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Glocalization: A Systematic Literature Review

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Master's in Business Administration

Supervisor:

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Iscte – Instituto Universitário de Lisboa

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BUSINESS
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Department of Marketing, Operations and General Management

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Resumo

A glocalização, entendida como a combinação estratégica entre integração global e adaptação local, tem-se tornado cada vez mais relevante perante a expansão dos mercados globais, o risco de perda de identidade local e mudanças políticas e sociais. Esta revisão sistemática da literatura analisa 53 artigos publicados entre 2001 e 2022 e pretende explorar o conceito de glocalização, os seus elementos-chave, vantagens, boas práticas, desvantagens e barreiras à implementação. Embora seja definida como uma estratégia global ajustada às condições locais, a sua interpretação varia entre setores como gestão, marketing, políticas públicas e educação. Entre as principais vantagens destaca-se a aquisição de novos consumidores, a melhoria do desempenho organizacional, a capacidade de contrariar movimentos anti-globalização e o reconhecimento das comunidades locais. Em contrapartida, as barreiras incluem a falta de apoio sistémico, a resistência local, o risco de adaptações superficiais e tensões entre prioridades globais e nacionais. Esta revisão aprofunda o conhecimento sobre glocalização e orienta organizações na gestão da interação global–local.

Palavras-chave: Glocalização; Glocal; Glocalidade.
Classificação JEL: M16, F23

Abstract

Glocalization, the strategic blending of global integration and local adaptation, has become increasingly important as organizations navigate expanding global markets, growing concerns over the loss of local identity, and shifting political and social landscapes. This systematic literature review analyses 53 articles published between 2001 and 2022 to examine the concept of glocalization, its key elements, advantages, best practices, disadvantages, and barriers to implementation. While broadly defined as a global strategy tailored to local conditions and needs, the concept varies across sectors such as management, marketing, policy, and education. Reported advantages include expanding consumer bases, improving companies' performance, countering anti-globalization and anti-corporate sentiments, and empowering local communities. Conversely, barriers include limited systemic support, local resistance, the risk of inauthentic adaptation, and tensions between global and national priorities. This review provides a foundation for advancing knowledge on glocalization and guiding organizations in managing the global–local interface.

Keywords: Glocalization; Glocalisation; Glocal; Glocality.

JEL Classification: M16, F23

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1. Introduction

Glocalization has emerged as a crucial strategic approach in today's interconnected world, where organizations must balance global integration with local responsiveness (Sheth, 2011). This concept, which blends globalization and localization, reflects the growing recognition that successful institutions require both global reach and local adaptation (Chan, 2016). Glocalization encompasses a variety of practices across sectors, from tourism and food markets to management and governance, highlighting its versatility but also its conceptual ambiguity (Thompson & Arsel, 2004).

For decades, the concept of globalization - characterized by the expansion of global markets and the homogenization of cultures - has dominated economic and cultural discourse (Urbaite, 2024). However, recent shifts reveal a growing complexity that challenges the idea of globalization as a one-size-fits-all approach (Zahoor et al., 2023). As consumers and communities push back against the loss of local identity, organizations are recognizing the need to adapt their global strategies to local contexts (Caniglia et al., 2018). Additionally, political shifts - including the rise of nationalist movements, cultural conservatism, protectionist policies, and anti-globalization sentiments - underscore a critical reassessment of global integration (Zahoor et al., 2023).

Glocalization reflects the reality that global brands and organizations cannot simply impose standardized products or services without considering the diverse cultural, social, and economic landscapes in which they operate (Svensson, 2001). For instance, McDonald's adapts its menu worldwide, offering a "McBifana" in Portugal, a McSpicy in Singapore, or a Teriyaki Burger in Japan, catering to local tastes while maintaining its global brand identity (Mak et al., 2012). Similarly, Netflix tailors its content library by investing in local productions in markets such as South Korea, India, and Brazil, blending global reach with local cultural relevance (Kopalle et al., 2022).

Despite its growing relevance, the concept of glocalization remains fragmented across disciplines, lacking consensus on its core elements, advantages, or limitations (Roudometof, 2016; Belamghari, 2020). The research problem is the absence of consolidated knowledge on

how glocalization is defined and operationalized across sectors. This gap is relevant because without a structured understanding, organizations risk ineffective strategies - where global approaches fail to resonate locally or local adaptations weaken global coherence - while researchers face difficulties in advancing theory and conducting comparative studies.

This systematic literature review aims to clarify the key elements of glocalization, assess best practices for its implementation, and analyze the barriers that organizations face. It also examines sector-specific insights to better understand how glocalization can be strategically leveraged. The study is organized into distinct sections: a detailed review of the research methodology; an exploration of the conceptual foundations and core elements of glocalization; an analysis of its advantages, best practices, disadvantages, and barriers; and finally, a conclusion that synthesizes findings and suggests directions for future research and practice.

Through this structured approach, this review seeks to contribute to a clearer understanding of glocalization's strategic potential and limitations, providing valuable guidance for scholars and practitioners navigating the complex interplay between global and local forces.

2. Research Methodology

The main objective of this research is to carry out a systematic review of the existing literature on glocalization to provide a comprehensive definition of the concept and identify its main components as a strategic approach. This study also aims to explore the advantages and best practices of glocalization and examine disadvantages and barriers that organizations may face when adopting a glocal strategy.

The protocol followed in this systematic literature review was suggested by Kitchenham and Charters (2007), which includes the following steps:

1) Planning the literature review
    a. Identification of the need for the literature review
    b. Identification of the research issues
    c. Developing the research protocol
2) Conducting the literature review
    a. Identification of the studies
    b. Selection of studies
    c. Conducting a quality assessment
    d. Data extraction and synthesis
3) Conclusions of the literature review

For the selection of studies this research followed the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines. The PRISMA framework provides a structured method for identifying, screening, and including studies in a systematic review, to ensure a transparent and reproducible selection process.

The strategy described will be used to summarise the evidence on the use of glocalization in different sectors, with the main goal of answering the research questions defined. Table 1 presents an adaptation of the methodology suggested by Kitchenham and Charters (2007), followed during this research.

Table 1 Defined methodology for this study (adapted from Kitchenham & Charters, 2007)

Planning	
Identification of the need for the literature review	To clarify and further explore the use of glocalization as a strategic approach
Identification of the research issues	What is the definition and elements of glocalization? What are the advantages and best practices of glocalization? What are the disadvantages and barriers of glocalization?
Developing the research protocol	Search strings, datasets, and inclusion/exclusion criteria
Conducting	
Identification of the studies	Glocalization
Selection of studies	Glocalization – 69 filtered articles
Conducting a quality assessment	Verify if all the questions were answered, based on the filtered articles – 53 selected articles
Data extraction and synthesis	Select all data from the articles and apply it accordingly; Verify if all data is accurate and not redundant
Reporting	
Conclusions of the literature review	Divide data into research topics; Prepare data to be presented

Source: Author's Elaboration

2.1 Research Questions and Objectives

This research seeks to gather and synthesize information from existing literature on glocalization. Table 2 presents the research questions and objectives defined.

Table 2 Research Questions and Objectives

Research Question	**Research Objective**
What is the definition and elements of glocalization?	Understand the main concepts and key-elements of glocalization
What are the advantages and best practices of glocalization?	Identify the main advantages and best practices of glocalization

What are the disadvantages and barriers of glocalization?	Identify the main disadvantages and barriers of glocalization

Source: Author's Elaboration

2.2 Research Process

Following the PRISMA guidelines, the research process began with a bibliographic search designed to capture as many relevant studies as possible addressing the research questions. Scopus was the selected database and the keywords used were "Glocalization," "Glocalisation," "Glocal," and "Glocality" restricted to titles, abstracts, and keywords. Additional filters were then applied to include only articles in the scientific field of business, management, and accounting, and written in English. The inclusion criteria required publications from 2000 onwards, with more than 30 citations, and published in Q1 or Q2 journals. Finally, each paper was individually assessed to confirm its relevance to the research questions of this study.

