



Research Paper

## The Influence of Globalization on Our Daily Life: A Comparative Overview of Baidoa in Somalia and Abu Dhabi in the UAE

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**ABSTRACT:** Globalization is a reality that affects our lives on every day basis and in multiple ways. Scholars of globalization believe that the world is better off globalized than exist in units of nations or geographical entities whose interactions can be limited by national borders. However, critical observers argue that globalization is not evenly participated in and that its biases affect poor nations more than the benefits gained by the rich nations that advocate for globalization. Therefore, using Baidoa city in the South-West of Somalia and Abu Dhabi city in the United Arab Emirates as an example, this essay attempts to present a comparative overview of how globalization influences our lives.

**KEYWORDS:** Baidoa, Globalization, Hakaba, Research in Baidoa, Somalia, South-West State of Somalia,

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### I. INTRODUCTION

Although Ball et al. (2008, p. 13) write the term globalization "...has no widely accepted definition," they however state: "The most common definition and the one used in international business is that of *economic globalization*" (*emphasis original*). They further express that, in essence, globalization embeds "the tendency toward an international integration of goods, technology, information, labor, and capital, or the process of making this integration happen." Ulrich Beck quoted in Ball et al. postulates, "Globality means that from now on nothing that happens on our planet is only a limited local event; all inventions, victories, and catastrophes affect the whole world." In a more concise but not less comprehensive explication, Hill (2009, p. 6) illuminates, "Globalization refers to the shift toward a more integrated and more interdependent world economy."

Invoking these definitions, we take Baidoa, capital city of Bay region in South-West State of Somalia, and Abu Dhabi, the oil-rich emirate which is the capital city of the United Arab Emirates (UAE), as examples to study the influence of globalization from a comparative perspective of how each one of them is affected by it. We demonstrate a short contrastive review of what one may encounter in one's immediate environment i.e. the household, in the store, the vegetable market and livestock market etc. In general, we discuss a few selected issues that would make an average beginner of a course in International Business experience a glimpse of globalization in view of one's day-to-day world; with no concern on the high scale effects and more advanced conducts and behaviors of globalization per se. Therefore, from the stated comparative perspective, this study explores the authors' views of the influence of globalization regarding the specified areas of their selection.

### II. LITERATURE REVIEW

#### The Multiple Faces and Definitions of Globalization

Luke Martell characterizes globalization as "the integration of poor countries into a world economy of open competition" (Martell 2017, 148, cited in Heinze, 2020, p. 1). Balj and Maric (2009) view globalization from a broad spectrum that includes commercial, ethical, economic, political as well as cultural platforms. Ray (2007, p. 1) observes globalization as a phenomenon that consists of "a complex range of social

interconnections governed by the speed of communications, thereby creating a partial collapse of boundaries within national, cultural and political spaces.” Yet, in spite of his rational explanation, Ray (2007, p. 4) admits that as far as interpretation of the term is concerned, “Difficult issues keep recurring in the literature, often without being taken forward,” prompting Ray’s postulate that “the core debates need more unraveling and clarity.”

For, as Ray (2007, p. 6) suggests, “Globalization may be cultural, indicated through the growth of global consumption cultures, media and information flows, migration and identities.” Unraveling the conundrum laden with the problematization of the word itself, as Ray advises, will help us understand “the ways in which globalization is accomplished by social agents in everyday life,” (Ray 2007, p. xiv). Kyove et al. (2021, p. 224) approach the subject cautiously by denoting, “There is evidence to support, though it is difficult to establish, whether globalization as a whole has a more positive or negative impact...” However, Gilpin (1987) observes globalization simply as a reciprocal dependence of national economies on each other, while Giddens (2002, p. 4), in his volume *Runaway World*, elaborates that “Globalization is restructuring the ways in which we live, and in a very profound manner. It is led from the west, bears the strong imprint of American political and economic power, and is highly uneven in its consequences.”

