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WHAT IS THE DRIVING FORCE OF GLOBALIZATION?

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Shamim Hosen

*Assistant Director, Bangladesh Public Administration Training Centre, Savar, Dhaka, Bangladesh; Post-Graduate Student, Department of International Relations, University of Aberdeen, Scotland, United Kingdom.
Email: shamim.du207@gmail.com Tel: 008801717563992*

ABSTRACT

'Globalization', certainly, has transformed the globe massively in the last few centuries. Globalization has multiple dimensions and issues to discuss all over the world. Now, the world is under the united umbrella having diversified notions and apparitions. It has been believed that socio-economic, political, cultural, technological, and military subjects and matters are related to globalization intimately. The primary objective of this research is to find out the driving force of globalization. This study has been conducted based on the content analysis of the globalization. The analytical pattern of writing has been incorporated in this paper and very smoothly described all the possible driving forces of globalization. The study has found that many factors work for the procedures of globalizing as well as de-globalizing in world societies those are considered as the driving force of globalization. Therefore, this study will be cooperative for the researchers, teachers, and students of social sciences especially, sociology, political science, International Relations, etc. for the robust understanding of globalization.

Contribution/ Originality: This study contributes to the existing literature on globalization. In this study, the driving factors of globalization has been identified by discussing distinguish theories and approaches of globalization. The study also contributes to identifying the alignment of globalization in line with the advancement of civilization and human societies.

1. INTRODUCTION

Nowadays globalization has become a well-known word all over the world and become a multifaceted and multidimensional phenomenon (Gopinath, 2012). Practically, everything including world affairs, human interactions, business matters, cultural events, and what have not experienced globalization. Although globalization commonly means worldwide interconnection, it's more than that meaning. Whatever the process about globalization or de-globalization we cannot overlook this buzzword. It has commonly known that to run a vehicle or to start an engine needs energy or fuel. However, there should have some influencing factors for the proper function and expansion of globalization, and these are called the driving forces of globalization. In this current study, the driving forces of globalization have been identified and analyzed from the global and local perspectives with the ideas of theories and approaches of globalization.

1.1. Defining Globalization

Importantly, the argument concerning globalization has numerous thoughts and interpretations. Though some of the thinkers said that globalization is a historic event, some argued that globalization is a contemporary issue, and others expressed that globalization is the multipart collaboration between the nation-state and political institutions (Jones, 2010). Again, it has supposed that globalization is the interlinkages in terms of economy, politics, society, or military perspective around the world. Whereas, anti-globalization motives and objects are also prevailing in some parts of the globe for protecting their norms and culture. Anthony has said, "Globalization denotes the idea that power (whether economic, political, cultural or military) is increasingly organized and exercised at a distance" (McGrew, 2011). Besides this, Prof. Robertson explained that "globalization refers both to the compression of the world and the intensification of consciousness of the world as a whole" (Robertson, 1992). Moreover, Murray has said that "a common image of globalization is one of a process that unfolds like a blanket across the globe, homogenizing the world's economies, societies, and cultures as it falls" (Murray, 2006). Anthony (Giddens, 1990) also said that "Globalization can thus be defined as the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa." Therefore, globalization is the greatest system to establish a "global village"(Marshal, 1962) where the economy is expanding, politics is becoming more liberal, society is becoming faster and closer, and military power or security issues are deepening.

1.2. Historical Background of Globalization

To put it differently, the world (especially tribes, clans, and races) has experienced the rising and falling of human civilization over time of global history. In fact, the global history expressed that the recent trends of globalization have followed countless waves corresponding the 19th century to the First World War (1st industrial revolution), Second World War (2nd industrial revolution) and Post-cold War (3rd industrial revolution and invention of internet) (Vanham, 2019). These waves have transformed, expanded, and materialized the term globalization. Undoubtedly, the rapidity and magnitude of globalization have amplified the changes in transportation and communication modes (Dator, 2006) all over the world. Right now, the networks are the ways of social association as a relationship that is persistently governing our lifespan. Moreover, the cultural, economic, and social outlooks of human civilization have been signified by modern nation-states. Besides, advanced information and communication technology have been changing worldwide economic activities and linking people in a global society. The technology is lessening the spatial distance and progressing globalization (Murray, 2006). Therefore, the history of globalization is changing rapidly in multiple modernities with the connection of network societies.

