



GLOBALIZATION TO GLOCALIZATION: A PATH TO SUSTAINABLE GROWTH FOR PAKISTANI INDUSTRIES

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ABSTRACT:

This research paper examines the shift from globalization to glocalization and its potential to achieve sustainable development in Pakistani industries. The study underscores the importance of preserving local culture while adopting global strategies to enhance competitiveness and contribute to economic growth. The paper aligns with various Sustainable Development Goals, including decent work, economic growth, responsible consumption and production, partnership for the goals, and reduced inequalities, which can be achieved through glocalization. Utilizing a literature review methodology that combines theoretical and case study approaches, the paper presents a successful case study of Artistic Milliners in Pakistan, demonstrating the effectiveness of a global-local strategy. The findings suggest that glocalization can facilitate innovation, improve infrastructure, and build strong brands in local industries. Therefore, the study recommends that Pakistani entrepreneurs and policymakers adopt glocalization strategies to promote sustainable development and foster economic growth.

KEYWORDS: Globalization, Glocalization, Localization, Sustainable Development, Pakistani Industries, Cultural Diversity, Innovation, Economic Growth, SDGs, Market Strategy.



INTRODUCTION:

Historical Context:

After World War II, the idea of a globalized world saw a series of changes that evolved from globalization to localization to ultimately glocalization. Nations became more intertwined throughout this first phase, with trade, investment, and cross-cultural interchange reaching previously unheard-of heights. But there have always been two sides to a coin: in addition to the advantages of globalization, growing worries have been raised about the homogeneity of cultures and the preference for Western norms and values over regional customs. Additionally, criticism was leveled at international firms for their abuse of workers. The concept of localization was a reaction to the restrictiveness of globalization (Lang, 2006). This entailed directly tailoring products and services along with promotional campaigns, for it was understood that markets worldwide had distinctive attributes, policies, and even culture. Thus, increasing globalization efforts gave rise to a new theoretical model known as glocalization as an effective solution (Hopkins, 2002). Glocalization is a strategic notion for companies operating on the global level yet at the same time serving customers in certain countries with their preferences. Derived from Japan's "dochakuka," Glocalization means taking a global view while being mindful of the local situation, realizing that both global and local elements are important when making business decisions (Oliveira, 2013).

Globalization in the context of Pakistan has witnessed erupted in phases of enhanced trade, FDI and business prospects but one must not forget about the difficulties as well. For instance, the Pakistan industry always seeks to bank on the principle of the "survival of the fittest" and this adapt changing trends and perceived consumer preference. Though there might not be many well-documented cases of successful glocalization strategies being practiced in some sort of growing Pakistan, the need for globalization that can be accompanied by local customization for long-term sustainable growth is being slowly realized (Manan et al., 2017). It would be in the best interest of Pakistani enterprises to opt for globalization and glocalization as these strategies would help them adapt to the consumer preferences and cultural tendencies abroad while still being able to target domestic consumers; this can be facilitated if the enterprises understand the history of globalization, localization, and glocalization (De Haan, 2000). The Pakistani economy may benefit and enlarge through the engagement of Pakistani firms in the process of sustainable growth through innovative strategies and free spirit approaches (Raza et al., 2021).

Artistic Milliners initially started up as an ethnic wear store in the town, but after some time, turned into a company that specializes in denim fabrics. This shift occurred with the rise of tourism in Karachi, drawing inspiration from tourist attire, showcasing a prime example of glocalization.

Globalization:

