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# The Challenges of Google's Pursuit of Enlarging Their Global Market in China

Case Study Google In China Case Study Google in China To keep the continued growth as the first Internet searcher provider in the world, Google wished the entry in the Chinese market. With the tight censoring of China nevertheless, Google confronted several legal, cultural, and ethical challenges. Examining a study of the case for the Hill (2009) with the challenges Google faced together with several roles that the Chinese government played he will emphasize the difficulties found in the global business. The completion of the review of study of the case summing up the strategic and operational challenges of Google that enter on the Chinese market forward illustrates the challenges of the global business. Legal, Cultural, and Ethical Challenges Google established a service in the Chinese language in 2000 done so that it was working inside the United States and it was so it began the extension in China in 2004. Google faced many oppositions and legal challenges of opening in China, and the most significant obstacle was the strict well censoring of the Government of China. Even when Google handled the service of the United States, the Chinese government censured the results of search for his citizens; nevertheless, to begin to work in China, Google had to be in accordance with the rules of censoring of China. The Google also confronted legal changes with the employment of Chinese citizens and maintenance of a commercial position in the country. Culturally, Google confronted a lot of challenges and the direction of the Chinese personnel. Although not covered thoroughly in the study of the case, the opening of operations in any new country needs the cultural formation to understand like to handle the personnel appropriately.

The Google also confronted culturally challenges with the censoring because it was culturally acceptable to censure the content in China, whereas in the United States, the censoring was the taboo. The different sites in the censoring also created ethical challenges for Google. The opponents of the censoring supported that Google was acting immorally allowing the Chinese government to censure the content only of that time Google might work on the market. The opponents in the study of the case also indicated that Google wanted to change the freedom of the information for the possibility to increase profit on a new market. The followers of Google supported that the supply of the service of Google is more restrictive to the Chinese people than the censoring. To help to relieve ethical worries, Google fixed when this blocked the content at the bottom of every page then the user would realize. Role of the Government The government of China redeemed a critical role in the study of the case of Google. The made censoring to expire for the government created the primary legal, cultural, and ethical challenges. The Chinese government did not do the waiver in his position of which information Google might allow and this way he forced Google to adapt oneself to his regulation or rules to lead the business in the country. Even before Google was opening in China, the government already leaked the content to which his citizens might have access, and this position has not changed. For the lack of appetite of the government of negotiating or compromising, Google had to take the difficult decision in if the potential profit in China deserved the ethical perceived commitment.

After great consideration, Google compromised really and information of censor to work in China, but they have changed since then positions and have moved back from the country (Musil, 2010). Strategic and Operational Challenges The study of the case of Google principally

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focused in the ethical and legal challenges turned opening operations in China; nevertheless, the managers of Google also confronted strategic and operational challenges even personnel, technology, and marketing. Operationally, Google confronted challenges experienced by many organizations entering a new country with personnel to provide of personnel and direction. The creation of a position in a new country for the first time also presents to operational challenges ground and resources of building as well as legal permissions, you license, and agreements. Strategically and operationally, Google had the challenge of adapting the technology to remain in accordance with the strict regulation or rules of censoring. The Google had to identify and block all the prohibited results of web. This was a difficult given challenge the ubiquitous nature of the Internet. The Google also confronted a strategic challenge of marketing in China because other engines of search of web existed and were already favored by the Chinese people. The Google had to understand a way of acquiring the part of the quota of market rapidly to become profitable in that region. The Google confronted many the legal, cultural, and ethical challenges opening the business in China, but the primary obstacle they were the satisfied censoring entrusted by the Chinese government. The Google had to decide that making to work in China it deserved the commitment of the restrictive information. The Chinese government redeemed a vital role in the entry of Google in the country and the government pushed back to negotiate or to compromise his position. Google also confronted strategic and operational challenges in even personal China, technology, and marketing. The study of the case of Google emphasizes the complex and enormous face of organizations of challenges when I negotiate initial in a new country. References Hill, C. W. L. (2009). International Business: Competing in the Global Marketplace (7th ed.).