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Global Commerce as A Catalyst for Cultural Resilience And Transformation

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Abstract

With the world becoming more interconnected, global commerce should not only be considered as economic exchanges but rather as a cultural force that has the power to change the way people look, behave and their ability to survive. This research paper examines the roles of world trade, digital market, and transnational company strategies as major agents of cultural endurance and change. On one hand, globalization has been blamed for causing cultural homogenization; on the other hand, new data show that trade can still stimulate the revitalization and the evolution of local communities by providing them access to the global markets where they can reengage with their heritage. This study combines the insights of cultural studies, international trade theory, and resilience literature to assess the roles of trade as both a disrupter and a supporter of cultural heritage. Through qualitative thematic analysis of 28 academic articles and policy papers, the study delves into the three aspects: (1) the transformation of cultural identities in accordance with global trade dynamics, (2) how trade through cultural industries and heritage products can serve as a source of cultural resilience, and (3) the impact of international supply networks and online commerce on cultural narratives. The Asia, Africa, and Latin America case studies demonstrate how economically disadvantaged communities use commerce as a tool to liberate them, thus transforming local heritage into assets celebrated worldwide.

The findings reveal that cross-border trade leads to the creation of hybrid culture which is one way of risk mitigating economically and at the same time increasing cultural exposure, thereby resilience is enhanced. However, issues of cultural appropriation, financial dependency, and power imbalance are still deliberated. According to the results, for commerce to be a real driver of endurance and change, it needs to be deeply integrated into ethical frameworks, fair trade, and governance policies that ensure cultural sovereignty. The article ends with the notion that cultural resilience in global business is not about resisting the change but rather negotiating it creatively. Trade, when done thoroughly and with accountability, thus turns into a revolutionary process through which cultures can continue, evolve and thrive in the global arena.

Keywords: global commerce, cultural resilience, transformation, globalization, trade, creative industries, cultural identity

Introduction

One of the most powerful changes that global trade has brought to the world is the integration of societies and cultures. From the Silk Road to the digital markets of today, trade has been the main driver not only for the material exchange but also for the non-material ones of ideas, languages, art forms, and cultural practices. In the twenty-first century, global trade has become a fully-fledged system of transnational flows of which there are physical trade, online platforms, and global value chains. It is a networked system that, through its different nodes, replicates the way cultures work, i.e., they evolve, change or stay the same in the process of globalization.

The opponents of globalization who have most often declared that trade leads to the disappearance of local culture as a result of the homogenization of cultures due to the standardization of international goods, proponents of cultural resilience argue for a more subtle truth. No cultural system is static; they are all dynamic, capable of absorption of external forces, reaction to disruptions, and they can also emerge in a new form while still being recognizable. Commerce, therefore, as a two-headed sword, can not only endanger the existence of cultural identities but can also be a source of their revival and resilience. The global creative economy is one of the most obvious instances of resilience as a result of commerce.

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Handicrafts, music, film and culinary cultures are becoming more and more a part of international trade, and cultural heritage becomes an economic resource. According to UNESCO, the global trade in creative goods and services has been expanding at an accelerated rate in the last two decades, which offers any community with systems through which it can conserve and advertise its cultural identity through avenues of accessing new economic opportunities. An example is indigenous Latin American and African artisans who have used the international e-commerce to market traditional fabrics and craft items, preserving local culture and interacting with overseas buyers.

Meanwhile, trade helps in changing culture. Digital trade, migration, and tourism have developed hybrid cultures consisting of local and global aesthetics. This hybridity questions the concept of the purity of cultures but highlights on how cultures have been resilient in embracing change. However, as in the case of yoga in India, it has become more of a global wellness industry where it no longer only carries a spiritual meaning but its new meanings have taken a different form and retained its cultural origins. It is also possible for music styles from Africa like Afrobeats to be criticized for losing their local specifics in the process of achieving significant impact on global pop culture, which, by the way, has proven how trade can become the medium for diverse cultures to communicate with each other beyond the common national frontiers. Nevertheless, the contribution of trade to culture is not a story that is told without issues. Apart from issues such as cultural appropriation, dependence on finances, and the asymmetry of power, these are factors that make the story complex.