1.3. Globalization and World Politics

At present, globalization is changing the shape of world politics through interaction amongst countries and societies. Dator (2006) has accurately pointed out that "the status of globalization, as well as anti-globalization, are sky-scraping during the popular and competitive ideas of the present time." Whereas, Anthony McGrew is on the view that "globalization- simply the widening, deepening and speeding up worldwide interconnectedness-is a contentious issue in the study of world politics (McGrew, 2011)". Thus, the scope and acceleration of worldwide linkages have changed from a single economic dimension to manifold cultures and modernity. It is also thought that the globalization is not creating linking but also interdependency among the countries.

Although numerous studies argued that globalization is the assurance of a new period of peace between the superpowers but the reality is different. The existence of nuclear outburst reflects that the globalization cannot change the prevailing structures of global politics (Linklater, 2011). The study found that industrial capitalism and war are responsible for making the nation-state as the leading political entity (Linklater, 2011). The study exposed that over the last five centuries, states are the protagonists' actor of globalization has increased economic and

political connections (Linklater, 2011). But religious and cultural multiplicity is frequently greater from the 2ⁿᵈ World War to Post-Cold War (Huntington, 1993). Furthermore, the major features of the contemporary order of the world provide a distinctive standard and feature. It has been said that "the international system or order is not only delivering a range of international goods but also a wide range of bads" (Clark, 2011). Therefore, the notion of globalization can be experimental in the component of sustainability (such as peacekeeping organization, financial movement, humanitarian privileges, manifold culture, bio-physical plans, and impoverishment) during and aftermath of the great Cold War (Clark, 2011).

1.4. Objectives of the Study

The primary objective of this study is to find out the driving factors of globalization. To meet the objective, the study has established a research inquiry that what is the driving force of globalization? Hence, to obtain primary objective theoretical approaches of globalization has been discussed for acquiring a smooth understanding.

2. METHODOLOGY

This study has been conducted based on the qualitative approach and secondary data has been considered for achieving the research objective. The popular articles, books, journals, and periodicals have been reviewed for establishing the ideas and flinging out the research objective and find out the research query. Therefore, content analysis has been prioritized in this study.

2.1. Theories of Globalization

Globalization has been developed and expanded with the establishment of numerous contemporary and historical views and concepts. The prominent philosophers, sociologists and widely accepted scholars like Immanuel Wallerstein, Christopher Chase-Dunn, Michael Mann, Andrew Jones, Anthony Giddens, David Harvey, Manuel Castells, Warwick Murray, S.N Eisenstadt, Ronald Inglehart, Roland Robertson, Mark Herkenrath, Luke Martell, and Malcolm Waters established thoughts on the dimensions, development, and expansion of globalization. The study has explored some of the theories and views of globalization.

2.2. The World Systems Theory

Wallerstein's theory of the World System has focused on the significance of the whole globe as an entity capitalist system despite looking at single nations or countries. According to the world system theory "the nation-state has been created for the exchange and competition of world economic and political authority or power" (Wallerstein, 1974). However, Wallerstein assigned the entire biosphere among three basic regions namely, a) core, b) periphery and c) semi-periphery (Wallerstein, 1974). These regions are interlinked and interconnected.

a) Firstly, the core countries are included in Western Europe and the United States, and those countries are economically differentiated, developed, and comparatively independent external mechanisms (Wallerstein, 1974). It is also seen that these countries have strong middle and working classes and emphasis on sophisticated manufacture of substantial goods instead of raw materials.

b) Secondly, the periphery countries have weak and poor governance systems such as those Latin American and African nations, and those countries are not economically strong and mostly depend on extracting and mining raw materials (Wallerstein, 1974). So, they are highly reliant on industrialized or core countries and multi-national corporations. However, globalization in these countries occurred by the influence of core countries or by social learning and simulated ways.

