of manager and the business ecosystem global, that it conducted and employing methodologies grounded in extensive literature reviews and analyses conducted using NVivo software (Maher et al., 2018; Spencer, 2007). The exploration of global strategic planning is further enhanced by examining various foundational elements, particularly those related to alliance dynamics in business operations. This analysis encompasses the critical role of marketing theory, the necessity of complying with regulatory frameworks and intellectual property legislation pertinent to the target nation, and the integration of technology and innovation management practices. Such a comprehensive approach is essential for navigating the complexities of international business environments (Roy & Srivastava, 2017).

The transcripts were transferred to NVivo 12 Pro and thematically coded, with the initial coding process employing a recursive back-and-forth approach between the transcripts and academic literature to enhance understanding. This adopted methodology facilitated the coding of both anticipated and unexpected themes, thereby allowing for an iterative analysis that aligned with the interactive and constructionist framework underpinning the overall research. Initially, the transcripts were coded deductively, utilizing a priori codes derived from theories pertinent to the key themes in the literature on sustainable careers, specifically focusing on individuals, career contexts, and time-related changes, as well as themes related to the global business, decision-making literacy among managers and ecosystem business impacted (Hallpike et al., 2024).

4. RESULTS AND DISCUSSION

The development of theoretical concepts aimed at establishing a sustainable profit strategy within the context of global business improvement is the focus of this study. It seeks to explore the foundational premises linking global business dynamics, managerial roles, and the overarching global business ecosystem. The researcher ought to investigate the fundamental principles that connect the dynamics of global business, the functions of management, and the broader global business environment. This study centers on the formulation of theoretical frameworks designed to create a sustainable profit strategy in the realm of global business enhancement. It aims to examine the essential principles that interlink the dynamics of global commerce, the roles of management, and the comprehensive global business ecosystem. The researcher is tasked with delving into the core tenets that bind the intricacies of international business operations, managerial responsibilities,

and the expansive global business landscape. The proposed research on business frameworks will be developed based on the extensive themes and sub-themes identified in the literature concerning global business. This framework will prioritize sustainable innovation, highlight the importance of global branding, and incorporate managerial control mechanisms that empower organizations to secure lasting competitive advantages within the interconnected global business ecosystem. The research employs methodologies that are firmly rooted in comprehensive literature reviews, complemented by analyses facilitated through the use of NVivo software (Maher et al., 2018; Spencer, 2007).

The fundamental concepts that connect the dynamics of international business, the functions of management, and the expansive global business environment are of paramount importance. The investigator is charged with examining the foundational principles that unify the complexities of global business activities, the duties of management, and the broader framework of the international business ecosystem. The themes and sub-themes derived from the literature review findings of a framework to be developed pertains to **global business, emphasizing sustainable innovation, a focus on global branding, and managerial control mechanisms that enable firms to achieve enduring competitive advantages conduct to the globally business ecosystem and network** are illustrated in Figure 2 below:

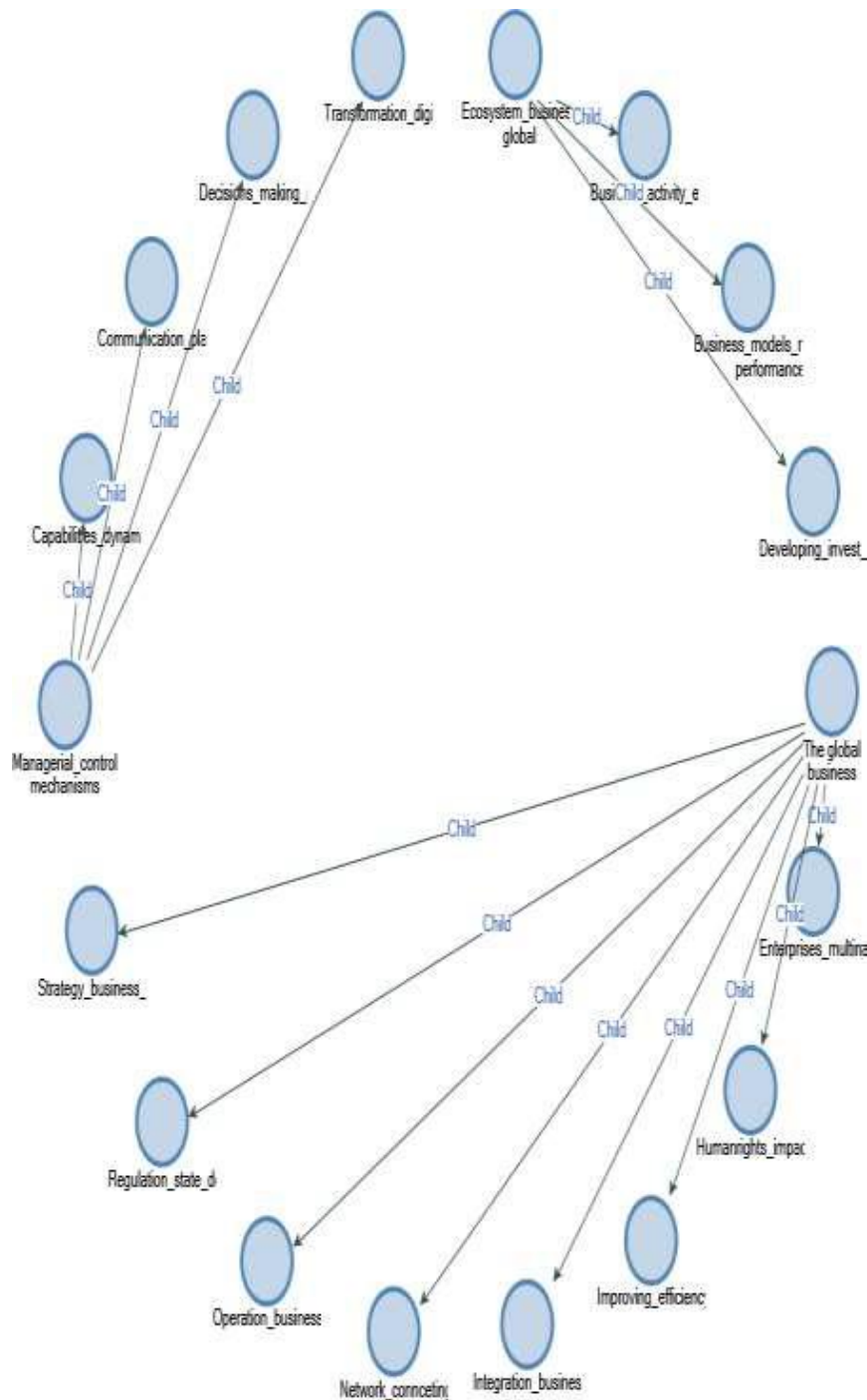


Figure 2. The potential themes for future research initiatives carry significant implications

A framework will be constructed utilizing the extensive themes and sub-themes discerned from the literature review related to global business. This framework will focus on sustainable innovation, underscore the significance of global branding, and integrate managerial control mechanisms that enable firms to achieve enduring competitive advantages within the global business environment and network connectivity. The hierarchy chart illustrating the keyword and potential enhancements for the theoretical development is presented in Figure 3 below:



Figure 3. The organizational structure illustrating the keyword alongside the possible enhancements to entire the premise

A framework will be developed based on the comprehensive themes and sub-themes identified in the literature review concerning global business. This framework will emphasize sustainable innovation, highlight the importance of global branding, and incorporate managerial control mechanisms that empower organizations to secure lasting competitive advantages in the global business landscape and network connectivity. The fundamental concepts that connect the dynamics of international business, the functions of management, and the broader global business environment are of paramount importance. The researcher is charged with investigating the foundational principles that link the complexities of global business activities, the duties of management, and the extensive framework of the international business arena. A structured model will be created, drawing upon the extensive themes and sub-themes uncovered in the literature review related to global business. This model will focus on promoting sustainable innovation, underscore the significance of global branding, and integrate managerial control systems that enable organizations to achieve enduring competitive advantages within the international business context and its interconnected networks.

