



# **BUSINESS ACUITIES**

**September 2021**

## **INTERNATIONAL BUSINESS**

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## IMPORTANT TECHNOLOGY NEWS

### THREE IMPORTANT TECHNOLOGY NEWS FROM SEPTEMBER 2021:

#### 1. Apple announces iPhone 13 lineup:



In September 2021, Apple unveiled its latest iPhone models, the iPhone 13 lineup. The new iPhones featured improved cameras, faster processors, and longer battery life compared to their predecessors. The iPhone 13 series also introduced a smaller notch and a ProMotion display with a 120Hz refresh rate for smoother scrolling and more responsive touch.

#### 2. Microsoft announces Windows



Microsoft made headlines in

September 2021 with the announcement of Windows 11, the next major version of its operating system. Windows 11 introduced a redesigned Start menu, centered taskbar, and new snap layouts for multitasking. It also included performance improvements, gaming enhancements, and tighter integration with Microsoft's cloud services.

#### 3. Facebook faces whistleblower allegations:



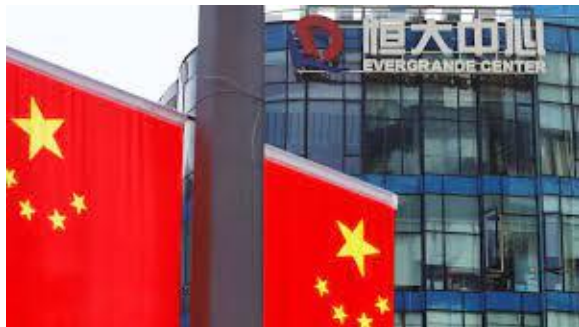
In September 2021, a former Facebook employee turned whistleblower, Frances Haugen, made explosive allegations against the

social media giant. She claimed that Facebook's algorithms and systems were causing harm to users and that the company prioritized profit over user safety. Her revelations sparked widespread discussions about the impact of social media on society and led to increased scrutiny of Facebook's practices by regulators and la

## **DOMESTIC BUSINESS**

### **DOMESTIC BUSINESS FROM SEPTEMBER 2021**

#### **1. Evergrande Crisis:**



Chinese real estate developer Evergrande Group faced a major financial crisis in September 2021, raising concerns about its debt repayment capabilities and potential impact on the Chinese economy. The company's struggles caused ripples in global financial markets

#### **1.Apple and Epic Games Legal Battle:**



In September 2021, a highly publicized legal battle between tech

giant Apple and video game developer Epic Games reached its climax. The dispute centered around Apple's App Store policies and fees. A court ruling was issued, stating that Apple must allow developers to direct users to alternative payment methods, impacting Apple's control over in-app purchases.

#### **3. Federal Reserve's Monetary Policy:**

The U. S. Federal Reserve held its monetary policy meeting in September 2021. The central bank announced plans to start tapering its bond-buying program later in the year, signaling a gradual reduction in the economic stimulus measures

implemented during the COVID-19 pandemic.

#### **4. Cryptocurrency Regulations:**

Regulatory concerns regarding cryptocurrencies gained prominence in September 2021. Various countries, including China, announced restrictions on cryptocurrency trading and mining activities, causing significant volatility in the crypto market.

#### **5. Tesla's Battery Day:**

In September 2021, Tesla held its highly anticipated Battery Day event, where CEO Elon Musk unveiled plans for new battery technologies, including a "tablets" battery cell design and increased energy density. The event generated significant interest in the electric vehicle industry.

#### **6. Supply Chain Challenges:**

Throughout September 2021, global supply chain challenges intensified, affecting various industries. Factors such as the ongoing COVID-19 pandemic, semiconductor shortages,

and logistics disruptions contributed to delays and rising costs for businesses worldwide.

## **INTERNATIONAL BUSINESS**

### **INTERNATIONAL BUSINESS IN SEPTEMBER 2021**



#### **1. China's Regulatory Crackdown:**



China intensified its regulatory crackdown on various sectors, including technology, education, and property, in September 2021. The actions had significant implications for companies such as Alibaba, Tencent, and Didi, resulting in increased scrutiny and

stricter regulations in the Chinese market.

