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Impact of Globalization on Socio-Cultural and Political Economies: Students' Narratives from the Global South

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A B S T R A C T

Globalization is not a single, uniform force but rather a dynamic and evolving process with a range of outcomes—positive, negative, and sometimes unintended. These assertions show that globalization can help foster innovative, creative and affluent political, economic and socio-cultural practices, but can also lead to the growth of inequality, widening the poverty gap in inter and intra-country, and environmental destruction. This study explores the perspectives of 214 tertiary students on globalization and its influence on Ghana's political and socio-cultural practices. A descriptive design and a questionnaire were used for data collection. The study revealed that the influence of globalization on Ghana's political landscape is multifaceted, with significant implications for governance, international relations, sovereignty, and political inclusivity. Also, globalization is a transformative force that has introduced diversity and innovation into Ghanaian cultural expressions. The study recommends that Ghana carefully assess the balance between its national policy autonomy and international or global governance frameworks in order to enhance productive capacity, promote economic, and foster a stable financial and investment environment.

A R T I C L E   I N F O

1. INTRODUCTION

Today, the world is undergoing a period of rapid transition and transformation, moving steadily toward the integration of a single global market, often referred to as the Global Village. Many countries are easing import regulations to open up their economies and attract foreign capital. Additionally, some have relaxed visa policies to facilitate the free movement of people across continents. The transformations in the world have been extensive. Hence, countries are challenged by this integrated global market, and how national borders are becoming increasingly irrelevant due to liberalisation. This ongoing transformation of the world is referred to as globalization.

According to the Peterson Institute for International Economics, globalization refers to the increasing interdependence among the world's economies, cultures, and populations, driven by cross-border trade in goods and services, technological advancements, and the movement of investment, people, and information (Papanikos, 2024). Similarly, National Geographic Education describes globalization as the process through which trade and technology have enhanced global connectivity and interdependence (McDaniel, 2022). The integration of economic, cultural and political conformity worldwide has had a significant impact on every aspect of life across the globe (Sarbah and Quaye, 2021).

People across the globe have become more attached and annexed to each other. Capital, money and information move more rapidly than ever before. Goods and services manufactured abroad are now seen in all parts of the world because of globalization. Diverse political, social and cultural ideologies in governance, communication and transport, the environment, free trade, privatisation, market-oriented and liberalisation of trade policies have become some of the driving forces of globalization. These have brought competition to the Ghanaian politico-socio-cultural arenas.

According to (Carter, 2025), globalization is interpreted differently among scholars, reflecting various ideological perspectives. Some perceive it as a continuation of post-modernisation, while others see it as a communication revolution or a redefinition of statehood beyond traditional borders. Optimistic scholars view globalization as a pathway to peace, cooperation, and economic progress. In contrast, more critical or pessimistic perspectives highlight its downsides, such as political instability, the erosion of vulnerable communities, and unequal competition that disadvantages developing economies. These different ideologies motivate this study to examine students views on the influence of globalization on Ghana's political and socio-cultural practices. It further profiles gender perspectives of students and their area of academic specialisation on the issue of globalization.

1.1. Research Questions and Hypothesis
Research Questions and Hypothesis
1. To what extent has globalization impacted Ghana's politics?
2. To what extent has globalization influenced Ghana's socio-cultural practices?

H0: There is no statistically significant difference in how globalization affects Ghana's socio-cultural practices related to gender.

H0: There is no statistically significant difference in the influence of globalization on Ghana's socio-cultural practices concerning the programme of study.

2. LITERATURE REVIEW
2.1. Dimensions of Globalization
2.1.1. Political Dimension of Globalization

This dimension suggests that the building of political players is not decided within separated and liberated or independent units. Therefore, globalization in political ideology is the process of political structuring. The rearrangement of political institutionalised structures and experiences for conforming and eliminating deficiencies of states. According to (Shahjahan and Grimm, 2023), Globalization decreases the control of states and the government of their nations. As a result, civil attitudes, democracy, social liberalisation, as well as culture are promoted.