The concept of globalization, though ubiquitous today, has a surprisingly complex history. While discussions about global interconnectedness existed in academic circles as early as the late 1970s, the term itself exploded in popularity only in the late 1980s and early 1990s, coinciding with the



fall of the Berlin Wall (1989) (O et al., n.d.). This period saw the emergence of two main perspectives on globalization: the economic view, emphasizing free trade and the potential end of capitalism, and the broader view, encompassing cultural exchange and concerns about global inequalities (Ritzer, 2007). “Globalization is a process that encompasses the causes, course, and consequences of transnational and transcultural integration of human and non-human activities.” (Stoudmann, n.d.) According to Walsham (Walsham, n.d.), in a very short amount of time, the term "globalization" has acquired the extraordinary position of being in style in corporate circles, social science academic discussions, and to some extent in popular media. But even a quick look through these sources would show that the phrase is extremely vague and obscures a large range of viewpoints about global events. The communication revolution has compressed the entire world into a small 'golf ball,' making it easier than ever before to stay updated on global developments (Ali, 2010). Despite the benefits of globalization, Pakistan, as a poor nation, is facing challenges in maintaining a balanced ratio of imported products. Globalization is negatively impacting poverty and the economy, shifting it towards a consumer-based model. Additionally, the country's culture is facing difficulties in preserving its essence.

Localization:

The idea of localizing items or information for a particular market or area is known as localization. Giving something the appearance and sensation of having been specially made for a certain culture, language, or geographic area is the goal of this procedure (Romano, 2023). Localization existed long before globalization and continues to play a vital role in preserving the essence of local culture in a global context. In today's globalized world, we observe the universal importance of the dollar as a global currency. Recently, we have seen the European Union initiating trade among European nations using the euro. Similarly, Muslim nations are moving towards adopting a single currency for trade within the Muslim community, although this initiative is still in progress. These instances exemplify the preservation of local values within the framework of a globalized world. Aiming against a single, global consumer culture, localization is a manifesto that unites everyone who understands the value of ecological, social, and cultural diversity for our future (Hines, 2013).

Glocalization:

Glocalization has emerged as a response to concerns about the loss of local culture in the face of globalization, glocalization is essential for enhancing local elements in the global development of society and the global economy (Arkhipov & Yeletsky, 2020). The term, glocalization, is used quite frequently in business parlance but it has begun to gain momentum in cultural, social, and political arenas too. Utilizing it appropriately in the environmental domain is the need of the hour (*Go Glocal: Sustainable Development Goals*, n.d.). In Pakistan, glocalization begins with food, linguistics, and media. Globalization does not just erase all local cultures and all ways of life, making them all be the same everywhere else. Instead, they engage with local cultures resulting in a hybrid setting of a global meeting with local values. This combination is termed glocalization, where global elements are infused with local customs and practices (Schuerkens, 2003).



Significance of the Study:

This research describes the process from globalization to localization and further to glocalization with focusing on outcomes of sustainable growth of Pakistani Industries. It also discusses how local brands need to assess the strategies of global players and apply them in the local context, as the case of Artistic Milliners showed. The study prompts Sialkot, Pakistan, and other similar-oriented enterprises to shift from B2B markets to B2C markets with the development of sports goods global brands while intending to increase market control and customer relations. In that sense, the theory of glocalization allows for widening the geographic scope and at the same time adapting to the local environments to increase competitiveness through innovation and support the economic growth and development.

Literature Review:

In the realm of social sciences, tracing the origins of concepts can often be challenging (Khondker, n.d.). In the context of social science, in particular, the notion of globalization is relatively new. Remarkably, Raymond Williams' Key Words (1983) do not address globalization. On the other hand, the term "globalization of production" is mentioned in the Harper Collins Dictionary of Sociology. The notion of globalization was not widely acknowledged in academic discourse until 1994 when articles on the topic were added to the Oxford Concise Dictionary of Sociology (Bran et al., 2020).

We have been lagging to see that this year something that we are experiencing is one of the major anti-crisis events in the history of the world economy. It is a nightmare that will pass one day, but it looks like it will take some time long before this can happen. The idea that resources of nature and human tools are exhaustless and virile as before lost their vigor. Regarding the subject proposed, we can assert that the progress toward the solution to the material issues of life is maintained on average. Well-trained and intelligent as we are we can provide everyone a comfortable quality of life. But today we got into a very big complicated mess that we have no idea how best to address let alone fix, because we dealt with a system we never fully understood. (Keynes, n.d.). Glocalization is a key term in the corporate sector, and it resonates with the economic foundations of globalization, to which the process is tightly tied. Drawing on its Japanese origins, the idea is currently a well-liked strategy for Western (Govindarajan, n.d.).