2.2.1 Study Selection

This section aims to review the protocol that was previously defined and to perform an analysis of the extracted studies. After applying the filters to the Scopus database, together with the inclusion criteria, the results obtained are summarized in Table 3. It is important to note that the search and selection process for this research was conducted in August 2024.

Table 3 Results obtained after applying the filters to the database (Scopus)

Database	Keywords	F0	F1	F2	F3	IC1	IC2	IC3	IC4
Scopus	glocalization, glocalisation, glocal, glocality	27253	2896	440	435	432	72	69	53

Source: Author's Elaboration

To avoid redundant information, the research was based on just one database. After applying all the filters to the chosen database (Scopus), 69 articles were extracted. These results already reflect the search filters, as well as the verification of the inclusion and exclusion criteria, meaning that the 69 articles were written between 2000 and the present, have more than 30 citations and belong to a Q1 or Q2 quality journal. After reviewing all the articles, it was found that some were not related to the research questions and lacked relevant theoretical or

empirical insights. As a result, 16 articles were excluded, resulting in a final number of 53 articles relevant to this study.

Figure 1 represents the PRISMA flow diagram, illustrating the process of study identification, screening, eligibility assessment, and inclusion in the systematic review, along with the number of records excluded at each stage.

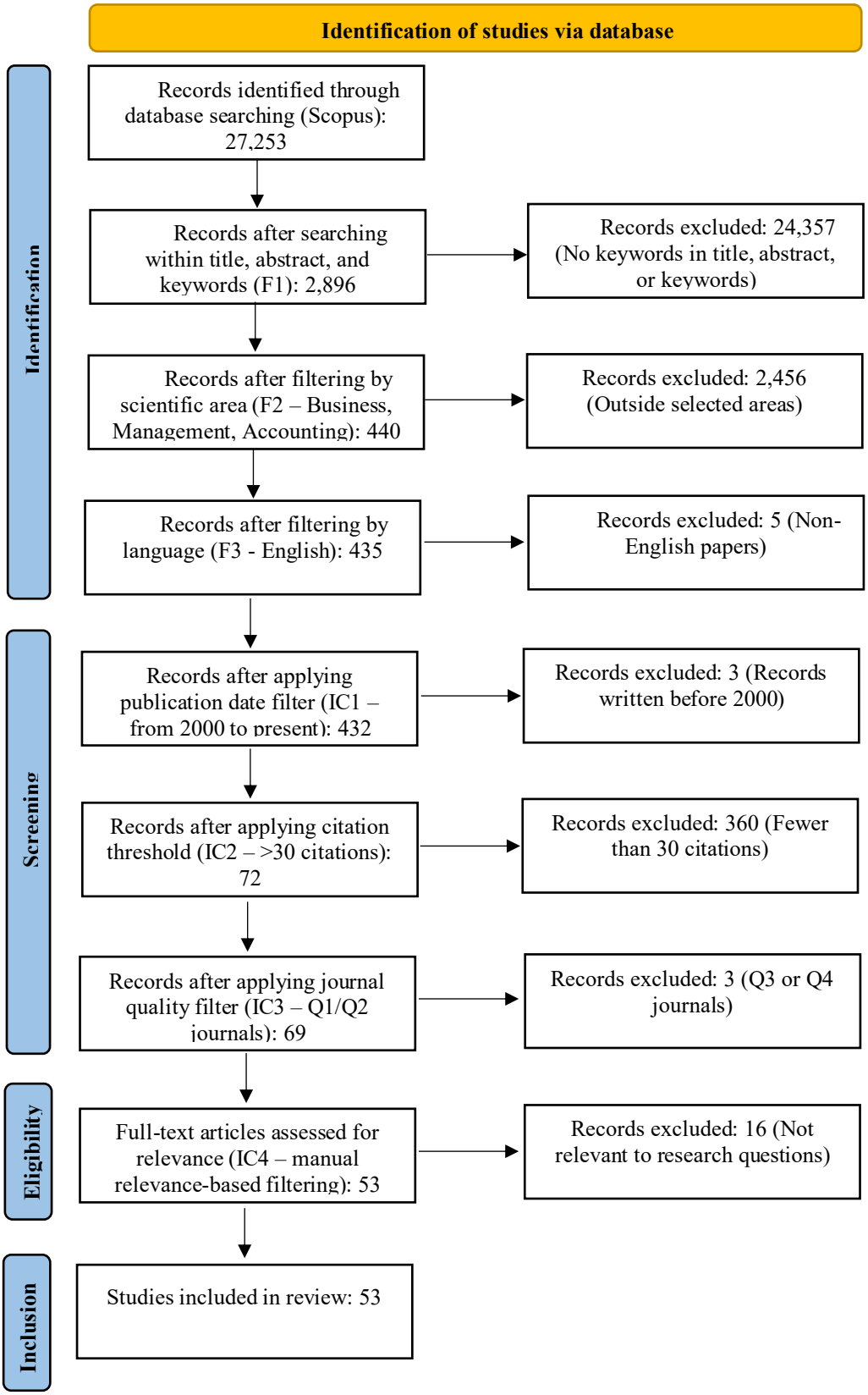


Fig. 1 PRISMA flow diagram

Table 4 summarizes the data research by referring the selected articles after concluding the research in the database (Scopus) and after the study quality assessment.

Table 4 Summary of the data research and study selection processes

No.	Author(s)	Year	Quality Journal	Journal Title	Citations
1	Carayannis & Campbell	2009	Q2	*International Journal of Technology Management*	1188
2	Sheth	2011	Q1	*Journal of Marketing*	745
3	Thompson & Arsel	2004	Q1	*Journal of Consumer Research*	548
4	Kjeldgaard & Askegaard	2006	Q1	*Journal of Consumer Research*	371
5	Milne & Ateljevic	2001	Q1	*Tourism Geographies*	321
6	Mak et al.	2012	Q1	*Annals of Tourism Research*	316
7	Carayannis & Von Zedtwitz	2005	Q1	*Technovation*	226
8	Salazar	2005	Q1	*Annals of Tourism Research*	184
9	Brannagan & Giulianotti	2015	Q2	*Leisure Studies*	168
10	Swoboda et al.	2012	Q1	*Journal of International Marketing*	141
11	Strizhakova et al.	2012	Q1	*International Journal of Research in Marketing*	121
12	Svensson	2001	Q1	*Management Decision*	121
13	Strizhakova & Coulter	2013	Q1	*International Journal of Research in Marketing*	120
14	Hung et al.	2007	Q1	*Journal of International Business Studies*	114
15	Ryan et al.	2011	Q1	*Journal of Sustainable Tourism*	92
16	Frenkel	2005	Q1	*Organization*	79
17	Buckley & Carter	2002	Q1	*Journal of International Management*	79
18	Merz et al.	2008	Q1	*International Marketing Review*	77
19	Caniglia et al.	2018	Q1	*Journal of Cleaner Production*	76
20	Soulard et al.	2019	Q1	*Annals of Tourism Research*	75

