EMERGING ISSUES IN THE GLOBAL MARKET

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ABSTRACT
This article aims to address the emerging issues in Global Market. By taking commercial advantage of global operational differences, similarities and opportunities, many companies have gained a competitive edge. Though Global Marketing has led to economic growth and development but there are various challenges in the growth of global marketing. This article is intended to identify the various challenges and problems in global marketing. There are many issues which are proving to be a hindrance in the international trade. There is a growing need to study all the emerging issues in the global market so that the key areas which need attention at this time can be identified and steps can be taken to solve them. An attempt has been made to recognize the various remedies for these issues. Integration of various companies, transparency and disclosure, being sensitive towards the cultural differences can help in solving these problems.

KEYWORDS: Globalisation, Global Market, transnational trade.

REFERENCES
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