The phrase *dochakuka* is the source of the term "glocalization," which first surfaced in late 1980s research authored by Japanese economists for the Harvard Business Review. In English, the Japanese ideographs "do," "chaku," and "ka" signify, respectively, "land," "arrive," and "process of" (Oliveira, 2013). The word "globalization," which has attracted a lot of attention over the past ten years, is still a hotly debated subject. Some worry that it has become clichéd and overdone, but others contend that it has had both positive and negative consequences on society. Numerous academics argue that globalization is universal and still has a big impact on a lot of different areas, such as politics, science, economics, culture, higher education, and the labor market (Tien & Talley, 2012).

"The history of Southeast Asia itself can be a good example of glocalization" (Ullah & Ming Yit Ho, 2021). An American/British sociologist, Professor Roland Robertson, has an interest in



Japanese society which led him to explore the term "glocalization". Originally originated in Japan, the concept behind the word was that products of Japanese origin should be localized - tailored to local tastes and interests while also having global application and reach (Khondker, 2005). Globalization has undoubtedly benefited China, but I argue that from a cultural perspective, the 'glocalizing' strategy is what has allowed China to more easily integrate into the global cultural fabric. China's involvement in globalization, particularly in the cultural and humanistic spheres, emphasizes the need for localization in nations with strong national cultural frameworks and rich national cultural legacies. By adopting a 'glocalizing' strategy instead of a purely globalized one, China has been able to capitalize on globalization without sacrificing its cultural character. Through the prism of glocalization, China's embrace of modernity represents a different trajectory from that of the West, positioning it to continue reaping the benefits of globalization (Wang, 2015).

Glocalization Strategies: A Case Study of McDonald:

To understand and elucidate the variety of glocalization strategies adopted by McDonald's Portugal, the following case study describes how Manuela Oliveira effectively integrated a local appeal and a global strategy to capture and sustain consumer market share. So, to satisfy local preferences and work within the framework of McDonald's product offerings, the fast-food restaurant added some products, such as McBifana and Sundae Pera Rocha to its list of food items. The following is a notable impact of this form of glocalization strategy due to its influence of shifting customer portrayals and preferences, thus enhancing brand appeal and adherence to the global brand image. The strategies applied in this McDonald's glocalization operation breakdown includes the operational strategies such as product development and marketing. These strategies enabled the company to cultivate good and fruitful relationships with the local market (Oliveira, 2013). The level of commitment to glocalization, wherein McDonald's integrates both global branding and local culinary requirements, preferences, and the Islamic diet is evidenced by the adherence of this fast-food giant to its Asian and Islamic markets' menu customs. McDonald's adapts their menu to local tastes in Asian regions, like China and Japan, by incorporating regional flavors and ingredients into dishes like Teriyaki Chicken Filet-O and Taro Pie. Like this, strict adherence to Halal standards guarantees conformity with Islamic dietary regulations in nations where Muslims predominate. As a result, menu items such as the McArabia sandwich, which is certified Halal, are included and pig products are excluded (Crawford et al., n.d.). Furthermore, menu items that are customized to suit local tastes, such as the Green Tea-flavored milkshake in Japan and the McArabia in Saudi Arabia, demonstrate that cultural and religious concerns are considered. Furthermore, McDonald's uses distinct cooking and serving sections to meet vegetarian and non-vegetarian tastes in locations like India where nutritional variety is prominent. This shows a sophisticated awareness of local dietary requirements. These tactics show McDonald's appreciation for regional cultures as well as its capacity to grow its clientele by catering to a wide range of tastes and preferences while upholding the reputation of its worldwide brand (Khan & Khan, n.d.). This exemplifies glocalization by adapting products (menu items) to local tastes (regional flavors) while maintaining a global brand identity.