2.1.2. Social Dimension Globalization

This aspect of globalization is closely connected to its influence on the daily lives of individuals, families, communities, and broader societies. It relates to social aid, work conditions, income and employment. The social dimension of globalization above the labour world means culture, conformity and security of families, in societies and communities. According to (Miglani and Burch, 2021), the social dimension of globalization is attached to neoliberal ideology with the aim of privatisation and the rise of international competition, which is a mechanism for ensuring stability and the promotion of civil society.

2.1.3. Cultural Dimension of Globalization

Globalization results in unification, integration and elimination of cultural barriers. It is a move towards an equal world and a good life for individuals, societies and communities. On the other hand, the globalization of culture is not suitable because of the fear of giant global powers and the perpetuation of multinational relations with global organisations like the International Monetary Fund (Kwon et al., 2022). Roll et al. (2024), through their analysis of micro-data from 41 countries, highlight the influence of globalization across economic, social, and political dimensions on gender-based economic inequality. Their findings indicate that although women's participation in the labour force has been gradually increasing, significant disparities remain across countries in terms of women's access to gainful employment and occupational equality.

The study suggests that globalization is positively associated with women's overall participation in the workforce. However, it also finds a negative association between globalization and women's likelihood of securing well-paying managerial and professional roles. The findings also indicate that social globalization is more consequential for gender inequality in the labour market than economic or political globalization.

2.1.4. Gender and Globalization

Keller and Utar (2022), using employer-employee data from Denmark's population registers, found that labor market shocks often push women in their late 30s,

approaching the end of their biological clock, to decide to have children, particularly when displacement occurs. Their study highlights that high-earning women in leadership roles, or those needing to invest in new human capital and employment opportunities, face substantial constraints when it comes to having children within a limited biological timeframe.

This dynamic contributes to labor market penalties for women due to the biological clock, ultimately reinforcing gender disparities. They further argue that men and women respond differently to labor and family changes, resulting in significant long-term gender inequality. Women generally experience more adverse effects from top-down globalization processes, yet they are also key players in grassroots movements that promote alternative global visions from below. While both movements may share a common aim of shaping a unified or equitable global order, their symbolic politics differ significantly. Globalization from above, driven by corporate capitalism and state actors, often invokes the idea of a globalised world to maximise profits or justify conservative policies (MacLeavy, et al., 2021).

In addition, (Acosta et al., 2021) observed that progress in gender equality, measured by the Gender Equality Index and representation of women in leadership across economic, social, and political domains, has been slow. Although there has been a modest increase in the number of women in leading roles, substantial opportunities remain to further close the gender gap in managerial positions.

2.1.5. Education and Globalization

Tarhan (2024) conducted a qualitative study to explore the views of eight volunteer Social Studies teachers working in secondary schools across the Denizli province, characterised by varying socio-economic and socio-cultural backgrounds. The study aimed to understand how these teachers perceive global issues and how they incorporate such topics into their classroom teaching. Findings indicated that the teachers engaged in a variety of awareness-raising activities to draw students' attention to globalization-related concerns.

They addressed global issues such as child labour, information technologies, and popular culture. However, the study also highlighted a significant coverage gap, as topics like education, racism, war, colonialism, human rights, domestic violence, nuclear energy, endangered species, and ozone layer depletion were notably absent from their classroom discussions.

Also, (Lawal, 2023) employed a questionnaire of 375 respondents to show that gender issues, environmental issues, human rights issues and terrorism were significant Social Studies content issues linked with globalization. The study recommended a paradigm shift in the focus of Social Studies education. It is advised that practitioners and curriculum planners move away from an overemphasis on national objectives and instead align the subject more closely with evolving global trends to produce effective global citizens. Social Studies teachers are encouraged to ensure that students develop a deeper understanding of the fundamental concepts of globalization to promote global integration.

