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Studying the evolving global strategic trends

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Abstract
The process of urbanization is triggered by population growth and technological progress. Cities accumulate global dynamics, bringing together flows of people, energies and consequent risks. As a result, our habitat is undergoing a rapid transition. The city may take advantage of opportunities for momentum, planning and action in response to events or it may miss the opportunity, losing out in global competition. There is considerable interest in finding what affects the prosperity of the city. Global trends and socio-demographic developments are recognized as the great world powers. This study examines how these forces stimulate cities and how to use them in a development process in order to achieve an urban transition. In search of essential elements that guide towards an inclusive and successful urban transition, urbanization is studied. Global processes significantly affect cities with individual and different outcomes, which are examined in the case study part. The case study provides cross-sectoral analyzes of three European cities, based on national statistics, international and local databases. The study indicates that global forces and local conditions are of similar importance for the development of the city. The case study illustrates the divergence of results generated by global forces. Therefore, a difficulty in building a common approach, because there is no generic answer to the challenge. However, by identifying and mapping trends and patterns, inclusive and contextual strategies can be appropriately created, thus contributing to overall sustainability. Although creating development strategies and future visions is common practice, there is a lack of tools to identify context-dependent factors. The specific conditions and models of city development are constructed with a long-term perspective, and the social short-term often stands in the way of improvement. To work with global forces, the city must recognize its unique situation. The current phase of urban development differs from one city to another, which makes it possible to make the learning transferable and to no longer repeat the same stages on the development path, whatever their evaluation.

Keywords: global trends, marketing strategy, evaluation of global forces

Introduction
The nature and impact of global powers, also called megatrends, are studied by many institutions. Currently, the emphasis is on a coherent approach to global issues at all levels of urban planning and governance. Global and international entities provide comprehensive analysis and set policy direction, which is then pursued at national, regional and local administrative levels. The challenge for local practice is to follow general guidelines, respecting local assumptions, taking into account individual potential and city limits. Strategic planning seeks to address this challenge, but there are many examples where development goals are set inconsistently, either with local parameters or with global goals. Research indicates how to use the power of global forces as an opportunity to build local strength and resilience depending on the context. The overall aim is to inspire professionals to see trends and strengths as opportunities and catalysts for city development, and not just as challenges to be overcome, mitigated or overcome. There is tremendous power alongside global processes, which, if recognized and used skillfully, can make the path to a successful urban transition faster, easier and more efficient.

Methodology
The Strategic Trends Programme has been running as a continuous research programme since 2001 and as a consequence there is a considerable body of material on trends and drivers. We began writing this fifth edition of Global Strategic Trends (GST 5) by reviewing our existing data to identify any inconsistencies and enduring trends. Themes, trends and drivers from editions one to four were mapped and compared. This produced an enduring trends map that showed similarities and some areas of contradiction.

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The model of the research Thus far, the literature review focused on the getting a clear picture on the practices of marketing communication and identifying the most important megatrends influencing the business environment. This was done with an extensive literature review through which we were able to pinpoint those factors that will ultimately have a strong effect on the future of the marketing communication practices of global Strategic Trend. Based on this we were able to design the model that we use for our primary research.

Identifying gaps
In a parallel exercise, we engaged with a range of external contributors to explore the gaps in our existing research. We considered a number of new areas as a result.

Research topics
From the enduring trends map, output from our external engagement and a continuing process of in-house gap analysis, we identified nearly 30 research topics. These were a mix of new areas and existing themes that needed substantial updating. Researchers, from the Development, Concepts and Doctrine Centre's (DCDC) Futures Team, wider Defence or academia, wrote extensive essays on each topic, consulting widely and paying particular attention to defence and security implications.

Breakdown, analysis and mapping
These essays were then analysed and mapped by DCDC's Defence Analysis and Research (DAR) Team to identify drivers, factors and trends. Ultimately, this produced a very detailed cluster map, drawing together both our previous work and new research. The map ordered themes and drivers into their top-level thematic areas, highlighting interactions and dependencies. How these relationships relate to one another helped us to understand the relevance and importance of our findings. The process also highlighted ideas that are based on assumptions or assertions that needed to be substantiated with additional evidence.