No.	Author(s)	Year	Quality Journal	Journal Title	Citations
21	Domaradzka	2018	Q2	*Voluntas*	75
22	Maynard & Tian	2004	Q1	*Public Relations Review*	75
23	Askegaard & Eckhardt	2012	Q2	*Marketing Theory*	74
24	Kopalle et al.	2022	Q1	*International Journal of Research in Marketing*	73
25	Popoli	2011	Q2	*Marketing Theory*	73
26	McGinnis & Gentry	2009	Q1	*Journal of Business Research*	73
27	Gond & Boxenbaum	2013	Q1	*Journal of Business Ethics*	72
28	Meir	2005	Q1	*Cities*	68
29	Voronov et al.	2013	Q1	*Journal of Management Studies*	67
30	Chung et al.	2012	Q1	*International Marketing Review*	64
31	Gineikiene et al.	2017	Q1	*Journal of Business Research*	62
32	Kipnis et al.	2014	Q2	*Consumption Markets and Culture*	51
33	Motley & Henderson	2008	Q1	*Journal of Business Research*	51
34	Alcadipani & Rosa	2011	Q2	*Canadian Journal of Administrative Sciences*	50
35	Liu et al.	2021	Q1	*Journal of International Marketing*	49
36	Matusitz	2010	Q1	*Journal of Strategic Marketing*	47
37	Dundon et al.	2007	Q2	*Economic and Industrial Democracy*	46
38	Strizhakova & Coulter	2019	Q1	*International Marketing Review*	44
39	Sobh et al.	2014	Q2	*Consumption Markets and Culture*	42
40	Abecassis-Moedas et al.	2012	Q1	*Creativity and Innovation Management*	42
41	Seo et al.	2015	Q1	*International Marketing Review*	41
42	Barkemeyer & Figge	2014	Q2	*Critical Perspectives on International Business*	41

No.	Author(s)	Year	Quality Journal	Journal Title	Citations
43	Baskerville & Grossi	2019	Q1	*Public Money and Management*	40
44	Therkelsen	2003	Q1	*Scandinavian Journal of Hospitality and Tourism*	40
45	de la Barre & Brouder	2013	Q2	*Journal of Heritage Tourism*	37
46	Wilhelmina et al.	2010	Q1	*International Journal of Consumer Studies*	37
47	Tixier	2005	Q2	*Thunderbird International Business Review*	37
48	Elia et al.	2016	Q2	*International Journal of Innovation and Technology Managament*	34
49	Chan	2016	Q2	*Innovation: The European Journal of Social Science Research*	34
50	Giulianotti & Numerato	2018	Q2	*Journal of Consumer Culture*	33
51	Lysonski & Durvasula	2013	Q2	*Journal of Consumer Marketing*	33
52	Hwang et al.	2018	Q1	*International Journal of Contemporary Hospitality Management*	32
53	Festa et al.	2020	Q1	*European Business Review*	31

Source: Author's Elaboration

3. Data Analysis

3.1 Bibliometric Analysis

The selected articles were published between 2001 and 2022, despite the criterion of including studies from 2000 onwards. No articles meeting the criteria were identified from 2000, which is why the practical sample begins in 2001. As shown in Figure 2, publication peaks occurred in 2012 (6 articles), 2005 (5), 2013 (5), 2011 (4), and 2018 (4), with at least one article appearing each year across this 21-year period. This distribution offers an evolutionary perspective on glocalization, including changes in best practices and barriers to implementation over time. It should be noted, however, that a minimum citation threshold of 30 was applied, which may have excluded very recent studies (2023–2024). Consequently, while the review captures trends over two decades, the inclusion of more recent research that could provide additional insights is not reflected in the current sample.

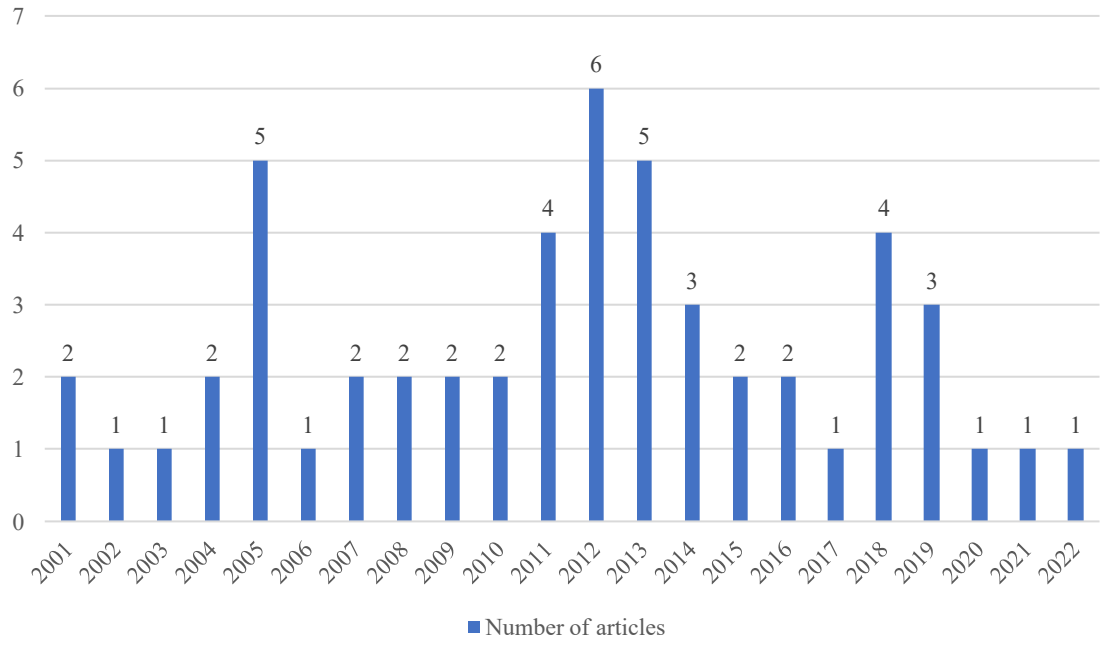


Fig. 2 Number of articles published per year

Moreover, the articles were published across 39 different sources, mostly in scientific journals specializing in fields such as Marketing, Tourism, Business, Management, Consumer Research, Innovation, and Technology (as shown in Table 5). The journal with the highest representation was the *International Marketing Review*, which included four articles.

Table 5 List of sources

Source Title	N. of articles	Source Title	N. of articles
International Marketing Review	4	Journal of Cleaner Production	1
Annals of Tourism Research	3	Journal of Consumer Culture	1
International Journal of Research in Marketing	3	Journal of Consumer Marketing	1
Journal of Business Research	3	Journal of Heritage Tourism	1
Journal of International Management	3	Journal of International Business Studies	1
Consumption Markets and Culture	2	Journal of Management Studies	1
Journal of Consumer Research	2	Journal of Marketing	1
Marketing Theory	2	Journal of Strategic Marketing	1
Canadian Journal of Administrative Sciences	1	Journal of Sustainable Tourism	1
Cities	1	Leisure Studies	1
Creativity and Innovation Management	1	Management Decision	1
Critical Perspectives on International Business	1	Organization	1
Economic and Industrial Democracy	1	Public Money and Management	1
European Business Review	1	Public Relations Review	1
Innovation: The European Journal of Social Science Research	1	Scandinavian Journal of Hospitality and Tourism	1
International Journal of Consumer Studies	1	Technovation	1
International Journal of Contemporary Hospitality Management	1	Thunderbird International Business Review	1
International Journal of Innovation and Technology Management	1	Tourism Geographies	1
International Journal of Technology Management	1	Voluntas	1
Journal of Business Ethics	1		
Total			**53**

Source: Author's Elaboration

Regarding the authorship, some researchers contributed to more than one paper within the selected studies. The most frequent authors were Yuliya Strizhakova and Robin Coulter, who co-authored three of the 53 articles.

