



GLOBALISATION AND SURVIVAL OF SMALL AND MEDIUM SCALE ENTERPRISES IN RIVERS STATE

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Abstract

This work assessed the association between Globalisation and Survival of SMEs in Rivers state, Nigeria. Two dimensions of Globalisation (Economic Globalisation and Cultural Globalisation) were assessed with two measures of Survival (Situation Awareness and Innovativeness). The cross-sectional survey was utilized with the aid of copies of a structured questionnaire, self-administered and retrieved from 178 (a response rate of 94%) SMEs in Rivers State. Pearson Product Moment Correlation was used to test the hypotheses. There were significant relationships between the dimensions and the measures. It is advised that owners of SMEs participate in orientation and educational programs to sensitize, orientate, and transform their thinking patterns, as well as strengthen their management skills and talents, in order to tackle global issues and compete for a long-term competitive edge.

Key Words: Globalisation, Survival, Economic Globalisation, Cultural Globalisation, Situation Awareness, Innovativeness, SMEs.

1. Introduction

Globalisation is often described as a paradigm connected with modernized global industrial systems, cultures, and political processes (Aspers & Kohl, 2015). Globalisation, according to Todaro and Smith (2015), opens up new possibilities for alleviating global poverty. It may also benefit developing nations, both directly and indirectly, via cultural, social, scientific, and technical exchange, as well as commerce and finance. As a result, globalisation may be seen as an opportunity for both rich and developing nations to increase their economic success by focusing on global commerce as a means of achieving economic progress (Ahmedova, 2015).

Small and medium-sized businesses (SMEs) play an important role in global economic growth. Because of globalisation, researchers have been interested in examining the role of SMEs in the development platform. Changes in the global economy have created both obstacles and possibilities for SMEs during this age of globalisation (Dominguez & Mayrhofer, 2017). Several of these SMEs are forced to exit the competition owing to a lack of responsiveness to environmental changes. As a result, the capacity of these SMEs to detect and react to variables impacting their survival as quickly as possible necessitates suitable actions to guarantee their survival (Heler, 2003).

For business activity, globalisation is a fantastic source of both possibilities and risks. Apart from the practical outcomes of globalisation, the acceptance of financial agreements poses a new difficulty for SMEs to continue compete in wide markets (Maarof & Mahmud, 2016). The capacity of SMEs to compete and globalize their commercial operations has been questioned in particular. The threat of large-scale firms, such as MNCs and TNCs (Trans-National Corporations), has been noted in the literature because SMEs have fewer resources, less innovative capabilities, inconveniences in entering the global market at the outset, and fewer abilities in international strategies than large-scale firms (Ren et al., 2015). It does, however, present possibilities for SMEs to connect with large-scale enterprises, improving their competitiveness in the market since the contact allows SMEs to learn about the big firm's competitive strategy (Singh et al., 2008). Since a result, the impact of competition on SMEs in the globalisation period has gained considerably greater attention, as SMEs contribute significantly to the economies of both developed and developing countries (Sener et al., 2014; Bilal & Mqbal, 2015; Gamage et al., 2019). The fundamental difficulty with SMEs, especially in developing nations, is that a large number of them shut down within a short amount of time after starting out (Prasanna et al., 2019). This research adds to the body of information about the influence of globalisation on the survival of SMEs in Rivers State, Nigeria.

Research Objective

The objective of this work is to examine the impact of Globalisation on Survival in Hospitality Firm in Rivers State, Nigeria.

Specifically, the study

- i. Examines the influence of Economic Globalisation of Situation Awareness.
- ii. Assesses the impact of Economic Globalisation on Innovativeness.

- iii. Checks the impact of Cultural Globalisation on Situation Awareness.
- iv. Assesses the influence of Cultural Globalisation on Innovativeness.

Hypotheses

Ho₁: There is no significant relationship between Economic Globalisation and Situation Awareness.

Ho₂: There is no significant relationship between Economic Globalisation and Innovativeness.

Ho₃: There is no significant relationship between Cultural Globalisation and Situation Awareness.

Ho₄: There is no significant relationship between Cultural Globalisation and Innovativeness.