Result
The intensity of changes
Findings of the Questionnaire Survey the online questionnaire has been prepared English in the docs.google.com. After the necessary corrections, it was distributed – as mentioned earlier – in India and a group of advanced countries. After closing the survey, 42 questionnaires were received and processes. The analysis a discussed in the following parts.
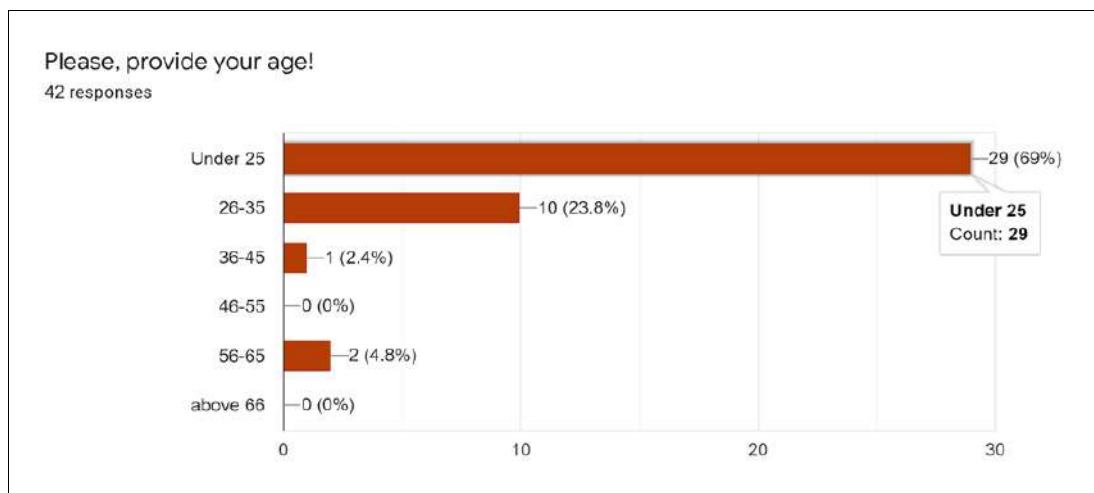

Fig 1: Indicates the age group of the respondents

Result: 69% respondents are under 25, 23.8% respondents are 26-35, 2.4% respondents are 36-45, and 4.8% respondents are 46-55.
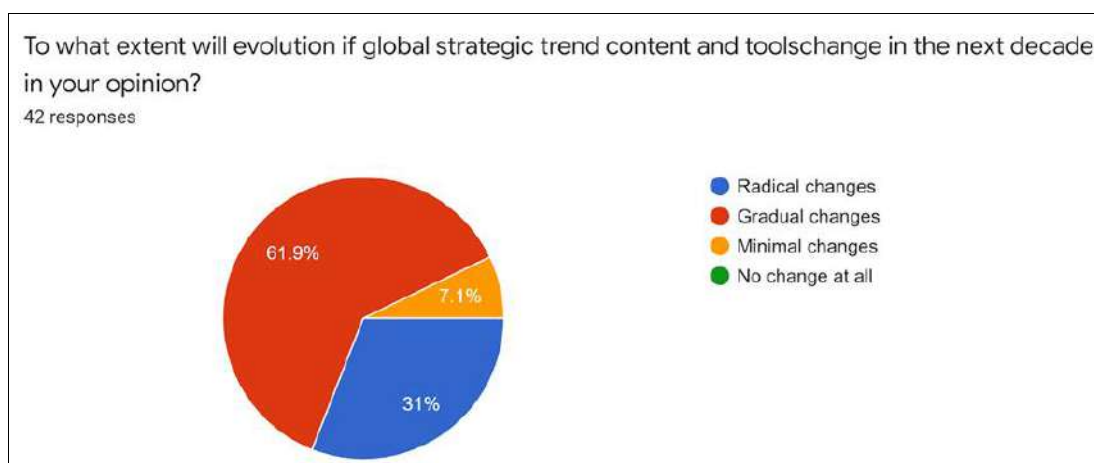

Fig 2: General expectations about the changes of Evolution of Global Strategic Trends in the next decade

The intensity of changes

The first aim of the questionnaire survey was to learn what respondents think about the intensity of changes in terms of content and means used in Evolution of Global Strategic Trends will go through the next decade. Respondents had the possibility to select among four statements: - radical changes - gradual changes - minimal changes - no change at all. From the 100 respondent 42 answered this question. Since the frequency of the option 'no change at all' was very low, 'minimal changes' and no changes at all' could be added up giving the possibility to use only three options. The result for the total is shown in Figure 1.