Sociologist Giddens’s analysis of globalization is deep: “Globalization isn’t only about what is ‘out there’, remote and far away from the individual. It is an ‘in here’ phenomenon too, influencing intimate and personal aspects of our lives” (Ibid, p. 12). Thus, globalization, in some aspects, requires a new look, a new vision that problematizes society and sociology itself away from the tutelage of what sociologist Beck (2000a, p. 21) termed the “container theory of society.” Globalization, as a reality, demands a wider query into its processes such that we contextualize its functional essence as an everyday reality. A multi-sphere outlook helps us broaden our understanding of globalization through a process of “sociology beyond societies” in the sense that many day-to-day interactions and transactions are taking place successfully without physically crossing either national or social boundaries (Urry 2000).

Globalization is also described a controversial subject which, “Like other contentious issues of global geopolitical concerns,” (Eno et al 2014, p. 197), can create “tensions” (Grimm, 2013, p. 11) when examined from the multi-faceted aspects and imbalances inherent to its functions. For instance, in a sharp criticism focusing on the imbalance and behavior of the recent Chinese investment in Africa, a section of the Western think tank attempted to depreciate and demonize Beijing. Servant dubbed it “fresh neocolonialism disguised as South-South development” (Servant, 2005), while others described it an endeavor aimed at taking advantage of a “Hopeless Africa” (The Economist, 2000a) and promoted by “its present leaders” as well as long standing problems relating to “African society and history” (The Economist, 2000b).

Critically analyzing the West’s bias in the debate over the impact of globalization on Africa from the perspective of China’s economic penetration into the continent, Eno et al (2014, p. 197) note:

Brautigam (2010a) and Rotberg (2008) expand the discussion with an appraisal of the China-Africa relationship from multifarious viewpoints including development of infrastructure, economic aid in FDI and loans as well as China’s commitment to endure the hardships and complexities involving the nature of Africa’s business environment.

In the same essay, Eno et al (Ibid, 197) highlight how:

Deborah Brautigam (2010) acknowledges the hypocrisy wrought in the part of the anti-China analysts on their silence over moral decadence as committed by Western institutions. She highlights how Barclays Bank’s and Royal Bank of Scotland’s involvement in Angola remain absent from the academic concerns of those whose literature selectively condemns China for disdaining good governance and human rights.

Xiaoyang (2014) informs the critics to view China’s globalization strategy from the viewpoint of modern capitalism and its behavior towards the demands of the modern market. However, Cerutti et al. (2011) accuse the Chinese undertaking of its numerous shortcomings including the massive fractures in “the redistributive system,” in that the so-called Beijing investment “has not yet delivered on its most important objective, i.e. the improvement of rural people’s livelihoods.”

### III. METHOD

The study benefits from qualitative research method to discuss the influence of globalization on our daily lives and our environment. In particular, this method is used to present an account of how globalization is encountered from the authors’ comparative views of Abu Dhabi city in the United Arab Emirates (UAE) and Baidoa city in Bay region in the South-West State of Somalia (SWSS). Data was collected by triangulating observation and storytelling from experiences in memory. Observation focuses on products and their origin, as observed in specific locations such as small stores, minimarkets, livestock markets, and vegetable markets in the two cities discussed. The study also employs a narrative description of experiences retrieved from the archives of memory because “memories are central to the stories people tell about their experiences” (Blakey et al, 2019).

According to East et al. (2010), memories help us to ruminate on and reveal our buried experiences, a reason why storytelling or narrative study is concerned with “the ways humans experience the world,” (Clandinin & Connelly, 1990, p. 2). The study carries out its analysis by comparing and discussing the results simultaneously.

#### **IV. ANALYSIS AND DISCUSSION**

##### **Experiences of Globalization: An Abu Dhabi Perspective**

Early morning in Abu Dhabi, members of a household may use *Aquafresh* toothpaste and *Lux* bathing soap, both the product of Kingdom of Saudi Arabia (KSA). The remarkable thing about these products is their globality in that they are owned by *GlaxoSmithKline* (GSK), a UK multinational. A while later, some of the kids would toast their breakfast bread using a Black and Decker toaster made in England or a Samsung microwave of South Korea. They may fry some eggs, either imported or produced in one of the growing local dairy farms, using a US-made General Electric cooker, or in some situations take Kellogg’s cornflakes branded in USA but distributed by a British company, mixing it with Almarai low fat milk, product of the KSA. It is possible that the family preserves the perishable foodstuff in an LG fridge by Japan and a Wilcool freezer made in the EU.

