



Received: 02-11-2022

Accepted: 12-12-2022

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

Standardization and customization in international business

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Abstract

In the era of international integration, international business plays an indispensable role for each country. A developed economy will be a solid foundation for a nation to integrate into the world. The trade and exchange of goods between countries is a bridge to implement the standardization and customization process. Standardization and customization are an inevitable and growing trend. Their inevitability is firstly expressed in economic necessity. Standardization and customization are strongly impacting the political and

economic sectors. However, it can also create challenges and opportunities for countries and complicate the employment gap between rich and poor. In addition, when we immerse ourselves in international business, it will create conditions for each country to find itself a suitable position in the international order, helping to enhance its prestige and international position as well as the ability to maintain its position. maintain security, peace and stability to develop.

Keywords: Standardization, Customization, International Business

1. Introduction to the study question

In history from ancient times to the present, no community, country or nation can develop normally without relations and exchanges in the fields of economy, politics, culture, ideology with ethnic communities and other countries. Therefore, international relations appear as long-standing and widespread relations. It is both a condition and a necessary result for all social development processes. Globalization has become an objective trend. Over the past decade, the trend of globalization of the world economy has increased strongly associated with the development of science and technology, the end of the cold war, the world's transition to a new era - peaceful cooperation and development. The strong increase of economic globalization entails new opportunities and challenges for countries participating in that process ^[1].

Vietnam is in the process of doi moi, transitioning to a socialist-oriented market economy. The promotion of participation in world economic integration is an important content and aspect nowadays. Therefore, the in-depth study of economic globalization is not only a matter of theoretical significance but also of practical significance ^[15].

International economy is all commercial activities that take place to promote the transfer of goods, services, resources, people, ideas and people around the world, it is carried out by countries, regions. different territories to satisfy the business goals of individuals, businesses and economic organizations ^[2].

2. Basis for argument

2.1 What is standardization?

Standardization is the process by which a company makes its methods, especially its production processes, uniform too throughout the organization. Standardization cuts costs by eliminating duplication of effort and allows a company to take advantage of economies of scale when purchasing supplies. ^[3]

Standardization is also a field of activity that aims to develop, establish and apply standards in production and business to achieve optimal results in a given context.

2.2 What is customization?

Customization is the process of providing large open market goods and services that are modified to meet specific customer needs. Mass customization allows customers to design certain product features while keeping costs closer to mass-produced products ^[16].

2.3 Standardized content

In the development history of human society, standardization in general originates from cultural exchanges, trade, migration; from the expansion of religions beyond national borders, and so far the development of transnational corporations, banks, international organizations, the exchange of technology, the development of associated with modernization... Economic standardization is the result of high internationalization of production and international division, it appears and develops together with the world market. In the feudal society, the productive forces were underdeveloped, the transportation was underdeveloped, the production and exchange scale was small, the market was closed, there was no market with modern meaning.^[4]

As capitalist production developed and world markets expanded, Marx and Engels wrote: "In place of old needs, which were satisfied by domestic products, new needs arose. new, demanding to be satisfied with products brought from the most remote regions and countries. Instead of the previous isolation of localities and peoples who were still self-sufficient, we see the development of universal relations, common dependence among peoples".^[5]

The emergence of the world's first socialist state in 1917 and the world socialist system formed after the second world war created a new type of relationship between nation states. This new type of relationship initially opens up a new type of internationalization of economic life, based on the superiority of the socialist political system, in order to overcome the inequality in international relations of capitalism. foundation, laying the foundation for genuine internationalization. However, due to the ups and downs of history, in the 90s of the twentieth century, the Soviet Union collapsed, the socialist system was disintegrated, and this type of international economic relations ended. However, the productive force is still growing. The scientific and technological revolution develops like a storm, the knowledge economy takes shape, the economic life internationalizes and standardizes; capitalist centers developed and became the dominant force in the world. It can be said that, since the cold war, economic standardization seems to be mainly associated with capitalism. Despite this, in reality, there are still some socialist countries and these countries are developing. Therefore, the study of economic standardization can refute the historical fact that economic globalization is taking place in the context of the formation of a multi-polar economic situation, the formation of an international political and economic order. new economy, including the form of development, cooperation, competition and mutual prosperity of nations. And the modern standardization concept that we want to discuss here refers to the objective trend taking place in the present era^[6].