Table 6 Recurring authors within the selected studies

Author	Number of articles
Yuliya Strizhakova	3
Robin Coulter	3
Elias Carayannis	2
Søren Askegaard	2
Ricardo Giulianotti	2
Russell Belk	2

Source: Author's Elaboration

Figure 3 illustrates the distribution of the selected articles based on the subject being approached. While the majority focus on consumer behaviour (14 articles) and brand strategy (9), a significant number of papers also address topics such as policy, management, marketing and food consumption. Additionally, some articles explore different subjects, including innovation, economics, entrepreneurship, tourism, technology, sustainability, accounting and corporate social responsibility.

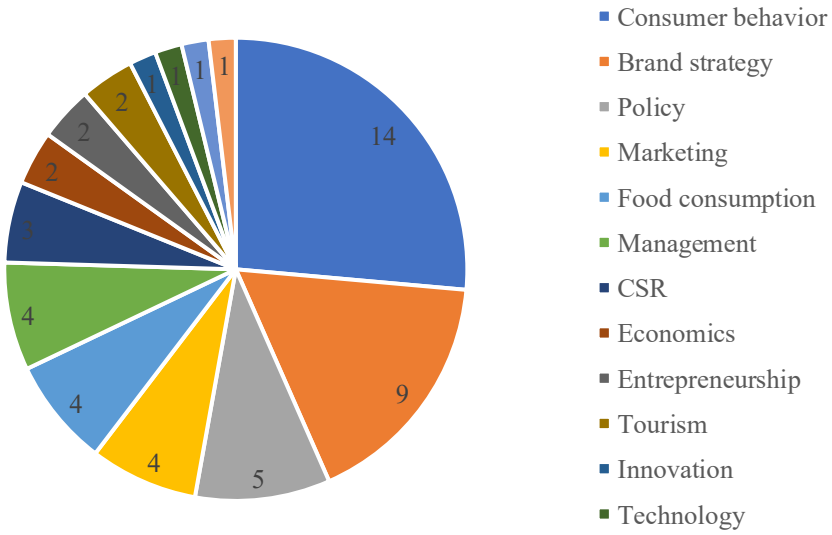


Fig. 3 Articles per subject

The analysed articles were conducted across 29 different countries, demonstrating a diversity of contexts in which glocalization has been explored. However, the majority of studies were carried out in the United States (20 articles) and the United Kingdom (9), as shown in Table 7. Some articles are associated with more than one country, and one study does not specify its region.

Table 7 Articles per country

Country	**N. of articles**	**Country**	**N. of articles**
United States	20	Poland	2
United Kingdom	9	Brazil	1
Canada	5	Czech Republic	1
New Zealand	5	Ghana	1
Denmark	4	Ireland	1
France	4	Lithuania	1
Italy	4	Macao	1
Austria	3	Netherlands	1
Germany	3	Portugal	1
Norway	3	Qatar	1
Sweden	3	South Korea	1
China	2	Switzerland	1
Hong Kong	2	Taiwan	1
India	2	Undefined	1
Israel	2		

Source: Author's Elaboration

After reviewing the articles, the used methodologies were categorized. The majority of studies relied on empirical research, including surveys and interviews (28 articles), followed by conceptual models (12 articles). Other approaches included case studies (7), literature reviews (5) and one editorial introduction. It is important to note the differences in study quality, considered in light of the evidence pyramid, which ranks reviews and empirical research higher than conceptual or editorial works. Table 8 summarizes the distribution of methodologies across the sample.

Table 8 Articles per methodology

Methodology	N. of articles
Research/Survey/Interview	28
Conceptual model	12
Case study	7
Review	5
Other	1

Source: Author's Elaboration

In terms of industry focus, the 53 analysed articles include six different sectors, demonstrating the applicability of glocal approaches across diverse areas. Most articles focus on the business sector (25), followed by tourism (7), marketing (3), and culture and sports (3). Other sectors, such as education and accounting are also represented (Table 9). Additionally, 3 articles were considered cross-sectoral in nature, while 10 do not apply to the industry context.

Table 9 Articles per industry

Industry	N. of articles
Business	25
N/A	10
Tourism	7
Across sectors and industries	3
Marketing	3
Culture/Sport	3
Education	1
Accounting	1

Source: Author's Elaboration

Following the analysis of the selected articles, they were categorized into three categories, with several articles appearing in more than one (Table 10). The categories are: (1) definitions and elements of glocalization; (2) advantages and best practices of glocalization; and (3) disadvantages and barriers of glocalization. These categories align directly with the research questions of this study, which aim to be addressed through the comprehensive review of all 53 articles.

Table 10 Categorization of the selected articles

Category	Articles
Definition and elements of glocalization	Alcadipani & Rosa (2011); Barkemeyer & Figge (2014); Baskerville & Grossi (2019); Brannagan & Giulianotti (2015); Buckley & Carter (2002); Caniglia et al. (2018); Carayannis & Campbell (2009); Chan (2016); Chung et al. (2012); de la Barre & Brouder (2013); Domaradzka (2018); Elia et al. (2016); Festa et al. (2020); Frenkel (2005); Gineikiene et al. (2017); Giulianotti & Numerato (2018); Gond & Boxenbaum (2013); Hung et al. (2007); Kipnis et al. (2014); Kjeldgaard & Askegaard (2006); Kopalle et al. (2022); Liu et al. (2021); Lysonski & Durvasula (2013); Mak et al. (2012); Matusitz (2010); Maynard & Tian (2004); McGinnis & Gentry (2009); Meir (2005); Merz et al. (2008); Motley & Henderson (2008); Ryan et al. (2011); Salazar (2005); Sheth (2011); Sobh et al. (2014); Soulard et al. (2019); Strizhakova & Coulter (2013); Strizhakova & Coulter (2019); Strizhakova et al. (2012); Svensson (2001); Therkelsen (2003); Thompson & Arsel (2004); Tixier (2005); Voronov et al. (2013); Wilhelmina et al. (2010)
Advantages and best practices of glocalization	Abecassis-Moedas et al. (2012); Alcadipani & Rosa (2011); Barkemeyer & Figge (2014); Baskerville & Grossi (2019); Brannagan & Giulianotti (2015); Buckley & Carter (2002); Caniglia et al. (2018); Carayannis & Campbell (2009); Carayannis & Von Zedtwitz (2005); Chan (2016); Festa et al. (2020); Gineikiene et al. (2017); Hwang et al. (2018); Kipnis et al. (2014); Lysonski & Durvasula (2013); Mak et al. (2012); Matusitz (2010); Maynard & Tian (2004); Ryan et al. (2011); Salazar (2005); Soulard et al. (2019); Strizhakova & Coulter (2013); Strizhakova & Coulter (2019); Strizhakova et al. (2012); Swoboda et al. (2012); Therkelsen (2003); Thompson & Arsel (2004); Tixier (2005); Wilhelmina et al. (2010)
Disadvantages and barriers of glocalization	Askegaard & Eckhardt (2012); Baskerville & Grossi (2019); Caniglia et al. (2018); Chan (2016); Chung et al. (2012); Dundon et al. (2007); Gineikiene et al. (2017); Kipnis et al. (2014); Matusitz (2010); Milne & Ateljevic (2001); Motley & Henderson (2008); Popoli (2011); Salazar (2005); Seo et al. (2015); Sheth (2011); Soulard et al. (2019); Strizhakova et al. (2012); Therkelsen (2003); Thompson & Arsel (2004); Wilhelmina et al. (2010)

Source: Author's Elaboration

3.2 Definition and elements of glocalization

Based on the analysis of the selected articles, 14 distinct elements of glocalization were identified (Table 11). These perspectives were organized into four major categories, which reflect distinct disciplinary emphases.