To reach their different destinations, the kids and their father take their seats in the family’s 4.0—liter Land Cruiser Prado VX, a Japanese-made sport utility vehicle (SUV) with its fridge filled with flavors of Capri-Sun juice produced in the United Arab Emirates as an independent division among the products by Al Ain Mineral Water Company, a subsidiary of state-owned Agthia, despite the original ownership of the Capri-Sun brand in Germany. The vehicle negotiates through the busy morning traffic where almost all the major auto-makers in the world have a variety of their models on the road. Mostly driven by expatriates from different nations across the globe, the fleet on Abu Dhabi’s modern and spacious roads portrays the good life a globalized labor market can offer professionals—including the job-oriented citizens of Abu Dhabi and its other sister emirates who make part of the significant number of the road users at that early time in the morning. The diversity of the makes and models of cars, among them the most luxurious versions available anywhere in the world, a category mostly preferred by the Emiratis, gives an indication of the influence of the global automobile manufacturing companies on the residents of Abu Dhabi—citizens as well as expatriates.

A common stop point for many of the motorists is ADNOC Oasis, the convenience store at every ADNOC petrol station in Abu Dhabi where they can fuel the vehicle while the kids rush into the store, grab a snack quickly, pay, and dash out. Shoppers know what to pick and from which shelves, if they happen to be regular customers of a specific ADNOC Oasis store. The children would usually pick chicken franks, chicken tikka, freshly prepared and distributed respectively by Golden Spike and Alkanari, locally established entities; boiled egg sandwich and tuna with cheese sandwich both by Al-Suroor Bakeries, among other snacks. Varieties of assorted fruits are available. Although fruits in Abu Dhabi are often imported from countries like Egypt, Pakistan, India, Kenya, Jordan, China, Syria, Chile, Lebanon, South Africa and as far as from Europe and the USA, they are prepared and packed into their containers locally by companies owned in the UAE such as Barakat and multinationals like Del Monte with staff from across the world.

Bottled juices by Masafi, Al Ain, and Barakat all produced locally in the UAE, would go with the snacks as part of the kids’ lunch pack, not to mention Al Ain or Masafi water. Possibly, some of the kids would not give the cashiers a good-bye without picking some bars of their favorite chocolate brands in the names of Toblerone of Switzerland or Albeni of Turkey, or Snickers made in UK, despite original ownership of the brand in the USA by Mars. On certain occasions, some customers may buy a can of ready-to-serve noodles branded under *Pinehill Arabia Food* of Saudi Arabia, a bottle of peach-flavored Masafi water (the company author Mohamed Eno would later conduct research for his International Master of Business Administration--IMBA on), product of the UAE, and a bottle of Snapple juice from Holland with its ownership in the US and distributed in the UAE by Masafi-UAE.

The kids would be dropped at Sherwood Academy in Abu Dhabi’s Industrial City of Musaffah, an Indian-owned private English medium school offering the University of Cambridge endorsed curriculum popularly known as the International General Certificate of Secondary Education (IGCSE), but mainly taught by qualified Indian expatriate teachers. On the way home in the afternoon, several people pass Samousa Corner to buy a few freshly cooked hot samousa—with a variety to choose from among them chicken samousa and others with camel meat, fish, cheese, vegetable, honey samousa or mutton samousa. After one of the authors (Mohamed Eno) posed a question for the sake of curiosity, Abdulla Al-Jaffary, the Yemen-originated but naturalized young Emirati owner of Samousa Corner replied: “Our staff comes mainly from India and the Philippines while our oven is from Italy”—indicating another influence of globalization on Abu Dhabi.