Result: General expectations about the changes of Evolution of Global Strategic Trends in the next decade 61.9% Gradual changes, 31% Radical changes and 7.1% minimal changes.
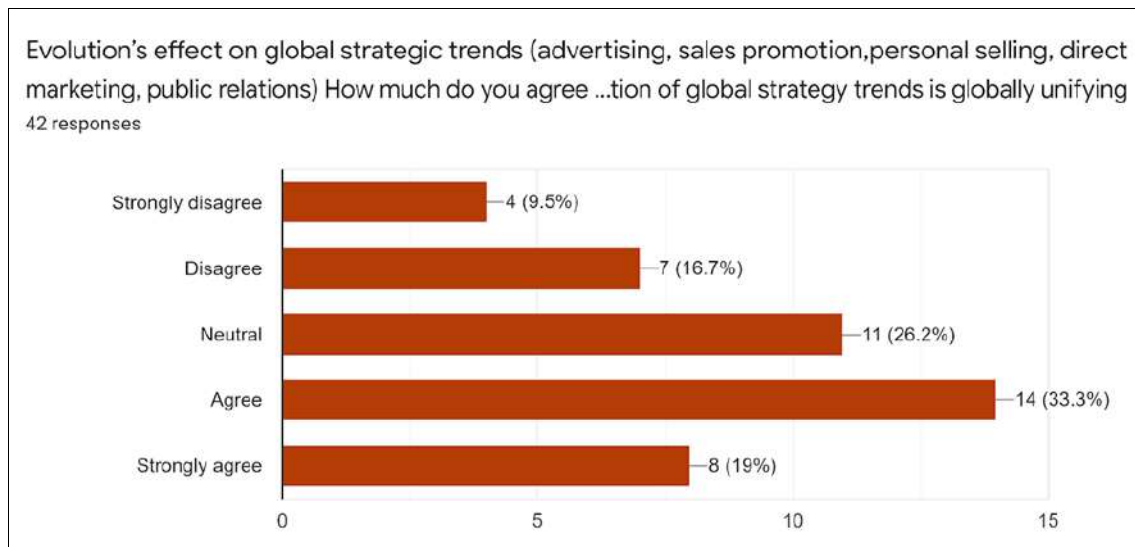
The intensity of changes

Fig 3: Evolution's effect on global strategic trends (advertising, sales promotion, personal selling, direct marketing, public relations).

Result: Evolution's effect on global strategic trends (advertising, sales promotion, personal selling, direct marketing, public relations). Here respondents mostly agree with the statement.33.3% agree the situation, 26.2% neutral, 19% strongly agree, 16.7 disagree the situation, and 9.5 strongly disagree the situation.

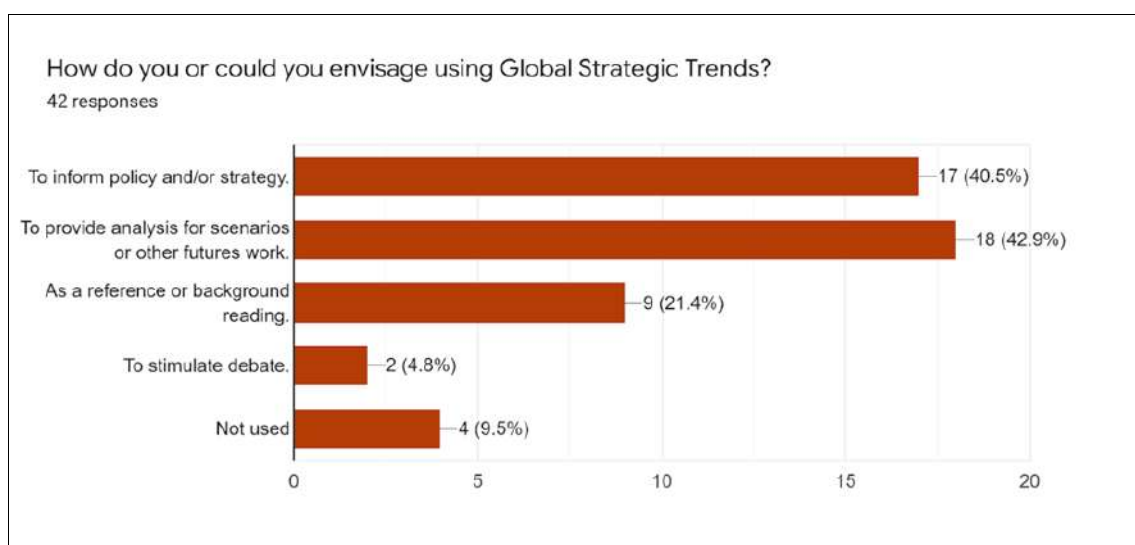**Statement:** Evolution of global strategy trends is globally unifying.