One of the main issues of a lack of authenticity and the problem of being the owner arises from the fact that global brands tend to commodify cultural signs without actually paying much attention to their roots. Furthermore, the marginalized communities may become deprived of the right to have control over their narrative in the cultural sector when it is being consumed by global supply chains that are under the control of big corporations.

The conceptual framework of cultural resilience also refers to these contradictions. Generally, the word resilience is often misunderstood as it is not the same as blind survival but rather it implies a process of negotiation, adaptation, and transformation. If done appropriately in commerce, the cultures will be provided with the necessary resources and exposure through which they will flourish. If left unregulated, it will pose a danger of recreating the disparities and diluting heritage.

This article dives into these dynamics by incorporating the research on the subject of global commerce, cultural resilience, and change. It represents the global trade ways to be a positive instrument and at the same time, by conducting a thematic literature review of 28 academic sources and policy reports, it brings forward the challenges inherent in it. The research provides a range of

comparative insights across regions showing both the possibilities and the conflicts. The major idea presented in this paper is that global commerce should not be considered as an ultimate threat to cultural survival but rather it can be seen as a powerful agent of resilience and transformation, only if policies, institutions, and communities work together to provide conditions for ethical, inclusive, and sustainable trade practices.

Literature Review

1. Global Commerce and Cultural Exchange

Trade has always promoted intercultural communication and interaction globally. Frank (1998) was of the argument that cross-cultural interactions were accomplished as early as the sixteenth century on the influence of the world trade networks. Hopkins (2002) stressed that empires and trade routes created ways of cultural mobility and they had an impact on languages, religions, and art. More recently, Baldwin (2016) emphasized the role of the second unbundling of globalization that has augmented cultural interconnections through decentralizing production and trade. These readings demonstrate that trade has always been connected to the cultural change.

2. Commerce as a Motive of Cultural Strength.

The ability of cultural systems to absorb shocks and adapt to external stresses is what is termed as cultural resilience. Adger (2000) developed a social-ecological conceptualization of resilience and Folke (2006) has defined resilience to be adaptive capacity. When these frameworks were applied into the culture, Pratt and Jeffcutt (2009) conjectured that global trade provides the creative industries with economic fronts to preserve traditions beyond just supporting innovations. UNESCO (2013) also reports the same in regards to the manner through which cultural goods trade benefits heritage industries. This, as he referred to it as the hybridization where cultures develop by exchanging rather than replacing, is what Pieterse (2015) calls the hybridization.

3. International Value Chain and Local empowerment.

The risks and opportunities of incorporating the local producers into the global value chains are there. Gereffi (2018) outlined how value chains can empower the communities by gaining access to the global markets. The internationalization of cultural products by rural producers was shown in the studies of Ray and Sayer (1999). Kaplinsky and Morris (2001) say that the trick to success in integration is to balance between economic opportunities and cultural authenticity. The examples presented by Wang and Huang (2018) of the heritage industries in China and Nwauwa (2020) of African crafts have provided insight into how trade is applicable to the preservation of cultures.

4. Digital Commerce and Transformation of Culture.

The world has become more digital and this has altered how global trade and cultural exchange occurs. Castells (2010) discussed the era of a network society when the digital platforms are the primary sources of cultural flows. As Brynjolfsson and

McAfee (2014) noted, digital commerce does not only transform the face of industries, but also the trend of cultural consumption. Culturally, Flew (2012) suggested the internet-based creative economies as the novel avenue through which the previously silenced groups have their voices heard across the globe. The authors Jenkins et al. (2013) described the notion of participatory culture that implies that digital consumers are also cultural producers. All these research works convince us that the application of digital technologies in trade is not necessarily to boost the activities of commerce but also to transform cultural stories.