Evolution of a Concept of Glocalization:

China has exemplified the concept of glocalization by transitioning from a focus on globalization, initially imported from the West to the development of localized products aimed at bolstering economic prosperity. According to the sources (Sucháček, n.d.), the term "dochakuka," which translates to "Glocalization," originated in Japan during modifications of agricultural methods to suit local conditions. The global and local dimensions interact dynamically, with Roland Robertson notably popularizing the concept of glocalization in the West while also expressing interest in successful Japanese entities that have adeptly absorbed globalization (Beyer, n.d.). The notion of glocalization is continually evolving to ensure its conceptual validity and robustness. One theoretical idea still under development is the precise definition of glocalization itself (Suksmawati et al., 2021). Roland Robertson has proposed that "global" and "local" have been replaced by the term "glocal," suggesting that glocalization has rendered globalization obsolete, as nothing is purely local or global anymore (Drori, n.d.). A prominent example of China's glocalization strategy is WeChat, a multifunctional platform with a user base of 1.2 billion people. Unlike platforms commonly used elsewhere, such as WhatsApp and Facebook, China has integrated various functions into WeChat, including communication, e-commerce, and social activities. This consolidation enhances productivity and economic prosperity by reducing transaction costs and streamlining processes.

Globalization is not Westernization:

Globalization is distinct from Westernization; it is the misconception that globalization leads to Westernization. Globalization is more about the connectivity of the world, where cultures and economics impact each other, whereas Westernization is the one-way flow of Western culture, ideas, and practices overwhelming local culture (Amineh, n.d.). Some worldwide phenomena, like the growth of McDonald's, Western music, and movies, may appear to have been impacted by the Western culture at first. However, these components adapt and take on various meanings in other cultural settings. Globalization is the spread of institutional characteristics and cultural attributes that, although coming from the West, are adapted and changed in many parts of the world, producing a variety of effects. This process of adaptation shows that although some forms and behaviors may have their roots in the West, they do not stay wholly Western; rather, they change because of encounters with other cultures. Moreover, the conversation implies that the word "Westernization" is restrictive and falls short of describing the intricate and dynamic character of international relations. Rather, it says that global integration is a mixed and participatory process, with local reinterpretations and adaptations being a part of the larger processes of globalization, of which the impact of the West is but one component. This sophisticated perspective emphasizes how complex and multidimensional international cultural interactions are, and how local conditions greatly influence the results (Khondker, n.d.).

Glocal Market Strategy:

Glocalization enables businesses such as Artistic Milliners to maintain their worldwide visibility while simultaneously catering to the unique requirements and inclinations of regional consumers.



This strategy builds better ties with clients by enabling deeper interactions. Founded in 1949, Artistic Milliners has its origins in a leather enterprise that was started by the founder and his sibling prior to the partition. The founder, who had immigrated to Pakistan, named a few stores "Artistic Milliners" after an artisan hat shop after visiting the UK and becoming inspired by the place. The pivotal moment occurred in the late 1960s with the flood of tourists and hippies to Karachi, attracted by the culture and ethnic attire. At first, the focus was on selling ethnic apparel and accessories. On July 18, 1969, Artistic Milliners registered as an export-oriented firm, taking advantage of this trend. Over the following decades, the firm, which started out as a tiny clothing manufacturer, grew into denim dyeing, weaving, and spinning (*Omer Ahmed | CEO | Artistic Milliners, n.d.*). This change is a perfect example of Artistic Milliners' glocal market strategy from an ethnic clothing-based export business to a major force in the denim industry worldwide. Their development illustrates the change in their business approach from globalization to glocalization, going from serving tourists and hippies to being a well-known denim manufacturer with a worldwide presence.

GLOCALIZATION AND SUSTAINABLE DEVELOPMENT:

SDG 8: Decent Work and Economic Growth

It means that glocalization is good for Pakistan for several reasons: it creates new job opportunities and increases the markets available for Pakistan-based companies. A prime example of this is the journey of Artistic Milliners which began from a localized ethnic wear store to a multinational producer of denim.

SDG 9: Industry, Innovation, and Infrastructure

It means that with the help of glocalization, Pakistani industries can be inclined more to innovate their products and services and design them according to the needs of people living in Pakistan. This sometimes results in the efficient and sustainable introduction of new technology and methodologies.