Fig 4: Respondents envisage using Global Strategic Trends mostly to provide analysis for scenarios

Result: Respondents envisage using Global Strategic Trends mostly to provide analysis for scenarios or other futures work nearly 42.9%, 40.5% inform policy and/or strategy, 21.4% as a reference or background reading, 9.5% not used and 4.8% used to stimulate debate.
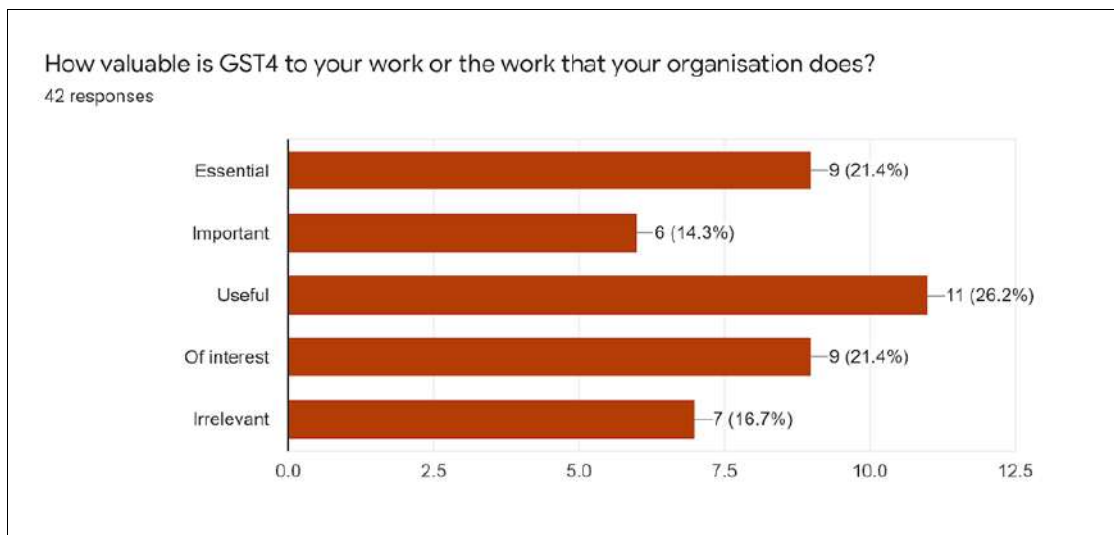
Fig 5: It is essential as per the respondents response

Result: 26.2% Respondents GST4 is valuable to their work, 21.4% respondents says that it is essential as well as per their of interest too, 16.7% says it is irrelevant and 14.3 says it is important for their work.
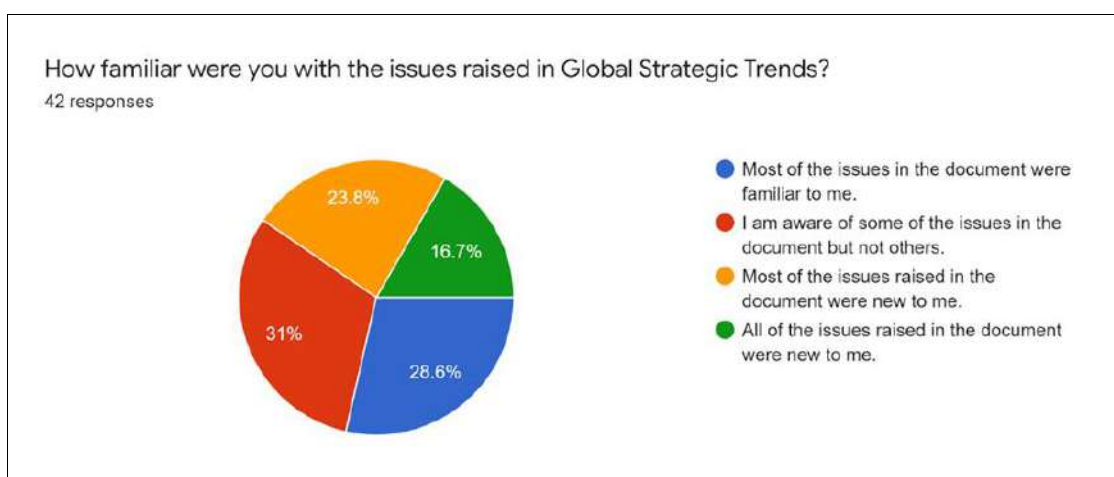

