



**THE EFFECTS OF GLOBALIZATION
ON FIRM PERFORMANCE**

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**BACHELOR OF BUSINESS ADMINISTRATION
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JANUARY 2018

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**Submitted in Partial Fulfilment of the Requirement
for the Bachelor of Business Administration with Honours
(International Business)**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

I, Zarrith Natasha binti Mohammad Tapsir, (I/C Number: 951130-01-6160)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: 10th January 2018

Zarrith Natasha binti Mohammad Tapsir

LETTER OF SUBMISSION

Associate Professor Dr. Roaimah binti Omar

Lecturer of UiTM Melaka City Campus

Faculty of Business and Management

Universiti Teknologi MARA

110, Off Jalan Hang Tuah

75300 Melaka.

Dear Associate Professor Dr. Roaimah binti Omar,

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled “**The Effects of Globalization on Firm Performance**” to fulfil the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

Zarrith Natasha binti Mohammad Tapsir

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ABSTRACT

Globalization challenges firms to become more efficient and well - organized while simultaneously extending the geographical reach of their operations.

The purpose of this research study is to investigate the effects of globalization on firm performance among multinational corporations (MNCs) that are headquartered in Malaysia and outside Malaysia. Such effects were global market opportunities, global competitive threats and global market uncertainty. This research is a quantitative research which the instrument for the data collection used is the self-administered electronic questionnaires. A survey design was adopted and data was collected at a percentage of 54% from the total of 280 respondents that act as a sample size from the population of 1050 companies. Simple random sampling technique has been used as a sampling technique. The data collected then to key in using Statistical Package for the Social Science (SPSS) Version 20 Software. Several analyses have been done by using the SPSS such as reliability analysis, frequency distribution, descriptive analysis, correlation analysis and multiple regression. The results of the analyses provide considerable support for literature arguing that globalization acts as a two-edged sword which it can be beneficial and detrimental to business. Therefore, all organizations should take cognizance on global market opportunities while carefully managing its threats in order to be succeeded in today's global arena.

Keywords: *globalization, global market opportunities, global competitive threats, global market uncertainty, firm performance*