Furthermore, it recommended the inclusion of more global issues such as peace studies, conflict resolution, refugee crises, and good governance principles in the

curriculum. To support this shift, the study emphasised the need for seminars and workshops to expose Social Studies teachers to innovative teaching methods and approaches suited to addressing globalization-related topics. In conclusion, it proposed that Social Studies objectives incorporate both global and national perspectives, equipping learners with a balanced view of issues to help them contribute meaningfully to solving both local and global challenges. The study also highlighted the importance of giving equal attention to globalization concepts across all aspects of Social Studies and its integrated subject areas.

2.2. Theoretical Framework
### 2.2.1. Neoliberalism

Neoliberalism is often viewed as a key aspect of reform in the era of globalization. According to (Glynos and Voutyras, 2022), neoliberalism is primarily a theory of political-economic practices that argues human well-being is best achieved by promoting individual entrepreneurial freedom and abilities. This is to be done within an institutional framework that emphasises strong private property rights, free markets, and free trade.

The responsibility of the nation-state under neoliberalism is to establish and maintain the institutions necessary to support these practices. This includes ensuring the stability of currency, as well as maintaining military, police, legal, and defence systems that protect private property and ensure markets function effectively even through the use of force, if needed. In cases where markets do not naturally exist, such as in areas like land, water, education, healthcare, social security, or pollution, the state must actively create them (Texbas, 2021).

However, once these markets are in place, the state's involvement should be minimal. This is because neoliberalism assumes that governments lack the information and capacity to manage markets efficiently. Furthermore, state intervention is seen as vulnerable to manipulation by powerful interest groups, especially in democratic systems. Neoliberalism promotes economic liberalisation, free trade, open markets, deregulation, privatisation of public services, and a reduced role of the state in economic affairs, placing greater emphasis on the private sector. The neo-liberal prescription has been seen as a panacea for spreading growth across space, though it is challenged and criticised by many scholars, as it has brought more inequality across space than ever before (Caterina, 2022).

2.2.2. Conceptual Framework

In **Figure 1** shows the conceptual connections between globalization and the politico-socio-cultural dimension. Gender and subject discipline (education) are also factors in its definition. For instance, political globalization influences individuals, families, societies, and community cultures. The aftermath of these interrelated dimensions leads to the modification or conservation of globalization or modernisation issues from the perspectives of gender and the subject area of study.
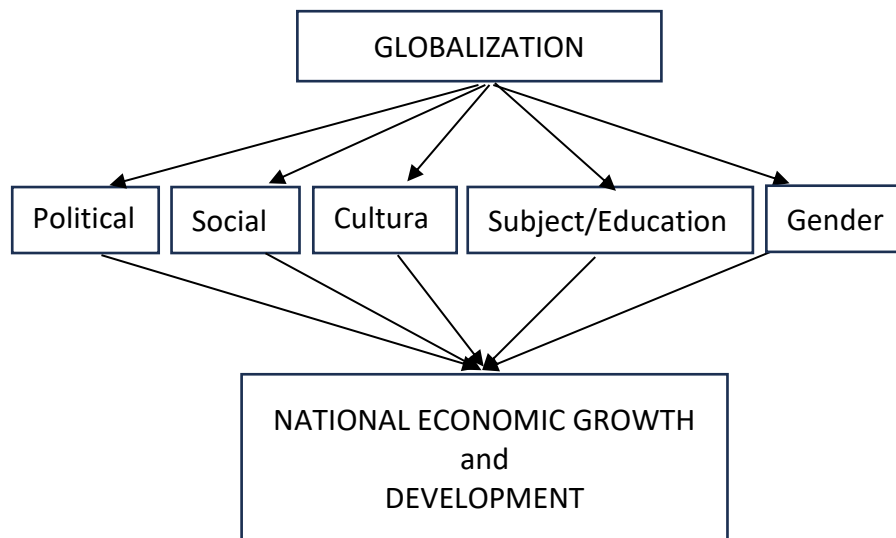
Source: Researchers' construct.
Figure 1. Conceptual Framework