c) Lastly, semi-periphery countries are situated between the core and periphery countries, for instance, India and Brazil (Wallerstein, 1974) These countries derived either from the periphery countries moving toward the development and industrial core countries or from the core countries deteriorating toward the periphery

countries (Wallerstein, 1974). Without a doubt, these countries are in the buffer zone in terms of global politics and economics. Moreover, there is another part of the world called the external part those are mostly maintaining its economic system and culture.
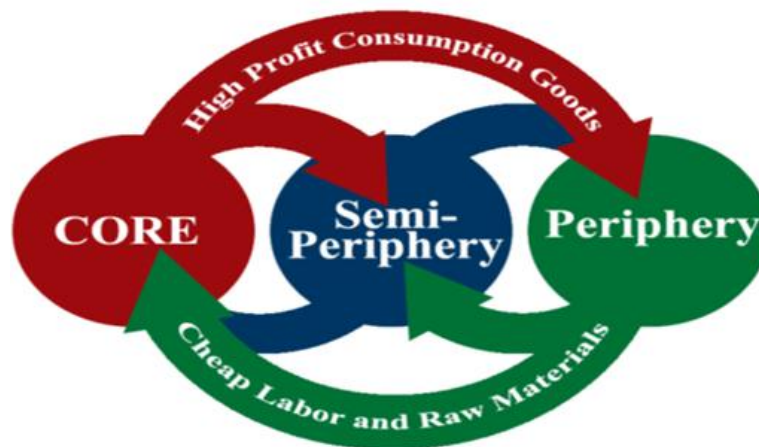

Figure-1. The world system model of wallerstein.
Source: Moyer (2016); Wallerstein (2004).

The Figure 1 shows that core countries are economically developed, and they have a strong influence on semi-periphery and periphery nations. The core countries supply high valued goods to semi-periphery and periphery countries. In contrast, periphery nations are poor and weak in governance and development systems. But the periphery countries have cheap labor and raw materials to supply to the core nations. By this, periphery and semi-periphery are dependent on the core countries. Although, the world system theory has been criticized by several scholars due to exaggerating attention on capitalism and the economy of core countries overlooking the cultural and social factors of individual countries.

2.3. The Network Society Theory

Rendering to Castells, "a network society is a society whose social structure is made of networks powered by microelectronics based on information and communication technologies" (Castells, 2004). Certainly, the societal parameter is the engagement of humans in the connection of manufacture, ingestion, reproduction, involvement, and significant communication in culture. Moreover, the theorist of network society considered the information and technology revolution as an industrial revolution with a variety of ideas like the internet, network technologies, technological divide, and social transformation (Castells, 2000). To Castells's view, "the central point of this change of revolution is nothing but information and communication technologies including their development pattern" (Castells, 2000). As a result, the information revolution has been articulated a new form of the economic order in the world system called the information economy. It has well-thought-out that globalization and networks as the elements of the information economy (Castells, 2000). According to Monge and Contractor, Castells mentioned, the communication network maintains a flow of process through time and space (Monge & Contractor, 2003). Thereby, Castells has identified the affiliation among the technology, economy, and civilization with the insight of time and space. To the view of the network society, time is receiving extra elasticity and space is attaining additional outstanding meanwhile the individuals are moving back and onward amid the spaces (Castells, 2000).

Additionally, societal networks are the essential point of social linkage and manufacture which lead towards the formation of the methodic approach of communication networks (Monge & Contractor, 2003). Now, the evolution of communication technologies has been enabled the networks society to familiarize novel actors and newfangled competitions in the procedures of societal association (Castells, 2004).
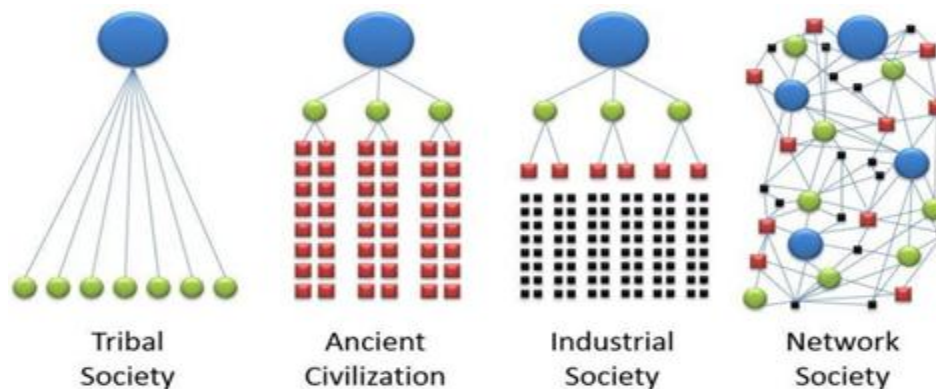
Figure-2. Transformation of Network Society

The Figure 2 has labeled that societies have been transformed through several stages in the history of human civilization. From the tribal society to network society there were manifolds changing atmosphere in the society. A single tribal fraternity had transformed into the few ancient civilizations with the course of time and communication changed from within the tribal society to the group of prehistoric civilization. Then, ancient civilization becomes modern and civilized with the sketch of the industrialization in European countries. Today, society has been developed with multiple linkages and connections among the contemporary civilization and innovation of technologies. The modern technologies have established network society all over the world.