## **2.Global Supply Chain Disruptions:**

Supply chain disruptions continued to make headlines globally in September 2021. Factors such as the COVID-19 pandemic, shipping container shortages, and labor shortages affected Industries worldwide, leading to delays, rising costs, and inventory shortages.

## **3.Evergrande Debt Crisis:**

As mentioned earlier, Chinese real estate developer Evergrande Group faced a severe debt crisis in September 2021. The company's financial troubles reverberated globally due to its extensive debt obligations, causing concerns about potential systemic risks in the global financial system.

## **4.German Elections:**



Germany held federal elections in September 2021, leading to political implications for Europe's largest economy. The elections resulted in a change in leadership, with Olaf Scholz of the Social Democratic Party becoming the new chancellor-elect. The outcome had potential implications for Germany's economic policies and international relations.

## **2. Global Inflation Concerns:**

Inflation concerns dominated international business news in September 2021. Rising prices, supply chain disruptions, and expansive monetary policies

implemented during the pandemic raised worries about inflationary pressures globally. Central banks and policymakers closely monitored the situation and discussed potential measures to address inflationary risks.

### 5.COP 28 Climate Conference:



In September 2021, preparations for the 26th UN Climate Change Conference of the Parties (COP26) gained momentum. The conference,

scheduled for November 2021 in Glasgow, aimed to bring together world leaders to discuss climate change and its economic implications. The event drew attention to sustainability and renewable energy sectors.

2021 SEPTEMBER

### TWITTERING

### TWITTERING AWAY OUR DELIBERATIVE CAPACITY:



Social media and the threat to democracy

Communication technologies lie at the heart of every society, and their structural bases contribute to many of our social biases. The use of social media, and specially Twitter, by former US president Trump offers a case study in how the rise of social media is driving populism divisive rhetoric, and harm to our socio-political landscape Dr Brian Ort at Missouri State University and Dr Greg Dickinson at Colorado State University have identified three fundamental biases of Twitter



simplicity, impulsivity and incivility- each of which were leveraged by @realDonaldTrump

Communication technologies lie at the heart of every society. They shape our politics, our art, and our culture crucially, since every technology has inherent biases. Communication technologies are good at doing some things and not others: they influence not only how we communicate but also how we view ourselves and our world. In short, the structural biases of our prevailing communication technologies contribute to many of our social biases which, in turn, alter our behavior and thought.

The use of social media and especially Twitter, by then-president Trump is often perceived as having caused harm to our socio-political landscape. However, Dr Brian Ott of Missouri State University and Dr Greg Dickinson of Colorado State University argue that the Trump-Twitter crisis is in fact better seen as a symptom of the diaspora and not its root cause. Together Dr Ott and Dr Dickinson are studying how changes in communication technologies have

altered public discourse, with Trump's use of Twitter simply a (highly visible) case study of how the rise of social media is harming our politics and our culture

Twitter is a training ground for devaluing others:



it simply makes it too easy to be

The rise of social media We are currently living through one of the most dramatic changes in the dominant communication technology in all of human history. Just as oral culture gave way to print culture the literate world has given way to a digital world. With that shift, we are witnessing an array of both opportunities and challenges. In turn, the structural bases of digital media, namely connectivity, have driven unprecedented innovation

in science technology, and medicine But these souse biases often pose challenges to gain human connection reliable information, reasoned deliberation, and democratic ideals and institutions.

Fur over/ two decades. Dr Ott and Dr Dickinson have studied spocches, muscom memorials, televisios, film, and more recently, social media platforms. In particular, they have focused on Twitter -a communication teclmology whose fundamental biases they have identifiesta simplicity, impulsivity, and incivility

## ENTREPRENEURSHIP TRENDS AND ACTIVITIES

## ENTREPRENEURSHIP TRENDS AND ACTIVITIES AROUND THAT TIME:



## 1. Rise of E-commerce:



Due to the COVID-19 pandemic, e-commerce has seen a significant increase in demand. leading to a surge in entrepreneurship activities related to e-commerce businesses. Entrepreneurs have been leveraging online platforms and digital marketing strategies to grow their businesses.

