

**UNIVERSITI TEKNOLOGI MARA
FAKULTI SAINS PENTADBIRAN & PENGAJIAN POLISI**



**THE IMPACTS OF GLOBALIZATION ON MARKETING
STRATEGIES IN PRIVATE SECTOR IN MALAYSIA:
A CASE STUDY: CELCOM (M) BHD, KUALA LUMPUR**

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**CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE
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A Case Study: Celcom (M) Bhd, Kuala
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I have reviewed the final and complete research report and approve the
submission of this report for evaluation.

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Abstract

Globalization is not a new issue to most individual, but it discuss by many individuals due to its impacts especially in economy. Globalization is a world without border in doing any kind of business. Since 1980s, globalization has affect business system in the world. In Asia including Malaysia, globalization also gives impacts to the economy. It affects country economically, politically, socially, culture, environmental and many more. Private sectors in Malaysia especially have received the impacts of globalization where foreign investors can come and enter local market with less policy limitation. This phenomenon can create impacts to the private sector in making their business profitable. Business industry such as product-based, manufacturing-based, tourism, communication, education and others does affected due to this phenomenon. Further, globalization does give benefits and threats to Malaysia's market. The study examines the impact of globalization on marketing strategies in private sector in Malaysia that focus on Celcom (Malaysia) Berhad as communication industry that has been established since 1980s to study the impacts of globalization in this organization from their employees' perceptions.

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