2.4. Modernization Theories

According to modernization theory, almost all the countries follow an identical way of development from the traditional or classical society to modern society. During the transition period of modernization, countries had to adopt innovative technologies and socio-political changes. Firstly, it has prominently said that modernization has associated some features those are mostly progressive and time-oriented; for instance, a) the world as exposed to conversion through social meddling, b) the financial organizations in manufacturing production and a market economy, and c) the political associations containing the nation-state and liberal form of democracy (Giddens. & Pierson, 1998). Secondly, Giddens clarified globalization based on four dimensions of modernity such as a) capitalism, b) surveillance, c) military, and d) industrialism (Giddens, 1990). According to Giddens, the basic characteristic of modern institutions shows that modernization is fundamentally globalizing, and their connection is universal. Consequently, local and distant social relations become stretched through connecting various social contexts, where globalization becomes a worldwide network (Giddens, 1990). Thirdly, Eisenstadt has discussed "multiple modernities" by stating that the world-systems go against of classical view of modernization and convergence theories of the 1950s especially the analysis of Karl Marx and Durkheim (Eisenstadt, 2000). He (Eisenstadt, 2000) has denoted that the ideological outlines of the non-Western actions are durably anti-Western. It has also said that Westernization is not a solitary pattern of modernity rather several cultural and political ideologies work for multiple modernities (Eisenstadt, 2000). Therefore, the inconsistencies of modernity are economic, military, political, and communication knowledge. Lastly, the values and norms are shifting from old-style to current values. Besides, Inglehart said that "the values of modern and postmodern society have been shifted during the innovative manufacturing civilization" (Inglehart, 2000). The modern business primarily worked for economic growth whereas postmodern principles work for security and environmental affairs. Certainly, the values of modernity and postmodernity are not static whereas they are changing due to cultural and societal factors. As a result, the economic development of post-modernization is giving importance to freedom of expression and political engagement which is allied with postmodern principles (Inglehart, 2000).

2.5. The World Society

The world society is dependent on the borderless global system (Meyer, Boli, Thomas, & Ramirez, 1997). The study revealed that the micro realist accepts the nation-state is an expected, coherent, purposive, and natural performer in a required chaotic domain of world society (Waltz, 1979). Meyer and others (Meyer et al., 1997) said that "the nation-state is the product of cultural, traditional, and revelatory structures". It is recognized that the world society fixed the uniqueness, frame, and manner of the nation-state universally. Similarly, scholars (Kentikelenis & Seabrooke, 2017) have observed that norms and values are formulated based on the interaction among states, intergovernmental organizations, and international nongovernmental organizations. Thus, it has perceived that the norms formation procedures require the collaboration of actors (Halliday & Carruthers, 2007). For instance, the International Monetary Fund (IMF) is the major artist for defining the economic strategy as a negotiator of financial transformation (Halliday & Carruthers, 2007). So, international rule assembling is the orientation of norms for the appropriate and authoritative (Halliday., 2009) recognition at a multinational level. Unquestionably, debates among the actors formulate time worthy norms and values for globalization.

2.6. Theory of Time-Space Compression

David Harvey defined the concept of "time-space compression" while he was describing the development of capitalism. David Harvey in his "time and space of enlightenment project" said that "the production of time and space change from the medieval period through enlightenment" (Harvey, 1990). During feudalism, space was luxuries where individuals were not in a certain situation as emphasized on the sensory qualities of space. In contrast, the renaissance changed the production of space in an objective mapping and the rationalization of time materialized in this period. Whatever the changes in the production of time and space, it ultimately provided the reproduction of the social relationships and socio-political order indeed (Harvey., 1990). Moreover, Harvey mentioned in his "time-space condition and postmodern condition" that the postmodern compression of time has been worked for the acceleration of capital and consumption (Harvey, 1990). The consumption of capitalist products has also been guided by images or advertisements for those products. It has changed the production of space, decreased shipping costs, and increased worldwide communication through satellite. Thus, the collapse of space has made capital increasingly mobile and it has changed the labor market. The changed time and space are related to the changes in value like money. Consequently, the breakdown of money as a value represents the postmodern phenomenon of time-space compression. Above all, Robertson. (1995) said that "globalization is a system which dominates locality comprising big scale neighborhood with diversified nationalism". Whereas, the terms 'glocal' and 'glocalization' had become a business jargon in the 1980s (Robertson., 1995). But the focus was on the spatial-cultural significance of Japan where there was possessed attention in the relationship between particular and universal facts. In business logic, glocalization is deeply connected with the economic term micro marketing of local goods and commodities in an international marketplace.