Conceptual Framework

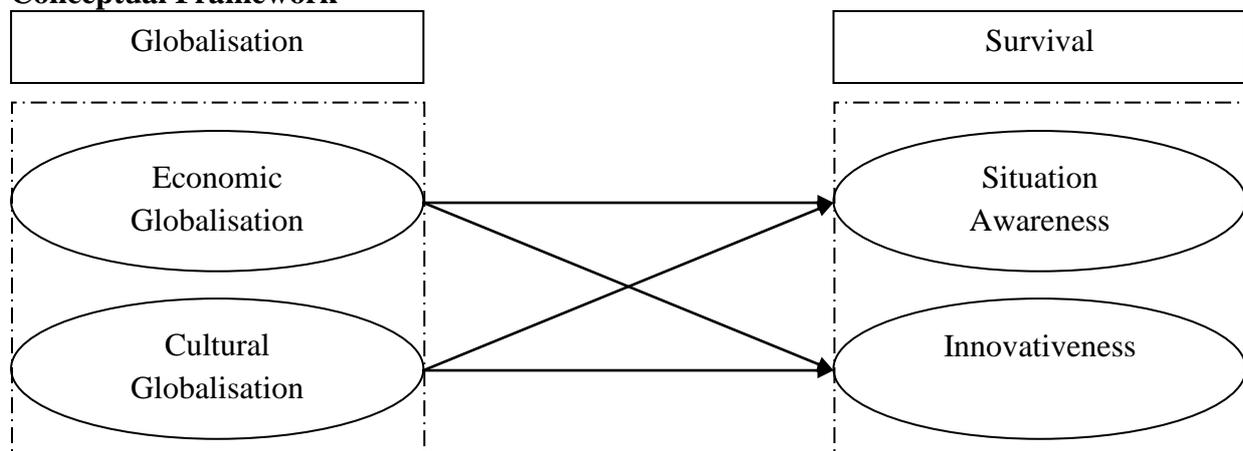


Figure 1: Conceptual Framework

Source: Dimensions of Globalisation were adopted from Lutkevich (2021), while measures of Survival were adopted from Biriowu and Ofurum (2020).

2. Literature Review

Globalisation

Globalisation refers to the acceleration of global movements and exchanges (of people, products, and services, money, technology, and cultural practices). Globalisation has the consequence of promoting and increasing relationships between various locations and communities throughout the world. Globalisation, according to the World Health Organization, is the growing interconnection and interdependence of people and nations. It is often believed to involve two interrelated elements: the opening of international boundaries to more rapid movements of commodities, services, money, people, and ideas, as well as changes in national and international institutions and policies that support or encourage such flows. The way governments, companies, and individuals interact is changing as a result of globalisation (Babones, 2008). It alters the structure of international economic activity by increasing commerce, establishing global supply chains, and facilitating access to natural resources and labour markets. Changing the way countries conduct commercial and financial

exchanges and interactions encourages cultural interchange. Geographical limits, political borders, and political economy are all removed as hurdles. Economic globalisation, political globalisation, and cultural globalisation are the three primary characteristics of globalisation often discussed in academic literature (Babones, 2008).

Economic Globalisation

This is the evolution of trade systems among transnational entities such as businesses or non-governmental organizations. The integration of international financial markets and the coordination of financial exchange are the main topics here. Economic globalisation is shown through free trade agreements such as the North American Free Trade Agreement and the Trans-Pacific Partnership. Multinational companies (MNCs) play a significant part in economic globalisation since they operate in two or more countries (Lutkevich, 2021).

The broad worldwide movement of products, money, services, technology, and information is referred to as economic globalisation. It is the growing economic integration and interconnectedness of national, regional, and local economies throughout the globe as cross-border movement of commodities, services, technology, and capital intensifies (Joshi, 2009). It symbolizes the continued growth and reciprocal integration of market borders, and it is an unstoppable trend in global economic development at the millennium's turn. The two fundamental driving factors for economic globalisation are the rapidly expanding importance of information in all forms of productive activity and marketization (Gao, 2000).

Science and technology have significantly lowered the cost of transportation and communication, allowing for economic globalisation. This form of worldwide manufacturing is only feasible because of technical improvement. Furthermore, the growth of the networking-based economy has resulted in the emergence of a huge number of shadow firms, rendering the idea of national borders and distance irrelevant for some economic activity. If technical progress and IT development are understood to be the technological driving forces behind economic globalisation, market-oriented reforms carried out throughout the globe should be considered the institutional driving factor behind this trend (Gao, 2000).

