

# Recent Trends in Commerce and Management

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## EMERGING TRENDS IN GLOBAL BUSINESS MANAGEMENT

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### **Abstract**

This paper indicates and emphasizes emerging trends in global business management as the potentially emerging trend in the 21<sup>st</sup> century. The primary objective of this paper is to find out recent trends in global business management. We are living in a genuinely innovative era. Life would not be the same as it is today without technological innovations. Global markets are constantly changing. More and more companies are now expanding their businesses on international platforms to earn increased revenue. Today, business trends worldwide revolve around the use of the latest technology, analyzing consumer behavior, uber targeting and omnichannel communication and marketing. Presently, globally integrated economies have made it pertinent for businesses to attain the best and cheapest resources from different parts of the world. Similarly, when your business performs as a global competitor, it is even more necessary to adapt and implement innovative ways to sustain the competitive advantage in the business market. Project management, business communications, operations management, financial and managerial accounting, human resource management, innovation and creativity, culture, and effective leadership are essential factors behind efficient business management at the global level. It would not be wrong to say that business management is not as easy as it might seem too many, considering the uncertainties of the global business market. It requires significant attention to details to keep track of all relevant information. Notably, the role of technology is crucial here, as it helps companies to track consumer behavior and their emerging needs. It further helps in managing several business activities held at national and international levels. This conceptual paper suggests the emerging trends in global business management. On the basis of this analysis some recommendations are given to promote business worldwide and help them to become successful.

**Keywords:** Business trends worldwide, management, technological innovations, and consumer behavior.