3. DRIVING FORCES OF GLOBALIZATION

Globalization is one of the most populous concepts which has been driven by multiple influences or causes. Martell has said that "globalization is multidimensional, hybrid, localized in its effect and multi-causal" (Martell, 2017). The study depicts that the facts that increase links between economics also expand globalization as factors. If globalization has numerous views, then there is a limited technique to explain a cosmic issue like globalization in a singular way.

3.1. Capitalistic World Society

Capitalism is the first and foremost force of globalization. Wallerstein said that "the historical boundaries of the capitalist world economy go back to the 16th century and continuing still today (Wallerstein., 1983)". Moreover, the

structure of the world system has exposed a division of labor based on core and periphery tension. As the hegemony of the interstate system of "Superpowers" is imbalanced, therefore, it can easily impose power in the field of economics, politics, military, diplomacy, and culture (Wallerstein., 1983). The interstate system has been run by Business manufacture, trade, and economics (Wallerstein., 1983). The capitalist world economy is a continuously evolving object, its differences are real and secular trends. Firstly, catering success and loss of comparative efficacies of three economic domains. Secondly, liberalism as authoritative power. Thirdly, global military power especially sea powers. Still, the core concept of hegemonic political powers of the world system is capitalism as a manner of production. Waters rightly said that "spatial barriers have co have collapsed so that the world is now a single field within which capitalism can operate, and capitalism flows become more and more sensitive to the relative advantages of particular spatial location" (Waters, 2001). Currently, we are in the post hegemonic era of the capitalist world economy.

3.2. Isomorphic Social Changes

The isomorphic social change is also considered one of the vital forces of globalization. It has been thought that controlled and assertive forces can ensure the involvement of multiple societies in unexpected convergence. Herkenrath and others (Herkenrath, König, Scholtz, & Volken, 2005) described that three types of processes for cross-boundary convergence and homogenization in globalization are a) one-sided convergence by power inequity, b) two-sided convergence by similarity in culture, and c) unintended convergence by constraints of the world system. In this regards, scholars (DiMaggio & Powell, 1983; Strang & Soule, 1998) have found several causes for isomorphic deviations and global convergence like as a) social education as a voluntary change, b) mimetic behavior as strategic changes, c) normative pressure as professionalism, and d) coercion as a forceful nature. To my mind, these approaches are essential for an international convergence in social, economic, and political development. Therefore, the isomorphic social changes have been brought by several factors such as social change, the rise of media, and advance communication technology.

3.3. Goods and Services as Trade

Trade, historically, is one of the most important forces of globalization. Trade globalization means interchanging products and properties in a global market including national societies. Currently, economists do not produce all kinds of goods and services that they require. Because they gather their additional requirement of goods and services from numerous countries through export and import. For instance, consumer goods in China and education in Australia and the United Kingdom may be the cause of human movement and it will spread globalization indeed. The trade liberalization has created a strong connection between the economic and world system enforcing the government to attain comprehensive competition (Sachs & Warner, 1995). As a result, the communication and conveyance, growing economic flow, commodity trade, and changeover in marketplaces are measured as the central arena for economic competition (Chase-Dunn, Kawano, & Brewer, 2000). Similarly, the import and export ration to the GDP has been dignified as trade globalization in the global system. Therefore, nowadays goods and services are an integral part of trade and globalization.

3.4. The Financial Flow

The financial flow is one of the other essential forces of globalization. Financial flow allows the handover of money in the whole world within a very short time. Consequently, it has been globally recognized that finance is the universal structure of the economy. For instance, when we buy something from an online platform like Alibaba or Amazon, the transaction we made happen very immediately for online shopping. It has been said that "the globalization of capital and financial capitalism has established international private authorities in the global financial sphere" (Li & Zhou, 2015). The financial flow also ensures safe and secure funding which might sometimes

inattentive in its nation. In this financial flow, nowadays, technologies are playing an enormous role and making room for the safe movement of money worldwide. Therefore, i-banking or credit cards may be the best example of a technology-based transaction and boundless flow of currency all over the world to expand globalization.