The strategic and managerial perspective conceptualizes glocalization as a global strategy adapted to local contexts, with strategic balance between global consistency and local responsiveness being one of the most frequently cited elements in the literature (Baskerville & Grossi, 2019). This view includes cultural adaptation of products and services, decentralized decision-making that allows local responsiveness, and the integration of global and local resources to optimize performance (Soulard et al., 2019; Elia et al., 2016; Chung et al., 2012).

The socio-cultural perspective emphasizes global–local dynamics, which is the most frequently cited element with 16 studies, focusing on the negotiation between homogenization and heterogenization (Festa et al., 2020). These dynamics foster cultural hybridization, leading to the emergence of new identities and consumer behaviours (Giulianotti & Numerato, 2018). Within this perspective, glocalization is not a uniform process but an ambivalent one: it may generate resistance to global consumer culture while simultaneously enabling perceived belonging and ownership, where culturally relevant foreign brands are embraced by consumers as equally "their own" as local ones (Lysonski & Durvasula, 2013; Gineikiene et al., 2017).

The political and policy perspective frames glocalization as a mechanism for balancing global integration with the preservation of local identity and legitimacy, showing how nation-states construct identities within a global system (Brannagan & Giulianotti, 2015). Glocalization also operates as a local response to global pressures, countering inequalities produced by globalization and enabling resistance to global capitalism (Caniglia et al., 2018). Furthermore, glocal governance underscores the role of political arrangements that link citizens to global policymaking through local institutions (Chan, 2016).

Finally, the knowledge and technology perspective extends glocalization into knowledge creation, education, and digital transformation. It emphasizes the cross-integration of knowledge across global, national, and sub-national levels to generate outputs that are locally meaningful yet globally impactful (Carayannis & Campbell, 2009). In education, glocal teaching methods combine digital technologies with local engagement and, in technology, integrating artificial intelligence with local cultural norms enables systems that are sensitive to diverse behaviours and social cues (Caniglia et al., 2018; Kopalle et al., 2022).

Across the four perspectives, several convergences emerge. Glocalization is consistently framed as a dynamic negotiation between global standardization and local adaptation,

emphasizing the need for adaptability and flexibility. All perspectives recognize the importance of local uniqueness, strategic integration of global and local resources, and the need for decentralization and collaborative participation, as effective glocalization often depends on distributing decision-making power to local actors, consumers, communities, and institutions.

No explicit contradictions arise, but the perspectives differ in emphasis: the managerial view frames glocalization as a tool for competitive advantage, efficiency, and market expansion, while the socio-cultural and political views highlight local identity, legitimacy, and resident's resistance, underscoring its wider social and political implications. For organizations, this suggests that effective glocalization requires integrating these perspectives - aligning strategic and managerial goals with sensitivity to cultural, social, and political contexts.

Table 11 Definitions and elements of the concept of glocalization based on the selected articles

Strategic and Managerial Perspective	
Authors	**Definition and elements of glocalization**
Baskerville & Grossi (2019); Giulianotti & Numerato (2018); Liu et al. (2021); Mak et al. (2012); Salazar (2005); Sheth (2011); Svensson (2001); Buckley & Carter (2002); Barkemeyer & Figge (2014); Therkelsen (2003); Domaradzka (2018); Motley & Henderson (2008); Ryan et al. (2011); Wilhelmina et al. (2010)	**Strategic Balance:** Aligning global strategies with local adaptation; Maintaining global consistency while responding to local needs; The principle of thinking globally to enhance the effectiveness of acting locally; Emphasizing local uniqueness in a global system.
Soulard et al. (2019); Sobh et al. (2014); Tixier (2005); Gond & Boxenbaum (2013)	**Cultural Adaptation:** Expanding markets through cultural adaptation of products, services, communication, and marketing; Integrating organizational practices with local cultures; Combining top-down corporate adaptations with bottom-up consumer appropriations.
Chung et al. (2012)	**Decentralized Decision-Making:** Combining standardized strategies with local implementation through decentralized structures and decision-making.

Elia et al. (2016)	**Resource Integration:** Reorganizing globally distributed resources around local needs and enriching them with local assets.
Socio-Cultural Perspective	
Authors	**Definition and elements of glocalization**
Festa et al. (2020); Alcadipani & Rosa (2011); de la Barre et al. (2013); Baskerville & Grossi (2019); Brannagan & Giulianotti (2015); Frenkel (2005); Giulianotti & Numerato (2018); Kjeldgaard & Askegaard (2006); Lysonski & Durvasula (2013); Mak et al. (2012); Matusitz (2010); Maynard & Tian (2004); Meir (2005); Strizhakova & Coulter (2019); Svensson (2001); Thompson & Arsel (2004)	**Global–Local Dynamics:** The localization of the global alongside the globalization of the local; Navigating the tension between cultural homogenization and heterogenization; A dynamic negotiation of global and local forces.
Giulianotti & Numerato (2018); Hung et al. (2007); Kipnis et al. (2014); Lysonski & Durvasula (2013); Merz et al. (2008); Salazar (2005); Strizhakova & Coulter (2019); Strizhakova & Coulter (2013)	**Hybrid Identities:** The blending of global and local lifestyles that produces new cultural forms, distinct consumer groups, and hybrid identities.
Strizhakova et al. (2012); Lysonski & Durvasula (2013)	**Cultural Negotiation and Resistance:** The interaction between global and local beliefs, including global citizenship, national pride, and ethical consumption; The resistance to global consumer culture shaped by ideological, nationalistic, or socio-economic factors.
Gineikiene et al. (2017)	**Perceived Belonging and Ownership:** Psychological ownership effects, where culturally relevant foreign brands are perceived as equally "own" as local ones.
Political and Policy Perspective	
Authors	**Definition and elements of glocalization**
Brannagan & Giulianotti (2015); Voronov et al. (2013); Baskerville & Grossi (2019)	**Identity and Legitimacy:** Nation-states developing an identity within global systems; Retaining local identity and

	legitimacy while balancing global conformity and local distinctiveness.
Chan (2016); Caniglia et al. (2018); McGinnis & Gentry (2009)	**Local Responses to Global Pressures:** Glocalization as a counterbalance to globalization's inequalities; Anti-globalization and anti-corporate movements resisting global capitalism's homogenizing effects.
Chan (2016)	**Glocal Governance:** Political arrangements linking citizens to global policies through local institutions.
Knowledge and Technology Perspective	
Authors	**Definition and elements of glocalization**
Carayannis & Campbell (2009)	**Knowledge Integration:** Cross-integration of global, national, and sub-national knowledge; Creating knowledge that is locally meaningful yet globally impactful, requiring adaptability and flexibility.
Kopalle et al. (2022)	**AI and Cultural Sensitivity:** Integrating artificial intelligence with local cultural norms to enable systems that recognize diverse behaviours and social cues.
Caniglia et al. (2018)	**Glocal Teaching:** Combining digital technologies with local engagement and experiences.

Source: Author's Elaboration

3.3 Advantages and best practices of glocalization

Based on the analysis of different contexts, several authors have highlighted the advantages and best practices of glocalization, covering 12 different perspectives (Table 12). These were categorized into four sectors: business and management, consumer behaviour and marketing, tourism and glocal products, and other areas.

