

IS THE WORLD SITTING ON A TRILLION DOLLAR NEXT DISRUPTIVE WAVE?

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ABSTRACT

The research is about what the next big disruption likely to be. Although this is difficult to predict in advance, a research into the likely probability of its happening will be useful information for Managers. These days' Companies and Managers are grappling with intense change called disruption. This research aims to aid the managers in making good strategic plans and effective decisions.

The research with the help of managerial concepts as compass supported by secondary and primary research will make attempts to understand the area of intense change in the future. The assumption is that the technological wave driving the global markets may be steaming out. This may be giving way for another sunrise industry to emerge and take over the global market by storm. Based on the research trends which are available, the author dwells into Various sectors ector to investigate whether there are any likely candidate for emerging as the next disruptive wave.

The research is important as it will trigger further interest to predict and confirm next disruptive wave in future or locate where the next big disruptive age will hit. The information from the research will help global managers to gear up or conduct further research to dig for future opportunities to make their organizations more competitive and sustainable. This would be an important step for all level of managers to make paradigm shift in time in ethical manner in a collaborative way. The resultant effective decision-making will not only bring strategic improvement in managerial capabilities but create sustainable organizations from disruptive opportunities offered by nature. The positive change to globalization could be one of the desired fallout of the research.

Keywords: Globalization, Decision-making, Global markets.

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