3. METHOD

This study employed a descriptive research design because of its flexibility and effectiveness in identifying existing conditions and highlighting current needs (Hennink and Kaiser, 2022). The researchers aimed to gather insightful data that would provide a clearer understanding of the topic and help readers better interpret the study's findings (Muzari et al., 2022). Data collection was conducted using a questionnaire. The sample consisted of 214 students from the Department of Business and Social Sciences Education (DoBBSE) at the University of Cape Coast. Participants were informed about the purpose of the study, and their anonymity, as well as the confidentiality of the information they provided, was assured. Respondents were Geography, Social Studies and Economics students who were obtained through convenience sampling. Thus, the findings of the study are limited to the sample and only suggest that other Business and Social Sciences Education students from the University of Cape Coast may have similar views about globalization and its effects on the development of Ghana's politico-socio-cultural sectors. The data were analysed using descriptive statistics to summarise and quantify data on recurring themes, patterns, or significant content. The outcome of the analysis is a set of clear and meaningful themes that capture the core insights from the data. This approach provides a systematic and rigorous way to interpret the quantitative data used in the study. The researchers selected this method because it aligned well with the research objectives and suited the type of data that was gathered. A questionnaire helps in collecting quantitative data.

4. RESULTS AND DISCUSSION

4.1 Demographic Data of the Respondents

This section discusses the information collected on the demographic background of the respondents. The purpose of discussing the demographic characteristics of the respondents is to show that the right respondents who had relevant experience in the

subject area were used. The characteristics of the respondents discussed here include gender and area/subject of specialisation. **Table 1** presents the demographic data of the respondents.

Table 1. Demographic Data of Respondents

Variables	Sub-Scale	N	(%)
Gender of Respondents	Male	136	63.7
	Female	78	36.3
Area of Specialization	Economics	75	34.9
	Geography	74	34.4
	Social Studies	65	30.2

Source: Field Survey (2025)

From Table 1, 214 students participated in the quantitative survey. The majority of the respondents (63.7%) were male, while the remaining 36.3% were female. This indicated that the majority of the responses would reflect the needs and preferences of the male teachers since they dominated the study. In terms of area/subject of specialisation, 34.9% of the respondents specialise in Economics, 34.4% specialise in Geography, and 30.2% also specialise in Social Studies.

4.2. Perceived Impact of Globalization on Ghana's Politics

This part of the study focuses on the results that emerged from the research question that sought to explore students' perspectives on the perceived impact of globalization on Ghana's politics. In terms of the decision rule for the study, a mean score above 3.0 generally indicates respondents' knowledge and understanding of the globalization concept (Behera, 2021). In addition, a standard deviation of less than one shows that the responses of respondents do not differ from one another, while a standard deviation of one or above shows that the responses differ from one another in **Table 2**.

Table 2. Students' Perceived Impact of Globalization on Ghana's Politics

Items	Mean	Std. Dev.
Globalization has led to improvements in the governance system of Ghana.	3.85	.93
Globalization has resulted in Ghana's sovereignty being compromised	4.04	.83
Globalization has improved Ghana's international relations and diplomacy	4.24	.61
Globalization has increased human resources for political inclusion	4.09	.64
Globalization has increased tolerance for political diversity	4.01	.72
Globalization has increased the representation of gender in politics	4.06	.74
Globalization has resulted in dynamic policy decisions of the government	4.30	.72

Source: Field Survey (2025)

Table 2 shows the various ways globalization has influenced Ghana's political scene. The highest mean score, 4.30, indicates that respondents strongly agree that Globalization has led to dynamic policy decisions by the government, suggesting that global influences play a significant role in shaping policy. Globalization's improvement of Ghana's international relations and diplomacy follows closely with a mean of 4.24, reflecting widespread recognition that Ghana's global engagement has been strengthened. The impact of globalization on Ghana's sovereignty, with a mean of 4.04,

reveals concerns that the country's autonomy may have been compromised as a result of global pressures (Lal, 2021).