5. Dilemmas of Culture Change due to Commerce.

Conversely, the reasons why global trade is a bad idea bring about cultural homogenization and cultural appropriation. Barber (1995) was concerned about the establishment of the so-called McWorld in which globalization causes uniformity of cultures in a manner that they become uniform. Tomlinson (1999) argued that the culture globalization process poses a threat to the existence of local cultures. In her disagreement, Klein (2000) dubbed cultural branding as a craze where international brands exploit the culture by using their symbols to generate revenue with minimal respect to the civilization where the culture originated. In more current works, such as the one by Comaroff and Comaroff (2009), the issue with the market dependency is identified as the driver of commodification of culture in neoliberal economies. The criticisms warn that trade can be a means of strength but it may lead to inequality and erosion of culture unless it is tamed.

The Way of Ethical and Inclusion Commerce

Researchers point out the importance of possessing ethical system to ensure the cultural resilience of the business world. Sen (1999) opines that development must lead to expansion of the freedoms including the cultural freedoms. Rodrik (2011) and (2002) were favouring the diversity- and equity-based trade systems. WTO (2018) and UNCTAD (2021) also stated that it is noteworthy to think about fair trade as the source of the cultural

Findings

Table 1. Global Commerce and Cultural Resilience – Comparative Insights

Dimension	Positive Impact (Resilience)	Negative Impact (Risk)
Cultural Exchange	Hybridization of traditions (Pieterse, 2015)	Loss of cultural purity (Tomlinson, 1999)
Creative Industries	Global markets for crafts/music (UNESCO, 2013)	Commodification of culture (Comaroff & Comaroff, 2009)
Digital Commerce	Amplified cultural voices via e-commerce (Flew, 2012)	Algorithmic bias favoring dominant cultures
Global Value Chains	Empowerment of artisans (Gereffi, 2018)	Economic dependency, unequal trade (Rodrik, 2011)
Policy Frameworks	Inclusive trade promoting diversity (WTO, 2018)	Weak IP protections for traditional knowledge

sustainability. The examples of the cultural economy introduced by Throsby (2010) case study and by Duxbury et al. (2016) creative cities show that the policy interventions can be applied to bring the world of commerce and cultural change into sync

Research Objectives

This research seeks to understand how worldwide trade has been a major factor in the survival and changes of culture. The objectives are:

1. By examining different regions, to understand in which way global trade helps or damages cultural resilience.
2. To assess how the use of e-commerce and creative industries contribute to the conservation of cultural heritage.
3. To point out the risk of cultural homogenization and misappropriation in international trade.
4. To develop a conceptual framework illustrating the impact of trade relationships on cultural resilience.
5. To suggest policy measures that would help in harnessing global trade for the benefit of emancipated cultural transformation.

Methodology

This research adopts a qualitative, interpretive approach, synthesizing interdisciplinary scholarship from cultural studies, economics, and globalization theory.

- **Design:** Thematic literature review (28 references).
- **Data Sources:** Academic articles, UNCTAD/UNESCO/WTO reports, case studies on commerce-driven cultural adaptation.
- **Analytical Framework:** Comparative analysis across five dimensions: cultural exchange, resilience, value chains, digital commerce, and ethical governance.
- **Conceptual Modelling:** Development of the “Commerce–Resilience Transformation Model” to illustrate dynamic interactions between trade and culture.

Conceptual Framework: Commerce–Resilience Transformation Model

The **Figure 1** demonstrates how commerce can either empower or erode resilience, depending on governance and inclusivity

- **Core Layer (Cultural Foundations):** Traditions, heritage practices, local identities.
- **Middle Layer (Commerce Mechanisms):** Global value chains, digital trade, creative industries, diaspora markets.

- **Outer Layer (Cultural Outcomes):**
 - **Resilience Pathway:** Hybridization, economic empowerment, visibility, cultural continuity.
 - **Risk Pathway:** Homogenization, cultural appropriation, dependency.

Bidirectional arrows connect layers, showing feedback loops: cultural foundations shape commerce strategies (authenticity, heritage branding), while commerce mechanisms transform cultural outcomes.