Fig 6: Indicates familiarity with issues raised in global strategic trends

Result: Respondents were familiar with the issues raised in 31% issues were I am aware of some of some of the issues in the document but not others, 28.6% were issues in the document were familier to me, 23.8% were most issues raised in the document were new to me, 16.7% were all the issues raised in the document were new to me.
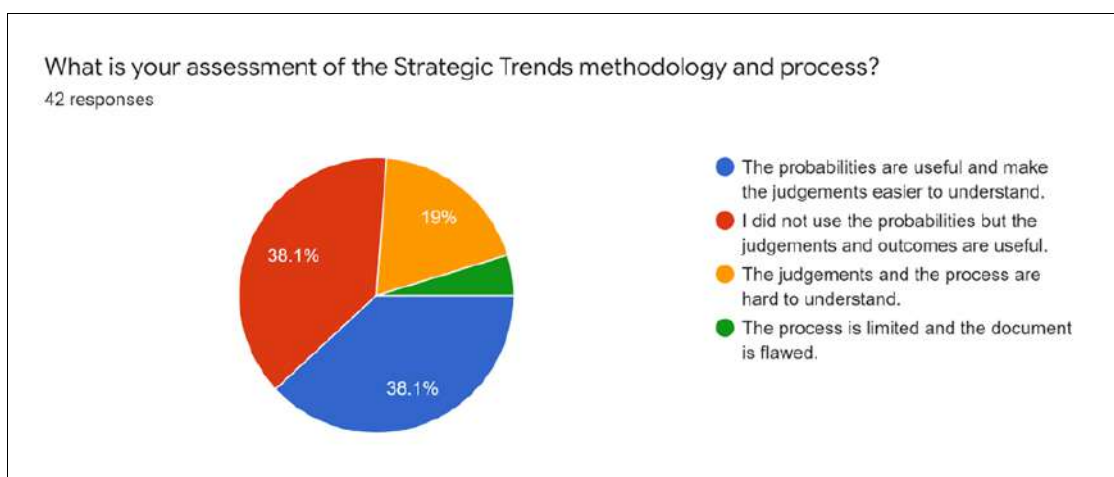

Fig 7: Indicates assessment of the strategic trends methodology and process

Result: 38.1% probabilities are useful and make the judgements easier to understand and they did not use the probabilities but the judgements and outcomes are useful, and 19% judgements and the process are hard to understand.
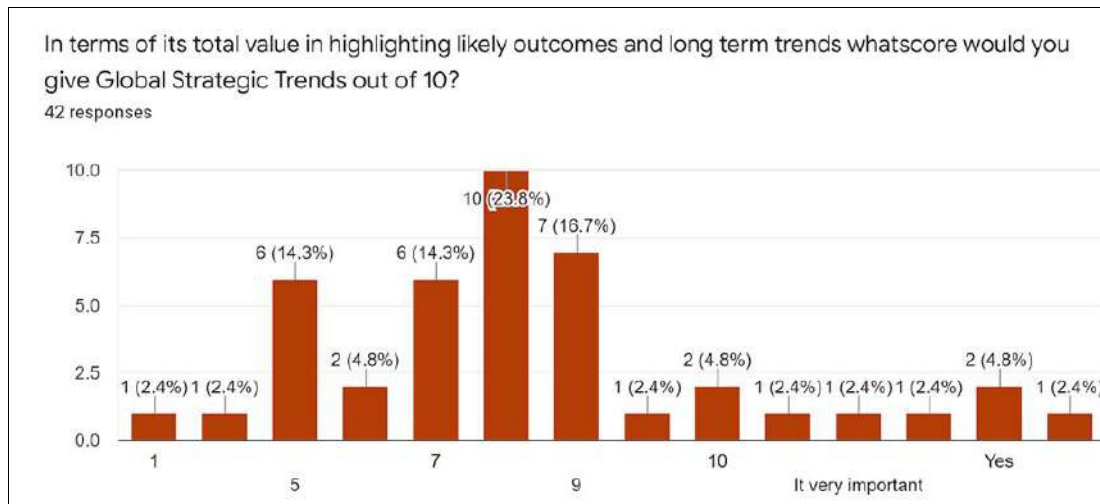
Fig 8: Indicate in terms of its total value in highlighting likely outcomes and long term trends of Global Strategic Trends

Result: 23.8% respondents give 10 in terms of its total value in highlighting likely outcomes and long term trends of Global Strategic Trends.
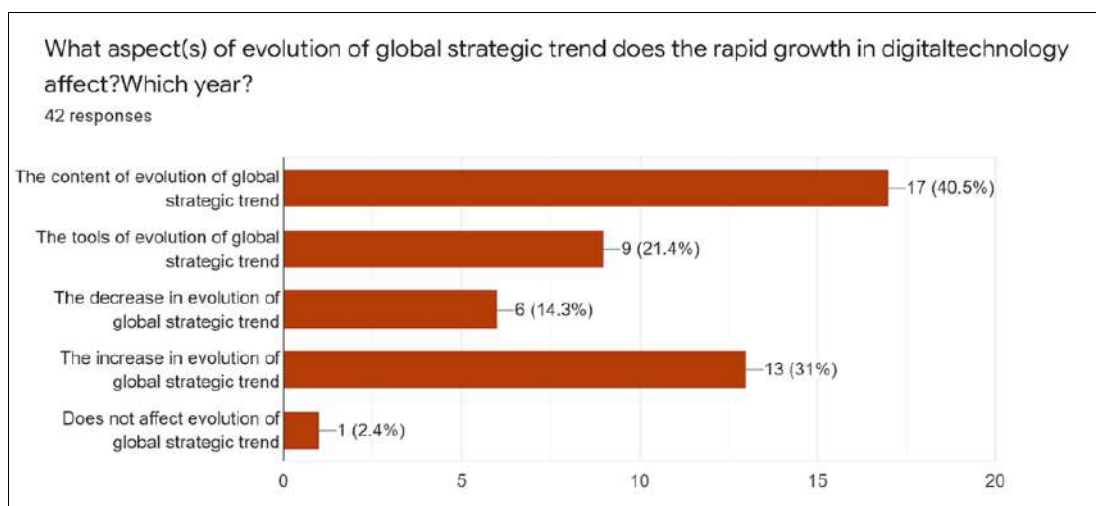
Fig 9: Indicates aspect of evolution of global strategic trend does the rapid growth in digital technology affect