##### **Globalization in Baidoa, South-West State of Somalia**

Unlike Abu Dhabi which is a well developed city that enjoys a very sophisticated environment of global influence: politically, economically, culturally, academically, and technologically, Baidoa is a much smaller and much less developed city in Southern Somalia but a district which is the provisional capital of the

South-West State of Somalia. It is a landlocked city that has survived massive devastations that include natural calamities and man-made disasters: droughts, famine, locust attacks, wars, and diseases of which cholera is a recurrent epidemic. It is dominated by an agro-pastoral culture (Kusow 1993; Ahmed 1995; Eno 2008) but with an urban mix partly touched by the effects of globalization. Although most of the residents are at least bilingual and fluent in both Maay and Maxaa (Mahaa) languages of Somalia, the dominant medium of communication in Baidoa city is the Maay language compared to the Maxaa version prevalent in the capital Mogadishu and in the central and northern regions of the country (Eno 2008; Eno et al. 2016). Therefore, linguistically, Baidoa is different from Abu Dhabi where despite Arabic being the national and official language of state affairs, English still dominates in everywhere else in the daily social transactions.

Aside from the similarities of the influence of globalization on the cities of Baidoa and Abu Dhabi, and the massive absorption of the impact by the latter, the differences in the nature and scope of the influence are easily noticeable. The distinctions, which in some respects are influenced by the dominant culture of the community, respond to the dynamic atmosphere of living and business as a means of livelihood. The accommodative atmosphere, according to the socio-cultural reality in Baidoa, represents, rather than merely responds to, an active participation of the process in which the local and the global complement each other within the complex platform of their cultural differences. The differences also reflect the presence of vibrant sub-cultures and/or cultures which, despite the distinctions, are nevertheless harmonized in the nucleus of yet another culture—a mega-culture. The harmonious rivalry fostered in this mega-culture is what is often mediated through the interactions over the commercial commodities available in the market as negotiations of sale and purchase are conducted to the satisfaction of both buyer and seller.

That is why, apparently from the onset of the day's beginning at dawn, the *rummy*, local stick tooth brush, replaces the one with plastic molded handles and nylon bristles residents of the UAE capital usually use; yet, most of the people from the diaspora utilize the *rummy*, either alone or with toothpaste supplied by distributors in Arabia but manufactured in various countries including UAE, Kenya, Saudi Arabia, or Thailand. After starting the day this way and with the routine *Fajr* (early morning) prayers, preparation to work begins. Except the water for shower and some of the nationally (not locally) manufactured plastic pipes, most of the other items are imported from outside, mainly India, China and Italy. The hair oil, body lotion, deodorant spray and perfume, like many of the other consumer gadgets, are imported from Dubai, the UAE, while the common French brands are rarely available in the market in Baidoa.

Unlike Abu Dhabi where one rushes out and grabs a bite from the convenience store at the petrol station, one of the interesting things about Baidoa Jinnaay (Heavenly Baidoa as it is dubbed) is the availability of freshly cooked breakfast with the appetizing smell of the aromatic spices filling the atmosphere around. But the cooking oil and the utensils are imported mostly either from India, Indonesia, or China. The household furniture is almost all imported. For instance, the bedroom sets may be from China or Malaysia, the dining set too; while the sofa settee in the sitting room could be made in Mogadishu with most of the raw materials like the polyurethane foam and the upholstery fabric, are imported from India, China, or the UAE.

In the kitchen, the Super Home Appliance (SHA) cooker equipped with its auto ignition mechanism, the Nikura microwave, Romantic Home hot/cold flask, Mylongs electric kettle are all models made in China. The internet router, TP-Link, is also a product of China while the LG fridge, a liner inverter model, though bearing a Japanese brand name, reads Made in India. In contrast to Abu Dhabi, not many vehicles are seen on the roads in Baidoa Jinnaay, not to mention latest models by the leading international brands. Very few nice cars, though of older models, move on the roads, while popularity of the transportation show is often stolen by Bajaj tricycles from India with its body parts locally constructed using some obsolete technologies. Yet, Bajaj's are well-liked as the most affordable means of transportation in the district and its environs, with its trip cost-sharing system that makes the charges much lower for the passengers who crisscross to destinations across the edges of the city.