Figure1: Global Commerce and Cultural Resilience – Comparative Insights

Results and Discussion

The discussion shows that global trade plays a complex and contradictory role in cultural survival. The results indicate that, although trade might empower societies and diversify cultural economies, it can also pose the threat of commodification and addiction.

1. Commerce as a Motor of Continuity of Culture

The evidence indicates that world trading has been an advantage to the creative economy such as crafts, music, film, and food. According to the highlighting made by the UNESCO (2013), exporting of cultural goods creates economic motives to allow communities to practice traditionally. The example of Latin American textile market and African music industry shows how commerce strengthens the local culture by changing it into globalized products. This proves the idea that business can be not always a destructive phenomenon, but one of the channels of cultural continuity.

2. Revolution using Hybridization

Despite the signs that global trade can promote culture change based on hybridity. Pieterse (2015) states that this was the amalgamation of the local and global cultures. The speed of internationalization of the yoga practice, the success of Afrobeat in other corners of the world, and the

fusion of cuisines between communities in diasporas justify how commerce can build new cultures and preserve the link to the past simultaneously. The changes are not losses to culture, but survival strategies since the traditions can yet be used in the evolving international environments.

3. The possible dangers of Cultural Appropriation and Inequality.

There exist also hazards of trade. Critics like Tomlinson (1999) and Klein (2000) argue that international trade is more biased towards the dominant cultures and this leads to homogenizing. The multinational fashion firms engaging in the act of appropriation of indigenous designs raises an issue on the asymmetry of power in the sense that the communities are denied the cultural capital. The outcome shows that without the effective intellectual property regulation and ethical exchanging mechanisms, trading would contribute to the preservation of inequalities, and depriving cultures of their agency.

4. Digital and Diaspora Commerce as Accelerants.

The social media such as Etsy or Shopify has provided artists with a larger platform to be heard and algorithms tend to favor mainstream products over niche cultural products (Flew, 2012). By hybridizing in new ways, Diaspora markets become a counterbalance aspect, hence the need of heritage

products in the new markets. The case of the culturally brokered trade which is being promoted by the diaspora shows that in addition to guaranteeing preservation, the transnational cultural brokers also guarantee the change so that they can be able to foster resilience across the borders (Cohen, 2008).

5. Policy Implications

The results show that trade cannot cause resilience without policy interventions. The concepts

of inclusive trade and cultural rights are propagated by international organizations (WTO, 2018; UNCTAD, 2021). The national governments have a responsibility of ensuring the cultural sovereignty is maintained and at the same time, foster the global competitiveness. Such ethical frameworks as fair trade, community-based certification, and benefit-sharing are critical in delivering commerce as a form of empowerment and not a way of exploiting the cultural communities.

Table 2. Policy Challenges and Suggested Solutions

Challenge	Policy Solution
Cultural appropriation	Stronger IP protection for cultural expressions
Unequal access to global markets	Fair trade agreements and digital inclusion programs
Commodification of traditions	Community-led branding and certification models
Diaspora underutilization	Policies supporting diaspora entrepreneurship
Algorithmic bias in e-commerce	Regulation of platform fairness and visibility tools

Conclusion

The research reveals that world trade operates as a major both driver and problem of cultural resilience and change. Trade enables resilience through the provision of the necessary economic incentives for the preservation of traditions, increasing the cultural visibility and making it possible for the hybrid cultural forms to spread through digital and diaspora networks. At the same time, trade has the potential of dismantling cultures because of appropriation, homogenization, and the existence of imbalances of power in the global markets.

The Commerce–Resilience Transformation Model put forward here highlights the requirement to consider trade as a mediator that is in flux: its effect depends on the interaction of cultural pillars with trade mechanisms and policy frameworks. Those communities which take an active role in determining the manner in which their cultural heritage is utilized for commercial purposes, will more likely achieve resilience and empowerment, at the same time, the passive participation stipulates an exploitation risk. The first point is that cultural resilience in a globalized world is not about resisting external influences but rather about strategically negotiating them. Worldwide trade, if it is part of morally, fairly and community-driven frameworks, can be a vehicle for cultural change that enables local cultures to remain viable and to even expand in the global market.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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