In business and management, one of the most cited advantages is the ability to attract consumers through a glocal brand image, enhancing global performance and corporate reputation in foreign markets (Swoboda et al., 2012). Glocalization also serves as a strategic asset for the international expansion of small and medium enterprises (SMEs), allowing them to leverage territorial capital, such as the "Made in Italy" label, to differentiate themselves in global markets through locally rooted identities (Festa et al., 2020).

Glocalization also enables a more efficient allocation of knowledge-based assets, helping organizations overcome the challenge of "knowledge stickiness" - the difficulty of adapting and applying knowledge in new environments (Buckley & Carter, 2002). Furthermore, it promotes inclusivity in management thinking by incorporating Southern perspectives, pluralities, and local diversities, and encourages contextual adaptation as a success factor by culturally tailoring pricing, products, services, and organizational practices to local contexts (Alcadipani & Rosa, 2011; Matusitz, 2010).

In consumer behaviour and marketing, glocalization helps companies overcome anti-corporate and anti-globalization sentiments by offering consumers culturally relevant and socially aware alternatives to generic global branding (Thompson & Arsel, 2004). At the same time, glocalized brand communication improves marketing impact by combining consistent global messaging with local meaning, enhancing emotional appeal and perceived belonging (Lysonski & Durvasula, 2013). In addition, promoting sustainability through environmentally responsible practices and pricing strategies aligned with consumer willingness to pay for eco-friendly products provides both ethical and strategic advantages (Strizhakova & Coulter, 2013).

Within the tourism sector, glocalization addresses the tourist's paradox - the simultaneous desire for novelty and familiarity, by offering experiences that are diverse, culturally enriching, yet comfortingly familiar (Mak et al., 2012). Tourism providers personalize experiences, design appropriate physical atmospheres, integrate local cultural norms, and stay aligned with global popular culture, enhancing visitor satisfaction and loyalty (Salazar, 2005). Glocalization also empowers local communities by combining global business standards with culturally sensitive practices, such as integrating the local language and culture in the organization, partnering with local NGOs (non-governmental organizations), supporting local employment, and prioritizing local raw materials, reinforced by policies that encourage local production (Soulard, 2019).

Finally, in other areas, including policy and education, glocalization fosters skills development by combining global collaboration through digital technologies with local engagement involving communities, businesses, and governments, equipping students with intercultural and professional competences to address sustainability challenges (Caniglia et al., 2018). In terms of policy alignment, glocalization enables nation-states to pursue policy objectives and demonstrate commitments to peace, security, and integrity (Brannagan & Giulianotti, 2015). Furthermore, glocal approaches support participatory governance, providing

citizens with opportunities to engage in global policymaking through local institutions (Chan, 2016).

Table 12 Advantages and best practices of glocalization based on the selected articles

Business and Management	
Authors	**Advantages and best practices of glocalization**
Alcadipani & Rosa (2011); Carayannis & Campbell (2009); Carayannis & Von Zedtwitz (2005); Buckley & Carter (2002)	**Knowledge Integration and Efficiency**: Effective allocation of knowledge-based assets across local, regional, and global levels, supported by multi-level systems that address cultural, regulatory, and institutional hurdles while reducing the difficulty of transferring and applying knowledge across contexts.
Gineikiene et al. (2017); Kipnis et al. (2014); Matusitz (2010); Maynard & Tian (2004); Strizhakova & Coulter (2019); Hwang et al. (2018); Strizhakova et al. (2012); Swoboda et al. (2012)	**Enhanced Performance and Reputation**: Improving global companies' performance and brand image in foreign markets; Supporting international expansion by leveraging territorial assets such as the "Made in Italy" branding; Increasing consumer bases through glocal positioning.
Alcadipani & Rosa (2011); Barkemeyer & Figge (2014)	**Inclusivity in Management Thinking**: Enriching management theory and practice by incorporating Southern perspectives, pluralities, and local diversities, challenging the dominance of Northern frameworks.
Abecassis-Moedas et al. (2012); Matusitz (2010); Baskerville & Grossi (2019)	**Contextual Adaptation as a Success Factor**: Achieving success through culturally sensitive adaptations in pricing, products, services, and organizational practices; Promoting higher adoption of global standards through local adaptations; Developing customized solutions that strengthen client relationships and enhance the appeal of local brands.
Consumer Behaviour and Marketing	
Authors	**Advantages and best practices of glocalization**
Thompson & Arsel (2004)	**Challenging Corporate Dominance:** Overtaking anticorporate sentiments by offering consumers aesthetic, social, and political alternatives.
Strizhakova & Coulter (2013)	**Sustainability Advantage:** Promoting an environmentally responsible image, engaging consumers in sustainable practices,

	and adopting pricing strategies that reflect willingness to pay for eco-friendly products.
Lysonski & Durvasula (2013); Therkelsen (2003); Tixier (2005)	**Enhanced Marketing Impact:** Maintaining global brand consistency while including local meanings to connect with target markets.
Tourism and Glocal Products	
Authors	**Advantages and best practices of glocalization**
Mak et al. (2012); Salazar (2005); Ryan et al. (2011); Festa et al. (2020)	**Tourist Experience Optimization:** Addressing the tourist's paradox by offering diversity and novelty while maintaining familiarity and comfort; Personalizing experiences, designing appropriate physical atmospheres, staying current with global popular culture, and considering local political systems and social norms; Offering glocal food products that creates high levels of customer satisfaction and loyalty.
Soulard et al. (2019); Festa et al. (2020); Wilhelmina et al. (2010)	**Culturally Sensitive Operations and Local Economic Impact:** Combining global business standards with responsible and culturally sensitive practices, such as integrating local language and culture into organizational practices, partnering with local NGOs and community projects, supporting local employment, enhancing local food quality, and prioritizing local raw materials, reinforced by policies that encourage local production.
Other Areas (Policy, Education)	
Authors	**Advantages and best practices of glocalization**
Caniglia et al. (2018)	**Skills Development:** Glocal teaching and learning provide students with intercultural and professional competences to address sustainability challenges by combining local engagement (with communities, businesses, and governments) and global collaboration (via digital technologies).
Brannagan & Giulianotti (2015)	**Policy Alignment:** Using glocalization as a vehicle for nation-states to pursue policy objectives and demonstrate commitments to peace, security, and integrity.
Chan (2016)	**Participatory Governance:** Enabling citizens to engage in global policymaking through local institutions

Source: Author's Elaboration

3.4 Disadvantages and barriers of glocalization

Based on the analysis of different contexts, 15 distinct disadvantages and barriers of glocalization were identified and categorized into four sectors: business and management, consumer perception and marketing, tourism and cultural contexts, and other areas (Table 13).

In business and management, glocalization faces several challenges. In terms of innovation strategies, glocalization often assumes a flow from developed to developing countries, overlooking the potential of reverse innovation (Sheth, 2011). Regarding accountability, global brands require integrated strategies instead of glocal ones, as stakeholders evaluate actions worldwide (Popoli, 2011). Moreover, local adaptations may undermine transparency and weaken global standards, highlighting the need for oversight (Baskerville & Grossi, 2019). Additional barriers include the reduced effectiveness of decentralized approaches for small firms or in markets with legal systems similar to the home country, and the management challenges posed by transferring more autonomy to local managers (Chung et al., 2012; Matusitz, 2010).