Political inclusivity has also improved, as seen in the mean of 4.09, which points to an increased human resource for political inclusion, likely through greater participation and diversity. The increased tolerance for political diversity (4.01) and enhanced representation of gender in politics (4.06) both suggest that globalization has fostered a more inclusive political environment. Finally, the improvements in governance (3.85) indicate that while some believe globalization has positively influenced Ghana's governance system, it might not be as universally recognised as other impacts.

4.3. Perceived Impact of Globalization on Ghana's Politics

This section of the study deals with the findings that emerged from the research question that sought to examine tertiary students' perceived influence of globalization on Ghana's Socio-cultural practices. In terms of the decision rule for the study, a mean score above 3.0 generally indicates respondents' knowledge and understanding of the globalization concept (Behera, 2021). In addition, a standard deviation of less than one shows that the responses of respondents do not differ from one another, while a standard deviation of one or above shows that the responses differ from one another in **Table 3**.

Table 3. Perceived Influence of Globalization on Ghana's Socio-Cultural Practices

Items	Mean	Std. Dev.
Globalization influences Ghanaian culture	4.30	.58
Globalization has resulted in the erosion of traditional Ghanaian values	4.2	.76
Globalization positively influences Ghana's cultural identity	3.80	.96
Globalization has led to the preservation of Ghanaian languages	2.49	1.14
Globalization positively influences the environment of Ghana	2.77	1.40
Globalization improves access to education and healthcare in Ghana	4.16	.60
Globalization has significantly increased cultural diversity in Ghana	4.08	.72
Media and technology contributed to the spread of cultural Globalization.	4.42	.68

Source: Field Survey (2025)

The results of Table 3 reflect varying degrees of influence globalization has had on various aspects of Ghanaian culture and society. The highest mean score, 4.42, indicates that media and technology have played a significant role in spreading cultural globalization, with respondents strongly agreeing on this point. This is followed by the positive influence of globalization on Ghanaian culture, with a mean score of 4.30, suggesting that many people believe globalization has had a positive impact on the cultural landscape of the country. The erosion of traditional Ghanaian values, at 4.20, reflects a concern that globalization has contributed to the diminishing of these values.

On the other hand, globalization's effect on the preservation of Ghanaian languages scored lower (2.49), indicating that many believe it has not significantly helped in preserving local languages. Similarly, the influence of globalization on Ghana's environment (2.77) also received a relatively low score, signalling scepticism about its positive environmental impact. Globalization's impact on improving access to education and healthcare in Ghana, with a mean of 4.16, shows a strong belief that globalization has improved these vital areas. Furthermore, the rise in cultural diversity in Ghana due

to globalization (4.08) suggests that while some appreciate the multicultural exposure, others may feel conflicted about the changes.

H0: There is no statistically significant difference in the influence of globalization on Ghana's socio-cultural practices concerning gender.

This hypothesis aimed to examine whether a statistically significant difference exists in the influence of globalization on Ghana's socio-cultural practices with respect to gender. The corresponding results are presented in **Table 4**.

Table 4. T-test Results on the influence of globalization on Ghana's socio-cultural practices concerning gender

Gender	Mean	SD	T	df	P
Male	3.80	.37	1.172	212	.242
Female	3.74	.40			

Source: Field Survey (2025)

A T-test was conducted to evaluate whether globalization significantly influences Ghana's socio-cultural practices concerning gender differences. The results (Table 4) showed that male respondents had a mean score of 3.80 (SD = 0.37) compared to 3.74 (SD = 0.40) for female respondents. The calculated t-statistic was 1.172 with 212 degrees of freedom, resulting in a p-value of 0.242. Since the p-value exceeds the conventional significance threshold of 0.05, the null hypothesis cannot be rejected. This suggests that the observed difference between the mean scores of males and females is not statistically significant.

