Research Question: Which Threats and Opportunities Does Globalization Create to Multinational Organizations: A Case Study of Ulker?

In the recent past, there has been an increase in globalization. Globalization has made the world a small village. As a result, many multinational corporations have been faced various challenges and problems such as challenges arising from differences in culture and traditions and unfavorable government policies in the host countries which have adversely affected their operations. Different communities forming the international markets for multinational corporations have different social values, cultures, beliefs and practices. Similarly, different countries or regions across the globe have different economies. The level of competition also varies considerable across the international markets. On the other hand, globalization has also created numerous opportunities such as increased room for growth and expansion of the organizations, ability to acquire cheap labor from foreign countries and increase in customers due to larger international markets. Although previous research studies have been conducted to explore these challenges and opportunities, I believe that every multinational organization is faced with specific threats and opportunities as a result of globalization. This forms the basis for this research study which aims at establishing the various challenges and opportunities that globalization has created to the Ulker Company in Dubai. Ulker is major food processing company headquartered in Topkapi, Istanbul. The company majors in the production, sale and distribution of food products such as cookies, crackers and chocolates. In 2003, Ulker introduced a new product called the Cola Turka. In addition, Ulker exports its products to more than one hundred countries across the globe. This makes it a suitable company for this research study which will strive to establish the threats and opportunities created by globalization to multinational corporations.
Data Collection

Data collection for the research would involve the use of both primary and secondary data collection techniques. The main primary data collection methods that would be used include surveys and interviews. The three senior managers and ten employees of Ulker Company would be interviewed to provide primary data and first-hand information on the major challenges that has been faced by the company as a result of globalization. Similarly, the managers and employees would be requested to highlight opportunities that have been created to the company by globalization. The interview would be conducted through the use of fill-in questionnaires in order to help in saving costs of data collection and time for both the interviewer and interviewees. The questions shall consist of open-ended questions which shall be answered by the interviewees.

Secondary data sources would include company publications such as magazines and annual reports, industry publications and publications from the government, research agencies and learning institutions. Publications from individual authors such as books and journals would also form an important source of secondary data. The data collected would then be analyzed to provide insightful understanding of the research question.

Research Framework

In order to establish the reliability and validity of the findings of the research study, qualitative research analysis methods would be used. This would involve conducting detailed comparisons of the findings of the research with already available data to establish their validity and reliability.