In consumer perception and marketing, glocalization can generate ambiguities. For instance, a store may project a local and anti-corporate image, but actually ignore local values, while a globally styled brand may genuinely uphold socially responsible practices (Thompson & Arsel, 2004). Such tensions can lead to consumer scepticism and raise questions about the brand's credibility, which is the main barrier highlighted in the literature. (Gineikiene et al., 2017). Brands must also navigate conflicts between global influences and nationalistic sentiments and rely on limited common elements with low symbolic meaning, which can reduce brand impact. Therefore, glocal strategies may need to be complemented by innovative, multicultural approaches to better reflect diverse cultural identities (Strizhakova et al., 2012; Therkelsen, 2003; Kipnis et al., 2014).

Another challenge of glocalization is the conceptual complexity of the definition itself, as it requires reconciling what are often perceived as opposing forces - globalization and localization - making it difficult to interpret or implement in practice (Salazar, 2005). In the tourism sector for example, glocalization often overlooks local resistance to foreign cultural practices. This view highlights underlying social inequities and power dynamics, such as who controls the glocal process, whose culture is prioritized, and who ultimately benefits

economically and socially (Soulard et al., 2019). It also tends to assume that organizations are ethically driven and capable of responsible adaptation, which can be overly idealistic (Soulard et al., 2019). Regarding the consumption of glocal food products, barriers include insufficient innovative production planning and limited government support in developing countries (Wilhelmina et al., 2010).

Glocalization also presents challenges across other sectors. In education, glocal teaching environments can deepen inequalities between institutions, especially where resources, infrastructure, or technology access are uneven (Caniglia et al., 2018). From a policy and social perspective, the glocalization of the economy often aligns with neoliberal policies, contributing to fragmented and precarious labour conditions, particularly for immigrants (Dundon et al., 2007). In the public policy field, states' reluctance to share governance power can restrict citizen participation in global policy through local initiatives (Chan, 2016).

Table 13 Disadvantages and barriers of glocalization based on the selected articles

Business and Management	
Authors	**Disadvantages and barriers of glocalization**
Sheth (2011)	**One-Way Innovation Flow:** Glocalization often transfers innovation from rich to developing countries, limiting the potential of reverse innovation.
Popoli (2011); Baskerville & Grossi (2019)	**Global Accountability:** Global brands require integrated strategies, as stakeholders evaluate actions worldwide, and local adaptations may undermine transparency and global standards, highlighting the need for oversight.
Chung et al. (2012)	**Constraints for Small Firms:** Decentralized approaches like glocalization are less effective for small companies or in markets with legal systems similar to the home country.
Matusitz (2010)	**Power Shift to Local Managers**: Successful adaptation may require transferring more power and autonomy to local managers, creating management challenges.
Consumer Perception and Marketing	
Authors	**Disadvantages and barriers of glocalization**

Thompson & Arsel (2004); Gineikiene et al. (2017); Motley & Henderson (2008); Askegaard & Eckhardt (2012)	**Authenticity Risks:** Glocalization involves complex forms of emulation and re-appropriation, generating tension and questions of authenticity; This may lead to consumer scepticism and raise questions about the brand's credibility and social responsibility initiatives.
Therkelsen (2003)	**Limited Symbolic Meaning:** Relying on limited common denominators with low symbolic meaning can reduce brand impact.
Strizhakova et al. (2012)	**Conflicting Cultural Identities:** Navigating competing global influences and nationalistic sentiments creates challenges for brands in maintaining coherence and appeal.
Kipnis et al. (2014); Seo et al. (2015)	**Need for Innovative Approaches:** Beyond glocalization, multicultural brand strategies are needed to align brand meanings with diverse consumer identities.
Tourism and Cultural Contexts	
Authors	**Disadvantages and barriers of glocalization**
Salazar (2005)	**Conceptual Ambiguity:** Glocalization is difficult to interpret or implement because globalization and localization are often seen as opposing forces.
Soulard et al. (2019)	**Local Resistance and Power Dynamics:** Ignoring locals' resistance, social inequities, and questions of who controls the process or benefits economically or socially can undermine glocal strategies.
Milne & Ateljevic (2001); Wilhelmina et al. (2010)	**Complexity and Implementation Challenges:** Effective glocalization requires in-depth cultural analysis, the ability to navigate complex contexts, and sufficient innovation and government support in developing markets.
Soulard et al. (2019)	**Idealistic Assumptions:** Glocalization assumes organizations are ethically motivated to implement glocal strategies effectively, which may be unrealistic.
Other Areas (Policy, Education)	
Authors	**Disadvantages and barriers of glocalization**
Caniglia et al. (2018)	**Educational Inequalities:** Glocal teaching environments can exacerbate disparities between

	universities with differing resources, infrastructure, or technological access.
Chan (2016)	**Governance Constraints:** States may resist ceding control, fearing loss of sovereignty, which restricts citizen participation in global policy through local institutions.
Dundon et al. (2007)	**Labor Market Fragmentation:** Economic glocalization, shaped by neoliberal policies, can produce precarious work conditions, particularly affecting immigrant workers.

Source: Author's Elaboration

4. Discussion

Regarding the conceptualization of glocalization, the defined objective of offering a comprehensive definition of glocalization is complicated by the fragmented nature of the literature. Across studies, there isn't a unique and consistent concept, reflecting differences across disciplines, sectors, and empirical contexts. Organizing the different perspectives into four major categories - strategic and managerial, socio-cultural, political and policy, and knowledge and technology - provides a structured method to navigate this complexity.

Across these perspectives, glocalization is portrayed as a dynamic negotiation between global standardization and local adaptation (Festa et al., 2020). As shown in Table 11, the strategic and managerial perspective emphasizes market expansion, resource optimization, and adaptability through decentralized decision-making (Soulard et al., 2019; Barkemeyer & Figge, 2014; Chung et al., 2012), while the socio-cultural perspective highlights cultural hybridization and emergence of new consumer groups (Giulianotti & Numerato, 2018; Strizhakova et al., 2012; Lysonski & Durvasula, 2013). The political and policy perspective focus on legitimacy, local governance, and anti-globalization movements (Baskerville & Grossi, 2019; Chan, 2016; Caniglia et al., 2018), while the knowledge and technology perspective illustrates the cross-integration of knowledge across contexts and the combination between digital technologies and local experiences (Caniglia et al., 2018; Kopalle et al., 2022; Carayannis & Campbell, 2009).

The advantages and best practices of glocalization were categorized into four sectors: business and management, consumer perception and marketing, tourism and glocal products, and other areas, as shown in Table 12. Across these sectors, glocalization provides relational benefits by empowering communities and fostering collaboration (Soulard et al., 2019; Caniglia et al., 2018). It also delivers market-oriented benefits, such as expanding consumer bases, improving global performance, and enhancing marketing impact by pairing global consistency with locally relevant meaning (Gineikiene et al., 2017; Lysonski & Durvasula, 2013). In addition, glocalization promotes strategic adaptability, allowing organizations to balance global objectives with local needs and an efficient allocation of resources locally, regionally and globally (Carayannis & Campbell, 2009; Abecassis-Moedas et al., 2012). Finally, it contributes to sustainability and long-term impact by generating reciprocal economic and social value (Wilhelmina et al., 2010).

Shared best practices highlight how these advantages are achieved. They include integrating local knowledge and culture into strategies, co-developing solutions with local actors, linking global standards to local meanings and prioritizing ethical and culturally sensitive engagement (Soulard et al., 2019; Baskerville & Grossi, 2019; Mak et al., 2012).