At times a hot breakfast from Bushra Restaurant or Diamond Plaza Restaurant is a nice way to start the day—with a cup of coffee from freshly roasted and ground Ethiopian coffee-beans cooked by using Italian coffee machine. Along the way, sights that one can see include Jerry Tower Hotel and Dr. Samaan Modern Private Clinic, one of the cleanest and most popular medical facilities in the city. After about a minute's walk or so on foot, onto the left, there is Duceysane (the Blessed-one), a minimarket most people prefer to call supermarket. Duceysane is admired for its idealness by the well-to-do in the city. Its high level class and the good quality of products it stocks make Duceysane the unique store on the main road in Baidoa, close to the popular Afar-Irdood area, where those returning from the diaspora would be comfortable to purchase a few imported items whenever they got struck by that bout of nostalgia for the diaspora.

On Duceysane's shelves are products mainly and mostly from abroad. As Bashir Abdullahi Abdi, the general manager of the supermarket explains, "We receive most of our merchandise from overseas. We have agents in Mogadishu, Kenya and Dubai who supply us within very short time any product we are about to run short of." To name a few, a customer can choose among several kinds of milk powder of which Nido by Nestle

of Nederland has various sizes. Blue Band margarine and different flavors of Minute Maid juice from Kenya are favorite picks for numerous customers, including the authors. Indonesia's popular Indomie noodles, long life milk by Melkovita of Poland, U-fresh juice drink produced in Kenya but labeled Made in Somaliland add to the choices available to the consumers.

Nutella is known by many as an Italian brand of delicious chocolate as seen on the shelves in Abu Dhabi's major supermarkets and kiosks as well as minimarket outlets; yet Duceysane's reads Nutellaturkiye, emphasizing the manufacturing country's identity. Nutella-Turkiye is among so many Turkish products that have found Somalia a reasonable market. Dasani pure drinking water by Coca Cola Company is manufactured in Mogadishu and is in competition with indigenous pure drinking water brands like Caafi Water Company owned and produced locally in Baidoa.

Notwithstanding the domination of foreign products on Duceysane's shelves, various local products are in the competition, rubbing shoulders with their foreign counterparts in a globalized environment. Among these are diverse types of traditionally harvested local honeys distinguished according to their distinct colors as *malab edaaga* and *malab gethuud*, respectively white honey and red honey, although *sool*, a yellowish type, is also proudly harvested and packed locally in plastic containers imported from Kenya. Different types of freshly baked bread, cakes, and cookies are available in the spirit of globalizing the products on the shelves spared for such products. Indigenously produced snacks like *sisin* (a snack made of sesame and sugar) and *qumbe* (snack made from a mixture of coconut and sugar) are common bites along with *nanac-loos* candy (made from a mixture of roast nuts and sugar). Mops and sweepers are local products made in Somalia as are some toilet rolls, serviettes, and other sanitation materials.

### **Globalization: The Vegetable and Livestock Markets in Baidoa and Abu Dhabi**

Suuqa Qudaarta and Suuqa Xoolaha, the vegetable market and the livestock market, as the locals call them respectively, are two unique markets which are part of the economic hub of not just the district of Baidoa but by far the entire Bay Region. While Suuqa Xoolaha is in Isha sub-district and a short distance from the city center, Suuqa Qudaarta is located in Baidoa's Berdaale sub-district and right in the centre of the city. It is close to *Afar Irdoodka* (the 4-crossroads), one of several landmarks in Baidoa, and *Xera Jaat* (the Qaat market) where the mildly stimulant leaves of the *Catha edulis* (Forsk) tree from Kenya are sold.

The difference between Baidoa Jinnaay's Suuqa Qudaarta in Berdaale area and Abu Dhabi's main Vegetable Market in Mina area near the port, is that whereas the latter is flooded with products imported from Lebanon, Syria, Jordan, India, Pakistan, Kenya, Egypt and other countries, Suuqa Qudaarta is probably one of very few business locations in Baidoa where local products are more indicatively superior to any other business center in the city, although globalization is not totally absent, considering the logistics used to bring them to the market. If not all the commodities transacted in Suuqa Qudaarta are locally produced in Baidoa Jinnaay (Heavenly Baidoa) or Bay region which Baidoa is the capital, the other varieties of farm produce in the market are mainly from districts within the South-West State of Somalia, which again Bay is one of the three regions that constitute the SWSS. The same replica of indigenization is evidently also seen in Suuqa Xoolaha (the livestock market) which provides the city and its environs with the fresh meat consumed by the residents.