Result: 40.5% aspect(s) of evolution of global strategic trend does the rapid growth in digital technology affect the content of evolution of global strategic trend, 31% increase in evolution of global strategic trend, 21.4% tools of evolution of global strategic trend, 14.3% decrease in evolution of global strategic trend, 2.4% does not affect evolution of global strategic trend.
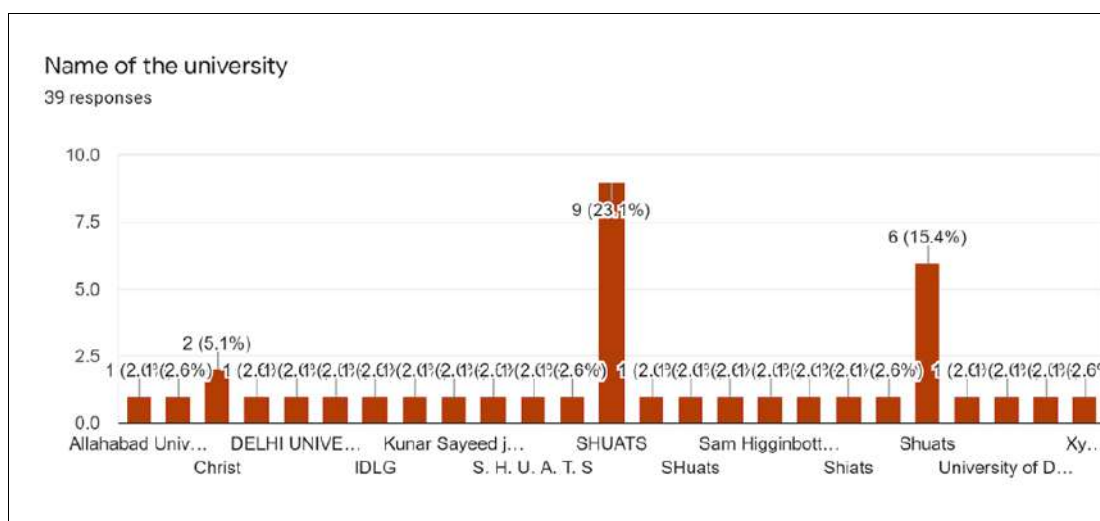
Fig 10: It declares the universities of respondents who took part in this survey

Result: 40.5% aspect(s) of evolution of global strategic trend does the rapid growth in digital technology affect the content of evolution of global strategic trend, 31% increase in evolution of global strategic trend, 21.4% tools of evolution of global strategic trend, 14.3% decrease in evolution of global strategic trend, 2.4% does not affect evolution of global strategic trend.
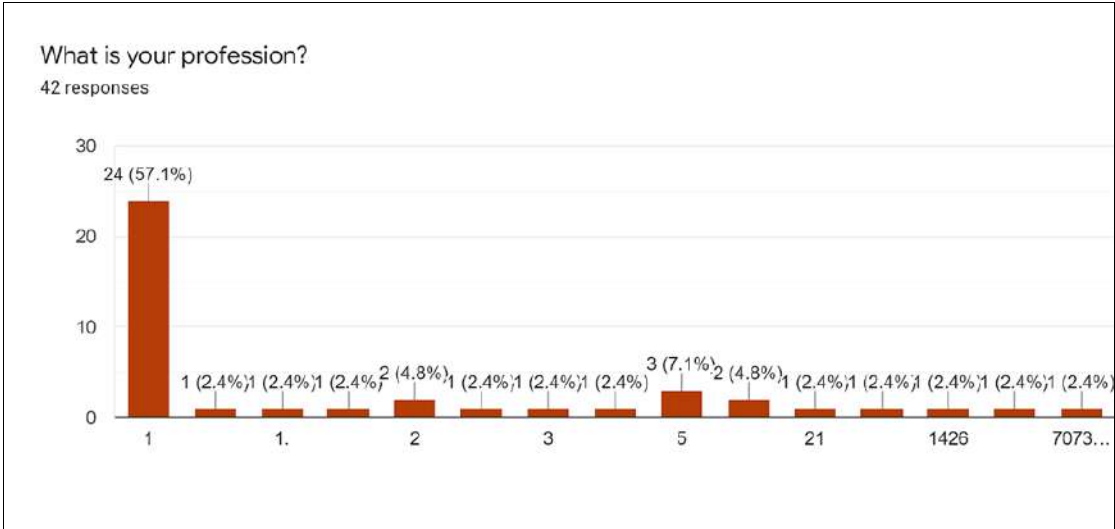