Cultural Globalisation

This facet of globalisation focuses on the technical and sociological reasons that cause cultures to converge (Lutkevich, 2021). Increased communication ease, the pervasiveness of social media, and access to quicker and better transportation are just a few examples. This refers to the interpenetration of cultures, which implies that countries adopt the values, beliefs, and costumes of other nations, resulting in the loss of their own culture in favour of a globalized supra-culture. The fast flow of ideas, attitudes, meanings, values, and cultural objects across national boundaries is referred to as cultural globalisation. It refers to the notion that there is now a global and common monoculture – transmitted and reinforced by the internet, popular entertainment, transnational marketing of specific brands, and international tourism – that transcends local cultural traditions and lifestyles and shapes people's perceptions, aspirations, tastes, and daily activities wherever they may live in the world (Thompson, 2017). Indeed, as economic and financial exchanges have increased, human exchanges such as migration, expatriation, and travel have increased as well. The growth of cultural exchanges has been aided by these human interactions. This implies that distinct local populations' traditions and habits have different practices and even different beliefs (Watson, 2020).

Cultural globalisation is a phenomena in which the uniformity of cultural expressions throughout the globe is reflected in daily life as impacted by the dissemination of goods and ideas. Globalisation has been seen as a tendency toward uniformity that would ultimately render human experience everywhere basically the same, propelled by the efficiency or attraction of wireless communications, computerized commerce, popular culture, and international travel. However, this looks to be an exaggeration of the phenomena. While homogenizing factors certainly occur, they are far from producing anything like a single global culture (Watson, 2020).

According to Crane (2011), cultural globalisation is aided by new technologies and forms of communication from across the globe, which assist to blend diverse cultures; This kind of globalisation is aided by transportation technology and services, as well as mass migration and individual travel facilitating cross-cultural interactions; Change is incorporated in infrastructures and institutions (e.g. teaching languages such as English across the world through educational systems and training of teachers). Companies and nations profit from cultural globalisation; it provides opportunities for development and advancement in economics, technology, and information, and it primarily affects developed countries; it reduces stereotypes and misconceptions about other people and cultures; it gives people the ability to defend their values and ideas globally; it creates interdependent companies among companies; and it provides access to products from other cultures (Pieterse, 2003).

Survival

Survival and expansion are implicit organizational objectives that need a significant commitment of time and money (Adewale, Abolaji & Kolade, 2011). The desire for a company to survive is one of its most prominent goals. All other objectives are based on the aim of organizational survival. The capacity of an organization to muddle through the effect of internal and external environmental influences is critical to its survival. Political, socio-cultural, economic, and legal considerations, among others, have an impact on the survival of every firm. While company survival may be likened to an unwritten code of the organization that is more important to the entrepreneur than the formulated code, it allows the attainment of other objectives in the organization (John, Michael & Cassiu, 2017).

Situation Awareness (SA)

Situational awareness is the ability to see the components of the environment in a certain volume of time and space, comprehend their significance, and project their state in the near future (Endsley, 1988). It entails an organization's capacity to monitor what is going on in the environment in which they do business, as well as a knowledge of the importance of such information to them now and in the future (Endsley, Bolte & Jones, 2003). Situational awareness is an individual's conscious dynamic reflection on their current situation. It gives a dynamic orientation to the situation, allowing you to consider not just the past, present, and future, but also the situation's prospective qualities. Individuals may build mental models of external events through dynamic reflection, which comprises logical-conceptual, imaginative, conscious, and unconscious components (Bedny & Meister, 1999).

Perception, understanding, and projection are the three primary phases of SA, according to Endsley (1995). The status, qualities, and dynamics of important items in the situation are seen at the first level of SA, perception. It also includes monitoring and basic recognition operations, which result in a variety of SA components (objects, events, people, systems, and

environmental variables) and their present states. The understanding level is the next step. During the pattern of recognition, interpretation, and assessment, it includes the synthesis of disconnected perceptual pieces. Comprehension necessitates the integration of knowledge in order to comprehend how it will affect the individual's aims and aspirations. A complete image of the world, or a section of it, is being created. The greatest degree of SA is projection, which is the third level. Individuals' capacity to forecast future activities of the environment's components is assessed at this level. Individuals acquire the level of SA by understanding the status and dynamics of the two preceding phases and applying that knowledge forward in time to describe how the operational environment will develop in the future.