3.5. Investment and Transnational Corporation

The investment and transnational corporations are the vital source and force of financial globalization in the world economy currently. It is considered that financial flow is a short-term movement of money, in contrast, investment flow is a long-term asset. It is mentioned that the Foreign Direct Investment (FDI) is the paramount example of investment flow. But investment requires a safe environment, however, investment creates linkages existing industries and businesses. Likewise, Transnational Corporations (TNCs) such as Nike, McDonald, and British American Tobacco, etc. are playing a vital role in global investment. To establish a factory or setting up a new business in a country through investment bring money, people, infrastructure, and knowledge. However, the study revealed that "multinational companies nowadays holding twenty-five to thirty-three percent of global production, seventy percent of the universal business, and eighty percent intercontinental financing" (McGrew, 2011). Also, the capitalist hegemon is working for international investment in the global economic system.

3.6. Transportation and Communication Technology

The transportation and communication technologies or systems are the significant forces of globalization. The network society, especially Castells, agreed on this view that for the boost up of globalization, advanced technology works as the principal driver of globalization (Essays, 2018). Besides, technology, transport, and communications establish appropriate and dynamic connections among the countries. Eventually, the modernized technology assists in transporting goods and products very smoothly between two or more countries. Currently, telecommunication technology has been tremendously elevated with the help of e-mail, Skype, Facebook, and other social media. Additionally, technologies are creating a sustainable method of financial and investment flow in different economies around the globe. Thus, the present model or frame of globalization is increasingly changing not by the exchange of goods but by the increased information and services at all levels. Aftermath, it can easily be said that yesterday was nation-states, today is market economies and tomorrow will be information networks to govern world kingdom.

3.7. The International Division of Labor

Certainly, the world economy has been experiencing a novel form of division of labor. The division of labor is related to production procedures of goods or services, whereas, companies assemble their functionaries in a widespread value chain mechanism (Marin, 2006). For instance, the design and marketing of Apple products have been ensured by the United States, but the manufacturing process lies in China. The division of labor is associated with the profit maximization and cheap availability of labor indeed. In this process, brain drain also occurs from poor countries to developed nations. Thus, the international migration of labor also related to the division of labor and impacts on the globalization procedures. It has also thought that the division of labor increases links among economies which ultimately expand the process of globalization.

4. CRITICAL APPRAISAL

Critically, it can be assumed that there are very few theories of globalization those who are looking more at cultural, social, economic, political, and networking as a whole. In contrast, there have different or multiple tracks of watching at globalization correspondingly. In a globalized society, countries are considering a single global culture where the economy develops mutually dependent. The periphery countries are not well incorporated in the world economy as they are not getting the same opportunity as core countries. Although, globalization is changing society by allowing global extremism and civil turbulence through extraneous culture. Nonetheless, globalization is

generating dependency crosswise the world through interconnections and global linkages. Also, the social interaction of transnational societies has become more multifaceted and quicker as well (Herkenrath et al., 2005). Gradually, globalization might create a convergence among economic, political, and cultural organizations (Guillén, 2001) or enflames more divergence.

5. CONCLUDING REMARKS

To conclude, globalization is a broadly castoff terminology which means to establish a connection among the people of numerous societies, countries, and systems all over the world. Definitely, globalization is not a newfangled sensation as it has a deep and long back history. It has been developed and expanded with the knowledge of economics, politics, culture, and societal factors. Critics argued that globalization mostly expanded for the benefit of economic functionaries in the whole world. Although globalization has created civilization smarter and tech-friendly, the concepts are not accepted worldwide. Some anti-globalization activities, theories, and actions prevail in the world. Sometimes, it has also observed that several actions are taken for de-globalization. For instance, the current lockdown of cities and banned international flights from some countries due to discontinuing spreading the pandemic (WHO, 2020) Coronavirus (COVID-19) may be termed as de-globalization. Nevertheless, globalization is performing very outstanding linkages among global citizens and societies. The study has found that capitalism, nation-state, trade and commerce, industrialization, transport and communication, the international division of labor, international migration, social changes, the flow of capital and investment, information and communication technologies are the factors and forces of developing and expanding globalization globally. In fine, human being and civilization are the ultimate facilitators of globalization which debatably considered as blessings or curses for mankind.

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