Fig 11: It indicates the designation of the respondents

Result: 40.5% aspect(s) of evolution of global strategic trend does the rapid growth in digital technology affect the content of evolution of global strategic trend, 31% increase in evolution of global strategic trend, 21.4% tools of evolution of global strategic trend, 14.3% decrease in evolution of global strategic trend, 2.4% does not affect evolution of global strategic trend.
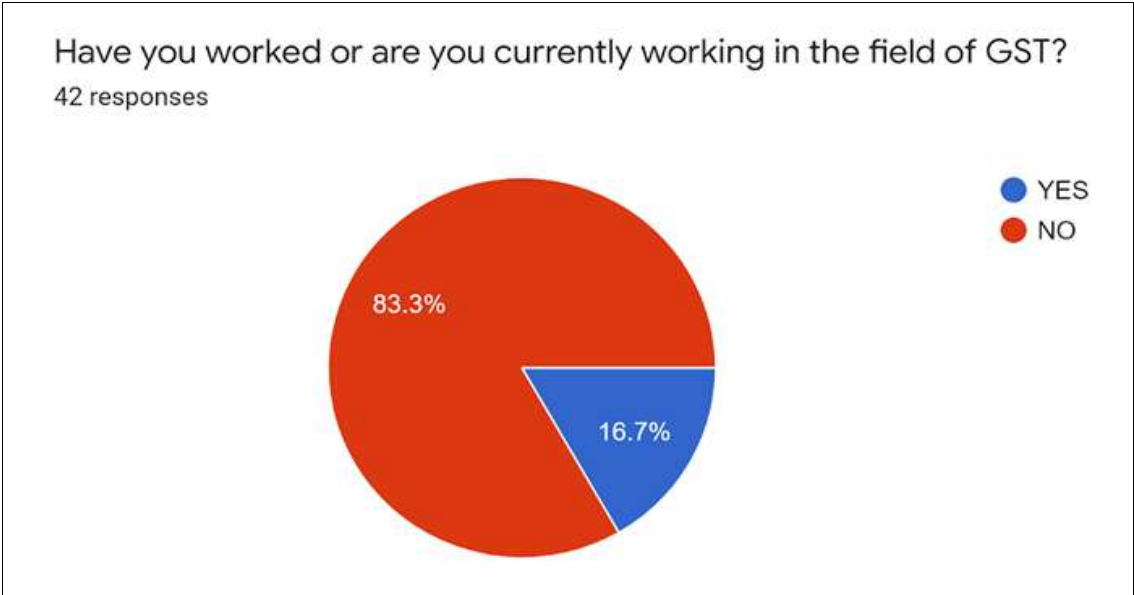