Innovativeness

Simply, innovation is defined as a novel idea, approach, or technology. Furthermore, the application of better solutions to fulfil unique requirements, unarticulated wants, or present market demands may be regarded as innovation. A company's ability and desire to seek unique ideas or innovate and establish methods that result in new commodities is referred to as innovativeness (Rauch et al., 2009). SMEs cannot exist without innovativeness, according to Covin and Miles (1999), and innovativeness is a vital component of corporate survival strategies (Omisakin et al., 2016). Innovativeness, according to Wang and Ahmed (2004), is an organization's complete potential for bringing new items to market or growing current markets via a combination of strategic orientation and inventive behaviour and procedures. The inclination for and encouragement of novel ideas, experimentation, and creative processes that result in new products, services, or technological procedures is measured by innovativeness. Positive outcomes include improved SMEs' image and reputation, as well as cost savings and operational efficiency, all of which lead to improved financial performance. Innovations may be incremental or radical, which means they can build on present abilities to achieve incremental benefits or they might need whole new talents to develop new ideas, wiping out previous skills and competencies in the process (Certo et al., 2009). It is stated that creative activity may lead to or assist in the innovation of new ideas (Treffinger, Schoonover, & Selby, 2013). Meanwhile, Treffinger et al. (2013) suggested that creativity leads to innovation. As a consequence, creativity and risk-taking attitudes have an impact on high-level innovativeness (Kistova, et al., 2015).

3. Empirical Review

Gamage et al. (2020) looked at the available literature on global difficulties for SMEs in order to better understand how SMEs survive and adapt in today's competitive business survival. For this study, multilateral institutions' published information on the topic and 110 research articles published by four reputable publishing organizations, Emerald, Elsevier, Taylor and Francis, and MDPI, were selected. In the context of economic globalisation, the assessment showed serious worldwide issues for SMEs. Global market rivalry, global finance and economic crises, information and communication technologies, the creation of multinational and transnational firms, consumer shifts and preferences, trade dumping, international terrorism, religious conflicts, and trade wars are among them. Furthermore, the research looked at SMEs' survival strategies in the industrial platform in order to identify sustainability-related policies, particularly the need for a thorough theoretical investigation of SMEs' survival strategies in the face of global difficulties.

Adewale, Abolaji, and Kolade (2011) present a six-variable conceptual framework for succession planning (talent retention, turnover rate, career development, supervisor's support,

organizational disputes, and nepotism) to explain the link between these factors and organizational survival. The findings show that organizational survival is positively and strongly connected with talent retention, organizational conflict, and nepotism. Variables such as Turnover Rate, Career Development, and Supervisory Supervision, on the other hand, have a negligible correlation with organizational survival. The findings are expected to provide crucial insight into the connection between the research variables to the leadership (management) team (independent and dependent).

The connection between proactiveness and organizational survival was explored by Okoisama and Amah (2019). A sample size of 92 people was chosen. To test assumptions, Structural Equation Modelling was used using Analysis and Moments of Structures program. Pro-activeness has a positive significant link with the metrics of Organizational Survival, Competitiveness, and Adaptability, according to the findings. According to the research, pro-activeness should be driven largely by an organization's capacities and capacity to maintain and manage such change functions, either via system upgrades or by gaining the necessary knowledge or procedures for its operations.

Employee engagement and organizational survival were investigated by Biriowu and Ofurum (2020), using organizational culture as the moderating variable. The study offers a survey of existing theoretical literature on employee involvement, organizational culture, and organizational survival. The article picked cooperation, empowerment, and participation as aspects of employee engagement, and innovativeness, adaptability, and situation awareness as metrics of organizational survival to accomplish its goals. Employees who are given the authority to participate in decision-making feel respected and trusted, and will go above and beyond the demands of the work to guarantee that organizational objectives are met, according to the findings of the article. Effective leadership, communication, reward, recognition, and a fair environment, among other factors, were identified to be drivers of involvement in the study. Employee engagement predicts company survival, according to the study, and organizational culture impacts both characteristics.

In Port Harcourt, Rivers State, Nigeria, Akhigbe and Shedrack (2017) investigate worker diversity and organizational survival hospitals. The purpose of this research is to investigate the link between workforce diversity and the survival of private hospitals in Port Harcourt. This research used a cross-sectional survey with a quasi-experimental approach. At a significance threshold of 0.05%, Spearman's Rank order correlation coefficient was employed to examine the three null hypotheses. The research demonstrates that there is a substantial association between the dimensions and measurements of the predictor and criterion variables, respectively. It was also discovered that organizational structure had a substantial impact on the correlations between the predictor and criterion variables as a moderating variable.