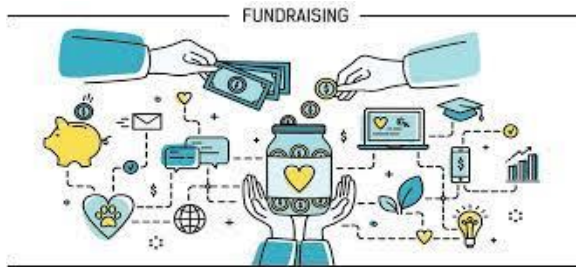
## 2. Sustainability-focused startups:



Entrepreneurs have been focusing on creating businesses that are environmentally sustainable. socially

responsible, and ethical. There has been a growing interest in startups focused on renewable energy, waste reduction, and carbon emissions reduction.

### 3. Funding and investment activities:



Venture capital firms and angel investors have continued to invest in startups despite the pandemic. Some entrepreneurs have been taking advantage of the low-interest rates to secure funding for their businesses.

### 3. Shift towards remote work:

The pandemic has led to a shift towards remote work, and entrepreneurs have been leveraging this trend by building businesses that cater to remote work or providing remote work solutions.

### 4. Digitalization:

Entrepreneurs have been embracing digital technologies to improve their businesses' efficiency and reach. They have been using technologies such as artificial intelligence, automation, and big data analytics to improve their operations and enhance customer experiences.

## CHINA'S EVERGRANDE CRISIS

## CHINA'S EVERGRANDE CRISIS HAS SENT GLOBAL STOCK MARKETS IN PANIC MODE



Evergrande's collapse could have a spillover effect on many Chinese sectors and lead to massive job losses. The global economy will also be impacted as foreign banks have exposure to Evergrande. By India Today Web Desk: Stock markets around the world have been jittery from Monday as concerns keep growing over the possibility of

massive defaults by one of the biggest Chinese real estate developers Evergrande Group.

There are high chances that the embattled firm will default on upcoming payments later this week even as its chairman tried to lift confidence. Shares of the property developer plunged by as much as 7 per cent on Tuesday, following a 10 per cent drop a

day ago. The group's shares have plunged nearly 80 per cent this year and already faced multiple downgrades by ratings agencies.

The property developer has two interest payment deadlines coming up one worth nearly \$84 million on its bonds on Thursday and another worth over \$47 million on September 29. It may be noted that both bonds would default if Evergrande fails to settle the interest payments within 30 days of scheduled payment dates.



Analysts believe the company is likely to default unless it successfully negotiates a restructuring plan with banks. In fact, the company has also been unable to repay investors in the wealth management business.

While most stock markets in the world rebounded slightly on Tuesday, experts are worried about the impact the default would have on the global economy. Meanwhile, stock markets around the world continue to keep a close watch on the Evergrande crisis. Evergrande Group is the world's most indebted real estate developer with dues worth over \$300 billion, including bank loans, short-term borrowings and supplier credit among others. The amount is equivalent to 2 per cent of China's GDP and probably

one of the biggest debt piles in the world.



It was once China's top-selling property developer but tightening of lending rules by the country has made existence difficult for the debt-laden company. This is in stark contrast with its position a few years ago when it was part of the elite Fortune 500 companies.

There are fears now that the collapse of the company could have a serious impact on the country and the world, given the fact that China is the second-largest economy in the world. Worried investors have even termed the crisis as China's very own "Lehman Brothers" moment.

While global brokerages have downplayed the threat of Evergrande'

s crisis, it could pose serious threats to China's property market and economic instructions. A spillover effect, therefore, cannot be ruled out.

Like all major financial crises, Evergrande Group's financial woes have not just popped up in a day but due to years of aggressive borrowing. The debt-fuelled growth has served the company well, helping it expand its business empire to the extent that it owns China's most popular football club, Guangzhou FC. Evergrande Group was founded in 1996

by businessman Hui Ka Yan in 1996 in



Guangzhou, located in southern China. It

was formerly known as the Hengda Group.

