

Recent Trends in Business Management with Respect to Increasing Perspective towards Globalisation

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Abstract: *Under the influence of globalisation and internationalisation, new firms are forming and rivalry is assuming an international character. Companies must adapt their old business practises to the altered environment and new market prospects, resulting in the introduction of new management techniques and technologies. The research background is based on the results of a worldwide survey, which will allow us to compare the global status of contemporary management trends. This article's primary objective is to examine the application of new trends in business management utilised by managers worldwide, as well as in Slovakian businesses, in terms of implementation management tools and their influence on businesses. The article is devoted to the findings of international surveys designed to monitor the behaviour and attitudes of managers, as well as the rate of utilisation and level of satisfaction with various management techniques and tools. Successful implementation involves knowledge of their strengths and shortcomings as well as the ability to creatively integrate the appropriate tools in the appropriate manner.*

Keywords: Management, Globalisation, Business Trends, Digital Tools

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