The link between economic globalisation and financial freedoms in Eastern European nations is examined by Sahin (2014). In order to achieve this goal, panel data analysis is used to examine the link utilizing yearly data from 1998 to 2013. Economic globalisation and financial freedoms seem to have a cointegration and causal link, according to the findings of the study. Furthermore, economic globalisation and financial liberty have a beneficial association. To put it another way, the pace of economic globalisation is seen to be accelerating the rate of financial liberties.

4. Method

The population of this study constituted SMEs in Rivers State, Nigeria. The cross-sectional design was adopted for this study in sampling the opinions of owners of selected SMEs in Rivers state, Nigeria. A convenience sampling method was applied to gather data from respondents. A sample size of 190 SMEs were chosen in Rivers State. Data were collected through copies of a structured questionnaire. An online survey was designed to collect information. All obtained questionnaire data were analysed using statistical techniques. Pearson Product Moment Correlation analysis was used to test the hypotheses in ascertaining the relationship between Globalisation and Survival.

5. Data Presentation and Discussion

Out of the 190 copies of the questionnaire distributed, 182 were retrieved, out of which 4 were considered void. Hence, 178 copies were used in the analysis. The hypotheses were tested using Pearson correlation to test the relationship between Technological Advancements and Entrepreneurial Orientation.

Table 1: Hypothesis One: *There is no significant relationship between Economic Globalisation and Situation Awareness.*

		Economic Globalisation	Situation Awareness
Economic Globalisation	Pearson Correlation	1	.306
	Sig. (2-tailed)		.009
	N	178	178
Situation Awareness	Pearson Correlation	.306	1
	Sig. (2-tailed)	.009	
	N	178	178

Source: SPSS Version 25.0 Output, 2021

H₀₁: There is no significant relationship between Economic globalisation and Situation awareness.

The result of the analysis in Table 1 shows a significant level $p < 0.05$ ($0.009 < 0.05$), this means that there is a significant interconnection between economic globalisation and situation awareness. A correlation value of $r = 0.306$ shows that there is a positive relationship between economic globalisation and situation awareness. Furthermore, the coefficient of determination between Economic globalisation and Situation awareness was 0.094. By implication, a unit change in Economic globalisation will account for 9.4% total variation in situation awareness to the environment among the SMEs. This entails that as one variable increases the other variable will increase, that is, when the entrepreneurs are knowledgeable in the technological advancements around, they will be proactive in making decisions. The study therefore observes that there is a positive and significant association between economic globalisation and situation awareness. In light of this, the study therefore rejects the null hypothesis and accept the alternate hypothesis that that *there is a significant interrelationship between economic globalisation and situation awareness*. Different customs and habits shared among local communities have different procedures and even different beliefs (Watson, 2020). Hence, this dynamic reflection contains logical-conceptual, imaginative, conscious and unconscious components which enables individuals to develop mental models of external events (Bedny & Meister, 1999). The rapid growing significance of information in all types of productive activities and marketization are the two major driving forces for economic globalisation (Gao, 2000).

Table 2: Hypothesis Two: *There is no significant relationship between Economic Globalisation and Innovativeness.*

		Economic Globalisation	Innovativeness
Economic Globalisation	Pearson Correlation	1	.284*
	Sig. (2-tailed)		.014
	N	178	178
Innovativeness	Pearson Correlation	.284*	1
	Sig. (2-tailed)	.014	
	N	178	178

*. Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Version 25.0 Output, 2021

H₀₂: There is no significant relationship between Economic globalisation and Innovativeness.

The output of the analysis in table 2, shows that there is relationship between economic globalisation and innovativeness the *Pearson* correlation coefficient, p is 0.014, and that this is statistically significant ($r = 0.284$). Similarly, the coefficient of determination (r^2) was 0.081. By implication, a unit change in economic globalisation will result in 8.1% variation in innovativeness. This implies that an increase in economic globalisation will lead to a corresponding increase in innovativeness. Hence, the null hypothesis is rejected and the alternate accepted and it is concluded that *there is a significant relationship between economic globalisation and innovativeness*. Treffinger et al. (2013) claimed that innovation occurs when creativity is applied. As a result, innovativeness at the highest level is affected by creativity and risk-taking mindsets with the increase in economic globalisation (Kistova, et al., 2015). If technological advancement and IT development were assumed as the technological driving force for economic globalisation, then the market-oriented reform carried out throughout the world should be regarded as the institutional driving force for this trend (Gao, 2000).