H0: There is no statistically significant difference in the influence of globalization on Ghana's socio-cultural practices concerning the programme of study.

This hypothesis sought to determine whether there is a statistically significant difference in the influence of globalization on Ghana's socio-cultural practices concerning the programme of study. The result is presented in **Table 5**.

Table 5. Summary of ANOVA results on the perceived influence of globalization on Ghana's socio-cultural practices concerning the programme of study

SOURCE	Sum of Squares (SS)	Df	Mean square	F-ratio	Sig.
Between groups	4.741	2	2.371	18.158	.001
Within groups	27.546	211	.131		
Total	32.287	213			

Source: Field Survey (2025)

The ANOVA table (Table 5) demonstrates that globalization significantly influences Ghana's socio-cultural practices when considering the programme of study. Here, the variability between the groups (SS = 4.741, df = 2, mean square = 2.371) is notably higher than the variability within the groups (SS = 27.546, df = 211, mean square = 0.131), resulting in an F-ratio of 18.158. Since the p-value is .001—well below the conventional

0.05 threshold—it strongly suggests that the differences observed among the programmes of study are statistically significant, thereby leading us to reject the null hypothesis.

4.4. Tertiary Students' Perceived Influence of Globalization on Ghana's Politics

The influence of Globalization on Ghana's political landscape is multifaceted, with significant implications for governance, international relations, sovereignty, and political inclusivity. Globalization has undeniably shaped Ghana's political decisions, particularly in the area of policy formulation. The international community's expectations and global economic trends often exert pressure on governments to adopt policies that align with global standards, whether in trade, human rights, or democratic practices. This is consistent with the findings of (Braimah and Forson, 2025), who argue that global economic integration compels nations to adapt their political systems to be more responsive to global dynamics. In Ghana, this trend is evident in the government's increased flexibility in policy formulation, which reflects a growing awareness of global economic and political forces.

One of the most prominent effects of globalization on Ghana's politics is the strengthening of the country's international relations and diplomacy. As Ghana increasingly engages with international organizations and foreign governments, it has become more integrated into global political processes. For Ghana, globalization has enhanced its ability to form strategic alliances and participate actively in multilateral forums, which has, in turn, bolstered its position on the world stage. The increased global engagement also enables Ghana to attract foreign investment, engage in regional peacekeeping efforts, and leverage its position to address key national issues within a broader international context.

However, this increased engagement with the global community comes with certain challenges, particularly concerning national sovereignty. As globalization promotes closer ties with foreign powers and international organisations, Ghana faces pressures that may undermine its political autonomy. (Sarpong and Adelekan, 2024) highlights that globalization often creates tension between the desire for national control and the demands of international institutions, which may impose conditions that limit a nation's ability to fully pursue independent policies. In the case of Ghana, concerns about sovereignty are evident, as global forces influence domestic decisions on issues such as trade policies, resource management, and cultural identity. The perception of compromised sovereignty is a key issue for many developing nations, and Ghana is no exception, as the country navigates the delicate balance between benefiting from globalization and maintaining its independence in the face of global pressures.

In contrast, globalization has played a positive role in enhancing political inclusivity in Ghana. The adoption of global norms that emphasise democracy, human rights, and inclusive governance has paved the way for broader political participation across different demographic groups. Globalization has fostered an environment in which civil society, women, and marginalised communities are more likely to have their voices heard in the political arena. This is reflected in the growing diversity of political actors and the increased participation of previously underrepresented groups in governance. The global spread of democratic values has promoted inclusivity, and in Ghana, this has

been particularly evident in the political space, where there is greater diversity in terms of gender, age, and ethnicity. The global emphasis on political inclusivity has empowered local stakeholders to advocate for policies that advance social justice, equity, and the protection of human rights (Arestis et al., 2021).