SDG 10: Reduced Inequalities

Therefore, your research can have an impact on reducing economic imbalances because of the advocacy for the growth of local industries and brands. To specify how local businesses can be helped to compete internationally, it should be suggested that it can help to create fairer economic chances and results.

SDG 12: Responsible Consumption and Production

As a result, the global introduction of local products can promote the consideration of more sustainable shopping practices. This scenario means that customers are much more inclined to acquire goods and services that originate from within the country and better serve them.



SDG 17: Partnerships for the Goals

The concept of glocalization can help local businesses in Pakistan to engage in various business partnerships with foreign companies. It can foster the exchange of care practices and pave the way to improve and innovate products and services across the supply chain.

RESEARCH METHODOLOGY:

The presented work, therefore, employs a literature review-based approach that seeks to establish the evolution from globalization to localization and glocalization with special reference to the industrial enterprises of Pakistan. It refers to a process of gathering data from different research studies, theories, and case studies and integrating the information. Although the primary sources are articles, both Google Scholar and JSTOR, Scopus were used to search for the academic papers, books, and reports. The words used were 'globalization,' 'localization,' 'glocalization,' 'Pakistani industries,' and 'economic growth'.

The parameters for inclusion depended on the type of source – the appropriate articles were identified based on their availability in peer-reviewed journals, the best books examining the subject, and the groundbreaking papers ((PDF) A Guide to Conducting a Systematic Literature Review of Information Systems Research, n.d.). The articles were perused to find areas of agreement, trends, and areas of omission, including the assessment of methodologies used, the evidence presented, and the theories expounded upon (Booth et al., 2012). Thus, integrating these works, the current study provides a contextualized concept of shifting from the globalization to glocalization process to this subject and offers the best basis for discussing the prospects for Pakistani industries because of such transition (Snyder, n.d.)

DISCUSSION AND CONCLUSION:

Discussion:

In particular, the focus will be on the sports goods industry situated in Sialkot, which has gained a strong seller position on the international market, mostly implementing its business through B2B sales. This approach has helped many enterprises in Sialkot to harness international demand and develop sound links and relationships with international businesses. But these business entities have bright prospects and can generate more jobs if they grow beyond the B2B sector and establish their brands for the B2C market.

This shift to a B2C business model will allow Sialkot's sports goods manufacturers to market their products directly to the final consumer. This action may present several advantages, such as increased profit margin, greater control over the brand image, opportunities to shape the customer experience, as well as increased customer loyalty. Through effective Sialkot brand development, products from the area can be easily distinguished from others within the market, thereby helping firms from Sialkot to build and sell expensive brands and improve their status in the market.

Moreover, this change could foster the growth of local economies in the B2C fashion business. It is still rather unorthodox to label constructing a consumer brand as an art; however, it should be understood that to build a consumer brand, quite several skills and services such as marketing,



supply chain, logistics, customer relationship management, and retail management might be needed. This can lead to new jobs being opened within an organization and help promote skills development among the local talent. In addition, successful brands that may already have garnered capital can get more investment to boost the economy. For instance, the success story of Artistic Milliners which initially started as an ethnic apparel retailer and has now become an international denim producer underlines the great opportunity that such strategic shifts provide. They first started by providing their services to a relatively small number of clients, but with the aid of developing technologies, they adapted and started targeting an international market. Along the same line of thought, the consumption model also holds promises for the sports goods industry in Sialkot, by leveraging on the existing core competency of the industry, and by opening new opportunities in the market front.

Conclusion:

It is concluded that the transition from globalization to glocalization offers a significant opportunity for industries in developing countries like Pakistan to move beyond mere progression. China's consumer-based economy serves as a prime example, demonstrating that economic integration and localized production can effectively reduce import dependence and foster a stable economic system. The sports goods manufacturers in Sialkot, characterized by a B2B system with direct international market links and reasonable maturity, have the potential to shift towards a B2C industry, developing a strong customer brand image and unlocking further economic activities, employment opportunities, and regional economic growth. This strategic change enables the production of high-profit products, decentralizes the economy, and enhances its resilience to future market shocks. By adopting glocalization, Pakistani industries can leverage the benefits of globalization while maintaining their ability to cater to local market preferences. The key concepts of Porter's microenvironment highlight how businesses can borrow global best practices, strengthen their competitive advantages, and drive meaningful economic growth in the region.