The advancement of global business practices involves the continuous refinement and optimization of international business strategies. This endeavour requires a methodical approach to enhancing operational frameworks on a global level, aiming to boost both efficiency and effectiveness in various business contexts. By prioritizing these enhancements, organizations can foster a more interconnected and competitive international marketplace, thereby facilitating progress in global trade. The evolution of global business enhancement has experienced notable changes over time, reflecting the fluid dynamics of international markets and the persistent need for organizations to adapt to the challenges and opportunities that globalization presents. As companies broaden their operations across national boundaries, they increasingly adopt innovative strategies and practices designed to elevate efficiency, competitiveness, and overall performance on a worldwide scale.

This continuous evolution not only impacts individual enterprises but also influences the larger economic environment, underscoring the necessity for agility and responsiveness in an ever-evolving global landscape.

The themes and sub-themes derived from the literature review findings of a framework to be developed pertains to **global business, emphasizing sustainable innovation, a focus on global branding, and managerial control mechanisms that enable firms to achieve enduring competitive advantages conduct to the globally business ecosystem and network, display in Table 1 below:**

Table 1. The essential improvement of fundamental principles and the investigation of possible elements for future research

No	The Key-words	The Possible enhancements to the premise	Source
1	The Evolution of a Global Business Improvement	<p>The enhancement of global business practices pertains to the evolution and optimization of international business methodologies. This process involves a systematic approach to refining operational strategies on a worldwide scale, with the objective of increasing both efficiency and effectiveness across diverse business environments. By focusing on these improvements, organizations can contribute to a more interconnected and competitive global marketplace, ultimately driving progress in international commerce.</p> <p>The progression of global business enhancement has undergone significant transformation over time. This evolution reflects the dynamic nature of international markets and the continuous adaptation of organizations to meet the challenges and opportunities presented by globalization. As businesses expand their reach across borders, they increasingly implement innovative strategies and practices aimed at improving efficiency, competitiveness, and overall performance on a global scale. This ongoing development not only influences individual companies but also shapes the broader economic landscape, highlighting the importance of agility and responsiveness in a rapidly changing world.</p>	(Ahmed Qureshi & Dawood, 2007; Kaplan, 2024)
1a	Integration business	The business integration refers to the process of unifying various functions and operations within an organization to enhance efficiency and effectiveness. This approach often involves the alignment of different departments, systems, and	(Ahmed Qureshi & Dawood, 2007; Roy & Srivastava, 2017)

		processes to create a cohesive framework that supports the overall strategic objectives of the business. By fostering collaboration and streamlining workflows, integration can lead to improved communication, reduced redundancies, and a more agile response to market demands. Ultimately, successful business integration can drive innovation and contribute to sustained competitive advantage.	
1b	International enterprises incorporated	International enterprises have been formed, and multinational corporations have been established. Global businesses have emerged, leading to the creation of multinational companies.	(Ganamotseet al., 2017; Hsieh, 2023; Pabloetal., 2012)
1c	Improving efficiency_ accountability	Enhancing operational effectiveness and fostering responsibility are critical components in any organizational framework.	(Huo et 2022;Liuetal., 2023)
1d	Network connecting infrastructure	The infrastructure that enables the interconnection of networks acts as a fundamental framework for linking diverse network systems. This network connecting infrastructure is essential for creating seamless connections between different networks, thereby enhancing communication and data exchange across various platforms.	(Afewerki & Steen, 2023; Poudinehetal., 2020;Yuetal., 2022)
1e	Operation business power	The operational dynamics within a business play a crucial role in shaping the overall power of the organization. These dynamics not only affect the efficiency and effectiveness of business processes but also significantly impact the organization's Capacity to exert influence in its respective market.	(Jónassonet al., 2022)
1f	State regulation and domestic	State regulation encompasses the frameworks and policies established by governmental entities to oversee various sectors within a nation. The domestic implications of such regulation are significant, as they influence economic activities, social welfare, and the overall governance of the state.	(Jónassonet al., 2022)
1g	Business strategy global development	The formulation of a business strategy aimed at global expansion involves a comprehensive approach to navigating international markets. This entails assessing various factors such as market dynamics, competitive landscapes, and cultural nuances that influence consumer behavior. A successful global development strategy not only seeks to enhance market presence but also	(Hart et al., 2016;Maiet al., 2023; Roy & Srivastava, 2017)