Practical applications illustrate these principles. In tourism, for example, best practices include integrating local language and culture into organizational structures, recruiting and training residents for leadership positions, and collaborating with local NGOs and community initiatives (Soulard et al., 2019). In management, glocalization proves most effective when knowledge is not merely transferred but co-developed with local actors (Carayannis & Campbell, 2009). Regarding consumer behaviour, glocalization allows companies to overcome anti-corporate and anti-globalization sentiments (Thompson & Arsel, 2004). In policy making, glocal approaches work best when they support reciprocal engagement between citizens and governments, rather than imposing top-down solutions (Chan, 2016).

Regarding disadvantages and barriers, glocalization faces several challenges that affect its success across contexts. These were categorized into four sectors: business and management, consumer perception and marketing, tourism and cultural contexts, and other areas. As shown in Table 13, one barrier is the conceptual ambiguity and complexity of glocalization, as it merges globalization and localization, which are often seen as opposing forces (Salazar, 2005). Implementation challenges also arise due to structural, institutional, and resource constraints, which can hinder effective adaptation (Chung et al., 2012; Wilhelmina et al., 2010).

Organizations must also navigate authenticity risks, since superficial adaptations can undermine credibility and consumer trust. For example, a local shop may project a local and anti-corporate image while operating without regard for local social values (Thompson & Arsel, 2004). Conflicting priorities create additional tension when global influences and nationalistic sentiments clash, or when local adaptations weaken global standards (Strizhakova et al., 2012). Finally, social and ethical risks emerge when inequities or community needs are overlooked, potentially resulting in negative outcomes for local residents (Soulard et al., 2019).

Sector-specific examples further illustrate how these barriers manifest in practice. In tourism, effective glocalization requires more than symbolic cultural inclusion, it demands a deep understanding of the economic and social dynamics between visitors and residents (Milne

& Ateljevic, 2001). Regarding food consumption, efforts to promote glocal products often face challenges due to limited innovation, weak infrastructure, and insufficient policy support (Wilhelmina et al., 2010). In business and management, decentralized approaches can enhance local responsiveness, but they may be less effective for smaller firms or in markets similar to the home environment (Chung et al., 2012). In addition, empowering local managers, often framed as a best practice, can become a liability without clear coordination and shared values (Matusitz, 2010).

Within consumer perception and marketing, challenges include reliance on limited common denominators with low symbolic meaning for brand communication, as well as managing scepticism regarding socially responsible initiatives (Thompson & Arsel, 2004; Gineikiene et al., 2017; Strizhakova et al., 2012). In other areas, such as policy, states may be reluctant to cede control, restricting citizens from participating in global public policy through glocal governance initiatives.

The comparison between advantages and disadvantages reveals some tensions. Many elements presented as benefits are also described as potential risks, depending on how glocalization is implemented. For example, while local adaptation can enhance brand credibility and foster consumer loyalty, it may also generate scepticism if perceived as inauthentic (Gineikiene et al., 2017; Thompson & Arsel, 2004). Similarly, glocal strategies strengthen corporate reputation and optimize knowledge integration, yet they risk undermining global accountability and transparency (Carayannis & Campbell, 2009; Popoli, 2011). In tourism, glocalization enriches visitor experiences and supports local economies, but it can also reinforce inequities and overlook local resistance (Festa et al., 2020; Soulard et al., 2019). These tensions suggest that the same mechanisms that create opportunities can simultaneously produce vulnerabilities, underscoring the need for careful, context-sensitive management.

This study advances the literature on glocalization by developing a framework that explores definitions and elements, advantages and best practices, and disadvantages and barriers across disciplinary perspectives and sectors. It shows that differences across perspectives represent distinct emphases rather than contradictions, all of which should be considered, and identifies common elements that play a central role in the theory of glocalization. In addition, by confronting advantages and disadvantages, it uncovers dualities that deepen theoretical understanding.

From a practical standpoint, the study underscores that effective glocalization requires aligning strategic and managerial objectives with sensitivity to socio-cultural, political, and technological contexts. It equips organizations with awareness of risks - such as authenticity concerns, organizational constraints, and inequalities - allowing them to anticipate and mitigate barriers. Moreover, by linking glocalization to digital transformation and artificial intelligence, the study offers future-oriented insights into how glocalization can be leveraged to address contemporary global challenges.

5. Conclusion

The goal of this systematic literature review was to explore the definition and key elements of glocalization, identify the advantages and best practices for its implementation, and analyse the disadvantages and barriers that may undermine its effectiveness. Glocalization is viewed as a complex, context-dependent process shaped by the interplay between global ambitions and local realities, emerging as a dynamic negotiation between global standardization and local adaptation. The 14 perspectives reviewed highlight both its versatility and the lack of conceptual consistency. However, several common elements emerge from the literature, including the capacity to adapt to local conditions, recognition of local uniqueness, balancing global and local resources, and responding strategically to homogenizing pressures.

At the same time, important differences remain: managerial perspective emphasizes glocalization as a competitive advantage, while socio-cultural and policy perspectives highlight local identity, residents' resistance, and political considerations, and knowledge and technology perspectives show how global–local tensions operate in areas such as education and artificial intelligence. While these are not explicit contradictions, they reflect distinct emphases. For organizations and policymakers, these views suggest that successful glocalization depends on integrating these perspectives, leveraging strategic and managerial benefits while remaining attentive to socio-cultural implications and responsive to technological transformations.

When implemented effectively, glocalization delivers value across sectors. Relational benefits include fostering authentic local engagement and empowering communities, while market-oriented benefits involve attracting consumers and improving global performance. Strategic adaptability allows organizations to balance global standards with local needs and long-term impact is achieved by generating reciprocal economic and social value. These outcomes are reinforced by best practices that consider local knowledge and cultural understanding into organizational strategies, foster collaborative development, align global objectives with local relevance, and ensure decisions are guided by ethical and culturally aware considerations.

Despite its potential, glocalization faces several challenges that can limit its effectiveness. Conceptual ambiguity and complexity make it difficult to interpret, while practical implementation can be hindered by structural, institutional, and resource limitations.

Additionally, organizations face authenticity risks, as surface-level adaptations may compromise stakeholder trust. Conflicting priorities between global objectives and local expectations may generate tension, and social or ethical oversights can produce negative consequences for communities. Addressing these challenges requires careful consideration of context, capacity, and local dynamics to ensure that glocal strategies are both effective and responsible.

A key limitation highlighted by this review is that empirical research on glocalization remains fragmented across sectors, resulting in the absence of a single, consistent definition. However, by organizing the perspectives into four major categories, this study provides a structured framework for navigating this complexity and offers a foundation for future research to examine sector-specific applications, considering the multidimensional nature of glocalization.

Moreover, further studies are needed in underexplored contexts such as the Global South, since existing research tends to focus on Western economic settings, leaving significant gaps in understanding how glocalization unfolds in developing regions (Alcadipani & Rosa, 2011). Future work could also examine the long-term impacts of glocal strategies on local communities and develop empirical tools to evaluate the effectiveness of specific practices.

This study was limited to papers published in English, indexed in a single database, and focused on high-impact journals (Q1 and Q2), meaning that relevant work outside these parameters may have been omitted. Additionally, the sample was restricted to 53 articles, and the citation threshold (minimum 30 citations) may have excluded recent but relevant publications (2023–2024).

Despite these limitations, the review offers significant contributions. Theoretically, it clarifies the fragmented conceptualizations of glocalization, organizes applications across sectors, highlights key benefits and best practices, as well as disadvantages and barriers to implementation. Practically, it provides guidance for organizations and policymakers on implementing glocal strategies in contextually appropriate ways, helping them balance global objectives with local realities and generate reciprocal value for stakeholders.

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7. Data Availability

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9. Conflict of interest

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