POLICY RECOMMENDATION:

This chapter develops a set of policy recommendations for the Pakistani government and other industry actors that could help in the effective execution of the necessities for glocalization and sustainable development, taking into account the conclusions drawn from the theoretical review and evaluation of the scope and prospects of glocalization for Pakistan's industries in the context of sustainable development.

Government Policies:

➤ *Facilitate Innovation and Technology Adoption:*

The government can provide funds for grants that shall be given to various industries across the nation to innovate their products and processes through R&D and tax incentives for industries to focus on research for better products that will suit the Pakistani market. This could entail extending assistance to the local universities and research facilities in the development of technology that fits specific industries and building partnerships between academic and industrial institutions.



➤ *Promote Skills Development:*

The government can work toward creating skills development programs that are relevant to the concept of glocalization for enhanced innovation and business opportunities, for instance, design thinking, digital marketing, and supply chain management, among others. Furthermore, training courses can enable the workers to possess the right skills that can enable them to properly use and maintain the new technologies that organizations practice.

➤ *Improve Infrastructure:*

The accessibility and development of transport facilities, the growth of communication technologies, and ensuring the availability of reliable energy supplies are essential for the industries of Pakistan. This will optimize the transport systems to reduce the costs of operations, promote linkages with other markets, and create efficient transport networks and channels.

➤ *Support Brand Building:*

The government can launch programs that help Pakistani business houses achieve their goals of creating powerful brands that have appeal in the domestic markets. This may also include funding of brand awareness and promotional activities such as brand marketing and contributing to international marketing events such as trade fairs.

➤ *Develop Free Trade Agreements (FTAs):*

Signing bilateral and multilateral agreements gives Pakistan preferred market access with some strategic partners through FTAs. However such agreements need to be designed appropriately to guarantee that they offer sufficient safeguards for domestic industries from unfair competitive pressures while creating a win-win environment for both parties.

Industry & Stakeholder Initiatives:

➤ *Market Research and Consumer Insights:*

This means that Pakistani businesses should take adequate time and conduct thorough research to identify market needs and demands within the country's environs. This will help them recommend and adapt products and services offered relevant to the needs of the people and work towards devising effective strategies for marketing the products and services.

➤ *Embrace E-commerce:*

Thus, the use of ESCs and e-commerce platforms can further extend the opportunity of reaching more consumer base at cheaper rates for companies in Pakistan. Consumers should be encouraged by smooth and stylish online stores while on the other side, businesses should make the right decisions in making appealing and effective online stores, especially in the e-commerce business strategy.

➤ *Sustainability Practices:*

Concerning sustainable production processes and materials, integration can indeed add to the appeal of Pakistani products for environmentally conscious consumers. Companies should reduce their emissions and waste, conserve natural resources, and operate within the legal requirements that regulate pollution and emissions.

➤ *Collaboration and Partnerships:*

The cooperation between Pakistani businesses is encouraged to enhance the interaction between the companies in various sectors, especially if they are large-scale and small-scale because they



may benefit from such cooperation by sharing knowledge about the business, and resources, and promoting their products and services. Moreover, collaborations with global companies allow for obtaining new technologies, knowledge, and distribution channels to sell products overseas.

➤ *Focus on Quality and Brand Reputation:*

Quality is another critical aspect that should not be compromised as Pakistani businesses strive to develop quality products to suit international markets. Paying attention to the quality assurance of products and making sure that the customers receive value for their money is a strategy that should form the basis of brand development and by implementing these suggestions, the government and industry stakeholders may create an environment that will enable Pakistani businesses to thrive under the glocalization paradigm. Pakistani population may benefit from improved living conditions, job creation, and steady economic growth with the implementation of this plan.



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