		emphasizes the importance of adaptability and innovation in response to diverse regional demands. By leveraging strategic partnerships and utilizing advanced technologies, businesses can effectively position themselves to capitalize on emerging Opportunities across different geographical areas.	
1h	The human rights impact	The multinational corporation is required to bolster its influence on human rights and intensify its commitment to the advocacy of the sleights. It is essential for the corporation to enhance its Overall effect on human rights and to actively promote initiatives that support and protect these fundamental principles.	(Augenstein, 2022;Chacon-Hurtadoetal., 2024; Boven,2024)
2.	The potential research model in Business base on managerial	The proposed research model in the field of Business establishes a foundational framework for scholarly inquiry. This paradigm is intended to direct research efforts and enhance comprehension of diverse business-related phenomena, there by contributing to The advancement of knowledge within the discipline.	(Phillipsetal., 2022;Sjödinetal.,2022)
2a	Communication platform Policy	The policy governing the communication platform outlines the guidelines and protocols that users must adhere to while engaging with the system. This frame work is designed to ensure effective and respectful interactions among participants, promoting a safe and productive environment. It encompasses various aspects, including acceptable use, privacy considerations, and the responsibilities of users in maintaining the integrity of the platform. By establishing clear expectations, the policy aims to facilitate seamless communication while Safe guarding the interests of all stake holders in evolved.	(Camillo,2015; Gd, n.d.)
2b	Decision making independently	The function of a general manager encompasses the ability to make decisions independently, exercising autonomy in the decision-making process. This entails the capacity to select options without external interference, there by utilizing one's own Judgment to navigate various choices effectively.	(Hallpikeetal., 2024)
2c	Capabilities dynamics and adaptive	The dynamics of capabilities within multinational corporations are intrinsically linked to their adaptive nature. This adaptability is a core characteristic of capabilities, highlighting a fluid interaction that enables constant modification and development.	(Ryanetal., 2022;Sinhaetal.,2020)

		The essence of capabilities is thus defined by their ability to adjust and evolve continuously, under scoring the dynamic relationships that under pin their functionality.	
2d	Transformation digital	The prospective research framework in the field of business is fundamentally anchored in the mechanisms of managerial control, with a particular emphasis on he ramifications of digital transformation. This model seeks to explore how managerial control systems inter act with and are influenced by the ongoing digital evolution with in organizations.	(Ajer Øvrelid, 2023; Graham et al., 2017;Sjödinet al.,2022)
3	Business ecosystem and global connectivity	The concept of a business ecosystem is intricately linked to the dynamics of global connectivity. This relationship underscores the interdependence of various stakeholders within the marketplace, where organizations, consumers, and technology converge to create a network that fosters innovation and collaboration. As businesses navigate the complexities of international markets, the ability to connect and engage with diverse partners becomes par amount, facilitating the exchange of ideas, resources, and best practices that drive grow the and competitiveness in an increasingly inter connected world.	(Wang & Keane, 2020; Wurth et al., 2022;Xuetal., 2023)
3a	Model revenue performance	Multinational corporations ought to establish a benchmark for revenue performance, scrutinizing the financial results derived from this model. It is essential to evaluate the model's capacity for generating revenue and to critically assess the financial Out come sit yields.	(Jintanaetal., 2021;Klofsten etal.,2024)
3b	Activity economics and orchestration business	Multinational corporations must develop a business model that prioritizes activity economics and orchestration, thereby ensuring that their operations are effectively aligned with these principles. By focusing on these aspects, firms can enhance their Strategic positioning in the global market.	(Harimaetal., 2024)
3c	Developing invest strategy	Multinational corporations are compelled to devise a well-structured investment strategy and ensure efficient orchestration to successfully navigate the challenges presented by the global market. In order to effectively manage the complexities in here tin international business, these firms must prioritize	(Camillo,2015; Mai Et al., 2023;Roy&Srivastava, 2017)