Although the participation of local products in globalization is rather small in the modern stores and 'supermarkets' mostly on the dilapidated main roads of the city and along the road that cuts through Suuqa Qudaarta; their popularity is overwhelmingly realized in the vegetable market. Here, stocks of different kinds of vegetables and fruits, all organic, fresh, and locally/nationally produced, are delivered every day before dawn—exactly around *Fajr* prayers. Using *Bajaajs*, *Dhoweeye* taxis (Japanese made hatchbacks), very old road-unworthy Toyota Hilux trucks, and overloaded donkey-carts to transport their supplies, dealers in wholesale and retail products start their day well before daybreak. By 6:00 A.M. the stalls are open and the new supplies including fruits and vegetables are sorted and arranged, ready for the early customers. It is also at this early morning time that bread and banana sellers start displaying their goods for sale inside wheelbarrows, while vans transporting varieties of fruits from the Dhooboo area in Lower Shabelle region, part of the South-West State of Somalia, reach the market at around the same time or a little later to deliver their daily supplies.

Along the small alleys in the interior sections of the market are located open-air kitchens where women cook *mishaari* (porridge), *anjeery*, (Somali pancake), *ambuuly* (beans and maize boiled together), *sambuus* (samousa), *bur* (pancake made from fried wheat-flour) and tea for breakfast for both traders and visitors to the market. *Soor* (posho; corn meal), *baasty* (spaghetti), *bariis* (rice), *maraq iyo hilib* (meat stew), *olooley* (tripes), *wang-gaal* (camel milk) constitute the menu for lunch. While some of the women are traders who own the food kiosks selling hot meal, other women are dealers who sell imported textile stocked on wheelbarrows. These traders are usually positioned at the entry point of Suuqa Qudaarta from Afar Irdood area and before the fruit and vegetable sellers who usually take their stalls on the pavements and even inside the road.

The traders' disregard for organized layout, the health and municipality authorities' complete neglect to regulate and enact bylaws for food sanitation and hygiene, contribute to the public health risk and the

unnecessary traffic stagnation caused by the disorderly traders' obstruction of the road. This completely abandoned responsibility by both the concerned authorities and the traders themselves, puts Baidoa in sharp contrast to Abu Dhabi's orderly state of using its fruit and vegetable markets at world class standards when it comes to food safety and hygiene.

In contrast to Suuqa Qudaarta, where sale and purchase is executed in stalls outside shops lined on both sides of Suuqa Qudaarta Road, Suuqa Xoolaha has a spacious ground, though most of it an open-air compound without border walls, but enough to accommodate large numbers of herds of livestock. It is also quite different from the Livestock Market in Abu Dhabi which is better built and managed. Nonetheless, unlike the Abu Dhabi Livestock Market where only a few goats and sheep, most of them imported, are marketed; the animals in Suuqa Xoolaha are much larger both in quantity and in variety.

In Suuqa Xoolaha, the varieties of available ruminants range from camels, sheep, goats, and cattle. In addition, and due to the different sizes of each type, categories are used to differentiate them into three or four grade categories usually known as *birimo*, *sugunto*, *teerso* and *kaarto*, mispronounced Italian terms which mean *primo* (first grade), *secondo* (second grade), *terso* (third grade) and *quarto* (fourth grade). The grades are according to size and quality, where the best and/or biggest animals fall in the *primo* category and others follow sequentially down to the third or fourth. The classification makes it easier for the customers to decide according to their purchasing power, dependent on the prices which fluctuate day by day according to the usual theory and practice of demand and supply. Similar to Abu Dhabi, prices are negotiable also in Suuqa Xoolaha although there are determinant factors for any discounts or increases by the seller such as weather conditions like droughts or rains, socio-cultural and/or religious occasions like the Islamic Eids, especially Eid-ul-Adha when the slaughtering of a sheep or a goat is recommended for distribution to the neighbors and the needy.