Table 3: Hypothesis Three: *There is no significant relationship between Cultural Globalisation and Situation Awareness.*

		Cultural Globalisation	Situation Awareness
Cultural Globalisation	Pearson Correlation	1	.330**
	Sig. (2-tailed)		.000
	N	178	178
Situation Awareness	Pearson Correlation	.330**	1
	Sig. (2-tailed)	.000	
	N	178	178

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Version 25.0 Output, 2021

H₀₃: There is no significant relationship between Cultural globalisation and Situation awareness.

The result of the analysis in Table 3 shows a significant level $p < 0.05$ ($0.000 < 0.05$), this means that there is a significant interconnection between cultural globalisation and situation awareness. A correlation value of $r = 0.330$ shows that there is a positive relationship between cultural globalisation and situation awareness. Furthermore, the coefficient of determination between cultural globalisation and situation awareness was 0.109. By implication, a unit change in cultural globalisation will account for 0.9% total variation in situation awareness among the entrepreneurs. This entails that as one variable increases the other variable will increase, that is, when the entrepreneurs are willing to develop physical knowledge and utilize them in products, processes and systems, they will be proactive in making decisions. The study therefore observes that there is a positive and significant association between cultural globalisation and situation awareness. In light of this, the study therefore rejects the null hypothesis and accept the alternate hypothesis that that *there is a significant interrelationship between cultural globalisation and situation awareness*. There is now a global and common mono-culture – transmitted and reinforced by the internet, popular entertainment transnational marketing of particular brands and international tourism – that transcends local cultural traditions and lifestyles, and that shapes the perceptions, aspirations, tastes and everyday activities of people wherever they may live in the world (Thompson, 2017). Firms that are aware of this situation in the environment will be able to survive. SMEs can make the maximum use of the internal resources within the organization and inter-organizational relationships, since they can lead SMEs to get the access and availability to resources (either tangible or intangible), which will create a positive impact to the performance of the organizations and survive in the competition while facing the market place challenges (Hessels & Parker 2013).

Table 4: Hypothesis Four: *There is no significant relationship between Cultural Globalisation and Innovativeness.*

		Cultural Globalisation	Innovativeness
Cultural Globalisation	Pearson Correlation	1	.226
	Sig. (2-tailed)		.027
	N	178	178
Innovativeness	Pearson Correlation	.226	1
	Sig. (2-tailed)	.027	
	N	178	178

Source: SPSS Version 25.0 Output, 2021

Ho₄: There is no significant relationship between Cultural globalisation and Innovativeness.

The analysis in table 4, shows that there is relationship between Cultural globalisation and Innovativeness the *Pearson* correlation coefficient, p is 0.027, and that this is statistically significant ($r = 0.226$). Similarly, the coefficient of determination (r^2) was 0.051. By implication, a unit change in cultural globalisation will result in 5.1% variation in innovativeness. This implies that an increase in cultural globalisation will lead to a corresponding increase in innovativeness. Hence, the null hypothesis is rejected and the alternate accepted and it is concluded that *there is a significant relationship between cultural globalisation and innovativeness*. Covin and Miles (1999) concur that SMEs cannot survive without innovativeness and that innovativeness is a critical component of company survival strategies where the cultural globalisation is on the increase (Omisakin et al., 2016).

6. Conclusion

This research looked at the link between globalisation and survival. It looked at the links between Economic Globalisation and Situation Awareness, Economic Globalisation and Innovativeness, Cultural Globalisation and Situation Awareness, and Cultural Globalisation and Innovativeness, in particular. Between the dimensions and the measures, there were substantial correlations. As a result, increasing the dimensions will result in an increase in the measures. Today's globe is moving toward a more globalized economy, and no globalisation model can avoid the issues that globalisation brings. Local businesses and multinational firms compete for business as a result of globalisation, and SMEs must adapt to survive. It is advised that owners of SMEs participate in orientation and educational programs to sensitize, orientate, and transform their thinking patterns, as well as strengthen their management skills and talents, in order to tackle global issues and compete for a long-term competitive edge. Identifying the proper product with comparative advantages is also acknowledged as an important factor in establishing circumstances for improving competitiveness by reallocating resources from low-productive to productive industries.

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