		the development of a comprehensive investment approach alongside the implementation of strategic coordination mechanisms. This dual focus will enable them to adeptly respond to the multi faceted dynamics of the global marketplace.	
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5. CONCLUSION

The evolution of global business and research frameworks represents a significant focal point in modern economic discussions. This evolution encompasses the development and enhancement of strategies that promote international commerce and cooperation, while simultaneously navigating the intricacies of varied market conditions. By adopting cutting edge research techniques, organizations can improve their operational structures, thus maximizing their competitive positioning on a worldwide scale. The synergy between business operations and research endeavors is crucial for promoting sustainable development and flexibility in an increasingly interconnected environment. In today's global context, the business landscape is characterized by a dynamic and frequently unpredictable market, highlighting the rising significance of the BANI phenomenon for entrepreneurs engaged in international activities. The essential contribution of innovation, along with proficient management skills in directing business functions, is fundamental to the strategic decision making process. These components are critical for enhancing organizational effectiveness and achieving a competitive advantage in the sphere of global commerce. This study employs a relevant literature review grounded in qualitative methodologies, uncovering promising global business models that may guide future research initiatives. A framework will be developed based on the comprehensive themes and sub-themes identified in the literature review, which pertains to global business. This framework will emphasize sustainable innovation, highlight the importance of global branding, and incorporate managerial control mechanisms that empower firms to attain lasting competitive advantages within the global business ecosystem and network connectivity.

The first premise, the foundation for enhancing the global relevance of business is highlighted through numerous applications that clarify the complex processes associated with distribution, business growth, and the procurement of international enterprises, in which consumers interact with products promoted by multinational corporations. The second premise, the transformation of international business and research paradigms constitutes a crucial aspect of contemporary economic discourse. This transformation involves the formulation and refinement of strategies aimed at fostering global trade and collaboration, all while addressing the complexities inherent in diverse market environments. Through the implementation of innovative research methodologies, organizations are able to optimize their operational frameworks, thereby enhancing their competitive advantage in the global marketplace. The advancement of global business development has experienced considerable change throughout history. This transformation illustrates the fluid characteristics of international markets and the persistent adjustment of organizations to address the challenges and prospects brought about by globalization. As companies broaden their operations internationally, they are more frequently adopting creative strategies and methodologies designed to enhance efficiency, competitiveness, and overall performance on a worldwide level. This continuous evolution not only impacts individual enterprises but also moulds the larger economic environment, underscoring the necessity for agility and adaptability in an ever-evolving landscape.

The third premise, the role of manager and the function of the upper echelons board of directors within a corporation is to establish connections among the dynamics of global business, the responsibilities of management, and the broader global business ecosystem. The fourth premise, the synergy of the ecosystem global business, the comprehensive global business ecosystem plays a crucial role in promoting collaboration and synergy among its various components. This interconnected framework facilitates the interaction and integration of diverse entities within the global marketplace, thereby enhancing overall business performance and innovation. The modern business environment, influenced by globalization, is characterized by a fluid and frequently uncertain market context, highlighting the increasing significance of the BANI phenomenon for entrepreneurs engaged in international operations.

Acknowledgement

I would like to express my sincere appreciation to the Business-Methods class, the Immersion program team, and the New Expertise and Experience Learning Club at the Faculty of Economic and Business, University of Persada Indonesia Y.A.I. Additionally, I would like to recognize my fellow colleagues and students, along with the team from the NEW-E&EL CLUB LABORATORY FEB UPI Y.A.I, for their valuable contributions to the workshops.

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