2.4 Customizable content

Mass customization opportunities are recognized as fundamentally positive by many years of theoretical and experimental research. Many companies have operated on this new business model successfully. But most of them are fairly small startups, using the novelty effect of mass customization to enter the mature market. Mass customization operations are still limited to a few examples. The goal of this article is to analyze the recent state of mass customization practice by answering four

fundamental questions frequently asked by managers and academics when talking about the challenges of this approach: Do customers need customized products? If so, what is stopping them from purchasing these services? Do we have technologies that allow mass customization? And why so many companies fail during and after the introduction of mass customization^[7].

Customization is done by the user, a system that can allow users to customize or alter the experience to meet their specific needs by configuring the layout, content, or system functionality. Customization can involve moving items around the interface to reflect user preferences, choosing topics of interest, or changing colors or other elements related to the design's axis. display.

3. Research results and discussion

3.1 Strengthening factors for standardization

Politics:

Preferential trade agreements (NAFTA, EU, etc.)

The reduction of barriers to foreign trade and investment in most countries.

Private ownership and open economies in some countries.

Skill:

Advances in telecommunications and computers flowed ideas and information across national borders to make foreign products known to customers.

Internet and global internet to link buyers and sellers.

Web, email introduction, information, transactions with customers; recruitment; choose a supplier; reporting and decision making within the company; Low cost, fast.

Market:

Operational globalization is customer globalization.

Companies that provide support services must follow their customers in order to serve in new markets.

The domestic market is saturated with outward investment.

The similarity in demand, tourism development.

Cost:

Cost reduction is always a goal in management.

Globalize the product chain to reduce R&D (research and development), production, and inventory costs, helping to achieve economies of scale.

Position production in more cost-effective countries.

Compete:

Competition increases due to the emergence of new companies in developing and new industrialized countries.

Enter the main competitor's national market.

Entering the group of countries (EU).

4. Suggestions and recommendations

4.1 Opportunity

Globalization has boosted output in the Western economy

Globalization has allowed companies to specialize - and to increase the intensity of R&D, innovation and capital in their output.

Globalization has made it easier for new companies to compete with old incumbents.

The trade industry has increased the number of people it employs, both through exports and imports^[10].

Globalization has increased household income

Globalization has helped reduce high inflation rates in Western economies, giving consumers more bang for the buck.

Globalization has increased *real wages* by reducing the cost of consumption.

Many goods that were once affordable to a few – mobile phones or sewing machines, for example – are now commonplace in most households^[11].

Globalization has given economies and people new opportunities

Globalization has spurred the spread of new technology, helping to make economies greener and more productive.

Globalization has helped reduce gender pay discrimination and create new opportunities for women.

Globalization has improved the quality of management in companies and working conditions for everyone^[18].

Globalization has been a boon for businesses, consumers, and the Western economy at large. Now, however, we run the risk of a backlash to globalization and all the increased opportunities for economic freedom that have provided us over the past several decades. There is a new anxiety running through Western societies that challenges previous perceptions of free trade rather than a win-win for all countries. There is a growing suspicion that globalization may be great for some countries, but for others, and it is the wealthy nations in the West that have drawn the shortest straw^[12].

4.2 Challenge

Globalization is a term used to describe how the countries, people, and businesses of the world are increasingly interconnected, as forces such as technology, transport, media, and global finance demand makes it easier for goods, services, ideas and people to cross traditional borders and boundaries. Globalization offers both benefits and challenges. It can provide tremendous opportunities for economic growth to improve the quality of life for many people. It can also lead to challenges with worker welfare, the economy and the environment as businesses globalize and shift operations between countries to take advantage of lower costs of doing business in other countries or regions of the world.

Science and technology have had a profound impact on all aspects of world economic life gender. To have strong economic competitiveness, one must master key economic sectors such as electronics - informatics, atomic energy, petrochemicals, aerospace technology, biotechnology, etc.

Economic superpowers seek to impose their lifestyles and cultures on other countries. The moral values of humanity built up decades now are in danger of being eroded.

Globalization puts heavy pressure on nature, causing environmental degradation on a global scale and within each country. In the process of technological innovation, developed countries have transferred outdated, polluting technologies to developing countries.

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