Another distinction between the two livestock markets, Baidoa and Abu Dhabi, relates to prices. On an average day in Baidoa's Suuqa Xoolaha, prices range "between \$20 a third or fourth category and \$100 for a first range goat or sheep," as a trader explained to some of the authors (Mohamed Eno & Abdulwadud Ali) conducting the field study. Depending also on the size and/or the quality of breeding, "prices may go from \$200 to \$280 for cattle," as another dealer informed the two authors. As expected, a head of camel is more costly and may fetch anything "from \$440 to \$1,200" on a normal day, although the quoted prices are "exclusive of government taxes of about \$5 for camels, \$3 for cattle, and a little less than a dollar per head for a sheep or a goat," according to a livestock broker.

Comparatively, livestock prices in Abu Dhabi are higher, ranging from \$80 to over \$180, as experienced by one of the authors (Mohamed Eno who lived in Abu Dhabi close to a decade and half), understandable for reasons of importation where traders incur logistic fees that keep increasing the prices from the purchase location in the exporting country to the local market in the importing country—in this case Abu Dhabi. Indeed Abu Dhabi mostly imports its small ruminants like sheep and goats for consumption in specific restaurants and for special occasions like weddings, among others. However, its camels may range anything between \$1,500 and \$4,000 for an ordinary dromedary. These prices are much lower compared to the costs for race camels which can go as high as about "35 million Dirham -- over \$9.5 million," for participating in contests where "prize money for winning camels can [...] be upwards of \$2 million," as reported by Cuadrado, Young and Vance (2017).

The broader picture of Suuqa Xoolaha, from a comparative analytical premise to its counterpart in Abu Dhabi, is its potential to supply the residents of Baidoa Jinnaya a large variety of fresh meat on daily basis. This is worthwhile mentioning because most of the meat consumed by most of the residents of Abu Dhabi is imported from overseas, arriving in the city congealed and frozen until it reaches the consumer.

### **Global Counter-penetration: The Way Forward**

Unlike Abu Dhabi, which participates in globalization with the exportation of its enormous volume of oil and gas, Baidoa, and the entire districts, regions, or States in Somalia, have yet to exploit their rich natural reservoirs in the depth of the earth to assure them of significant participation in the global market. Therefore, from the perspective of counter-penetration into the global market: lack of development of the potential of existing seaports and airports in the South-West State of Somalia, compounded with the blurred focus on areas of competitive advantage and of economies of scale are hampering the path towards prosperity for Baidoa and its sister districts under the administration of the SWSS. However, a plethora of options are available that need the drawing of effective strategies and partnerships with friendly governments so as to attract Foreign Direct Investment (FDI)—strategic roads taken by the runaway administration of Somaliland and other States or Regional Administrations like Puntland. With access to FDI and development of favorable State political economy and infrastructure conducive to the conduct of international trade and business, opportunities are wide open for Baidoa's global participation in different types of businesses at various levels and degrees.

For the execution of such policy, developing available seaports and airports in the South-West State need to be considered as crucial components of an initial FDI strategy. This initial endeavor would then be

capitalized on to resuscitate and activate areas of competitive advantage and of economies of scale currently dormant due to neglect and lack of foresight. That said; crafting a well-designed strategic plan and acquiring FDI from development partners alone may not dissipate or alleviate the pandemic poverty of the SWSS if the authority to lead and successfully implement such plans are laid on the *frail shoulders* (not to mention the brains) of uneducated political appointees or lowly-educated nominees on clanocracy rather than meritocracy. The visionary goal of such a large scale social development scheme will not see the light of the day either, if authority is assigned to morally defunct professionals ethically consumed by the corruption pandemic that makes them much less dedicated to social development than to their own self-enrichment.

## V. CONCLUSION

Globalization is real and impactful. The selected products and commodities mentioned in this essay, from foodstuff to automobiles and other equipment, we witness how manufacturers are not only competing to earn a large portion of the global business pie but also how small local companies and individuals in developing countries are participating in the facilitation of the process of globalization in real world, in spite of the imbalances in trade and technological exchange. With these dynamics of integration and innovation, and with fast advancement in ICT, transportation, removal of trade barriers and the strategic shift in the conduct of business, there is no doubt that the most successful societies will be those with good knowledge of the nature and behavior in which international business is conducted.

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