Fig 12: Evolution of global strategic trend

Result: 40.5% aspect(s) of evolution of global strategic trend does the rapid growth in digital technology affect the content of evolution of global strategic trend, 31% increase in evolution of global strategic trend, 21.4% tools of evolution of global strategic trend, 14.3% decrease in evolution of global strategic trend, 2.4% does not affect evolution of global strategic trend.
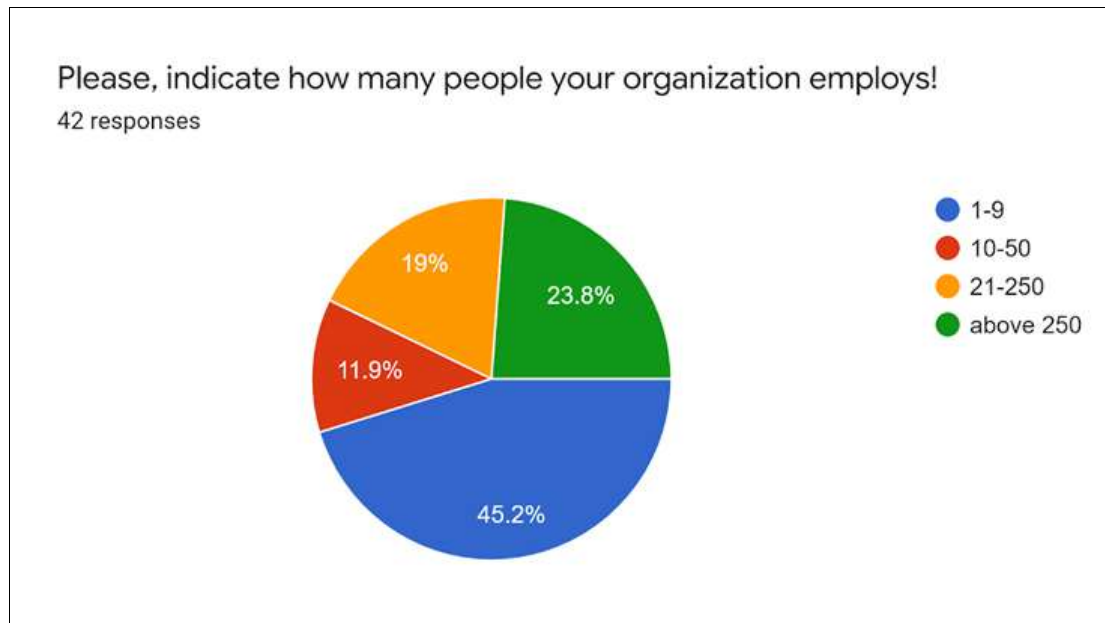
Fig 13: Shows number of employees per organization

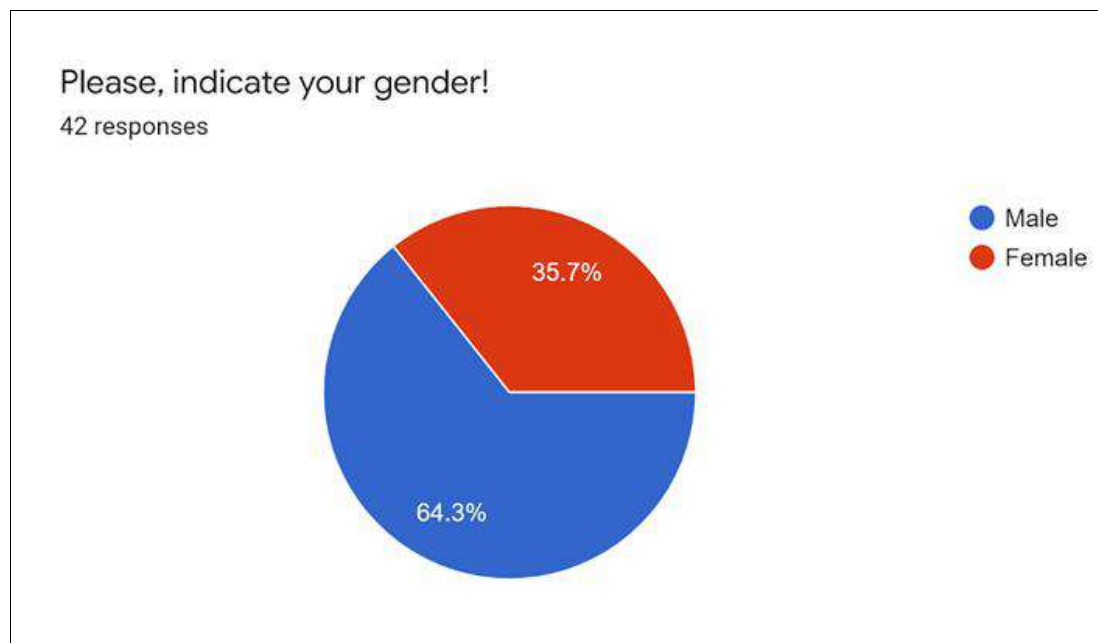**Result:** 45.2% says they have 1-9 people organization employs

Fig 14: Percentage of male and female respondents

Result: 64.3% are male where as 35.7% are female.

Conclusion: In the above graph the research done by google form on 100 respondent (youth), it has been found that out of 100 respondents 42 responses came that 64.3% are male where as 35.7% are female.

Conclusion
Marketers must also be careful to avoid interpreting demographic information using the mind set of their own "home" cultures that is stay away from the bias. For example, the generalizations that apply to children (9–12-year-olds) in the U.S. may not apply at all to children in this same age range in other geographies. Similarly, assumptions about how social class affects consumer preferences may be very different in a socially mobile society versus one with

very rigidness between groups from different social classes. Marketing research should be done to understand a complete picture of demographic characteristics that tend to influence consumer behavior in a given market, rather than simply applying stereotypes.

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