Additionally, the influence of globalization has encouraged a more tolerant political environment in Ghana. The country has made significant strides in fostering tolerance for political diversity and promoting gender equality in politics. The integration of global values such as political pluralism and gender empowerment has supported the growth of a more open and diverse political culture. In Ghana, the presence of global norms advocating for gender equality and tolerance has helped create an environment in which political diversity is celebrated, and political candidates from various backgrounds are given opportunities to engage in the political process. Furthermore, the increase in women's representation in politics is a clear indication of how globalization has facilitated the advancement of gender equality in Ghana's political sphere.

4.5. Students' Perceived Influence of Globalization on Ghana's Socio-Cultural Practices

Globalization has significantly shaped various aspects of Ghanaian culture and society, and the findings of this study show the varying degrees of its influence. Among the most impactful areas is the role of media and technology in spreading cultural globalization. Studies have consistently demonstrated that advancements in digital technology and the proliferation of global media platforms have brought foreign cultural products, values, and practices closer to Ghanaian society. (Anderson, 2023) observed that in northern Ghana, for example, the increased consumption of globalised media has transformed perspectives on social norms, dressing, and even leisure activities. This aligns with the finding that respondents strongly agree on the influence of media and technology, suggesting that globalization, particularly through digital and visual platforms, has created opportunities for cultural exchange and exposure. However, this raises questions about the sustainability of indigenous practices in the face of such overwhelming foreign influences (Pesonen, 2024).

The positive impact of globalization on Ghanaian culture was also a notable theme. The findings suggest that many respondents view globalization as a transformative force that has introduced diversity and innovation into Ghanaian cultural expressions. The "Year of Return" campaign is a prime example of this dynamic, as it has redefined Ghana's cultural tourism landscape, attracted global attention, and boosted sectors such as hospitality and entertainment. This initiative underscores the ability of globalization to celebrate and amplify Ghana's cultural identity on an international stage. However, as observed by (Asante et al. 2024), while globalization can promote cultural appreciation, it also runs the risk of over-commercialising cultural elements, potentially reducing them to commodities tailored for global audiences.

Conversely, the findings on the erosion of traditional Ghanaian values reflect a shared concern about the negative consequences of globalization. Respondents expressed apprehension that traditional values are being sidelined as global cultural norms gain prominence. This is consistent with findings by (Asante et al. 2024), who noted that African societies, including Ghana, are under pressure to conform to global moral standards, often at the expense of indigenous practices and belief systems. The erosion

of values, as highlighted in the findings, reflects broader fears that globalization may homogenise cultures, leading to the loss of unique cultural identities. Addressing this concern requires deliberate efforts to preserve and promote Ghana's traditional values while embracing global opportunities.

The findings regarding the preservation of Ghanaian languages further underscore the challenges posed by globalization. Despite its transformative potential, globalization appears to have limited influence on safeguarding indigenous languages. Efforts to counter this trend could involve the inclusion of indigenous languages in digital content creation and broader educational initiatives that prioritise local linguistic heritage.

The environmental implications of globalization were also met with scepticism in this study. Globalization has exacerbated environmental challenges in Ghana, particularly through activities like illegal mining ("galamsey") and industrial expansion. The environmental degradation resulting from these practices, including deforestation and pollution, reflects a failure to balance economic globalization with environmental sustainability. Thus, the relatively low perception of globalization's positive impact on Ghana's environment highlights the urgent need for policies that integrate sustainable practices into economic activities (Mahmudulhassan et al., 2024).

On the other hand, the findings show strong support for globalization's contribution to improving access to education and healthcare. Respondents' agreement on this point aligns with (Quansah and Yamoah, 2024) analysis of Ghana's Free Senior High School Policy, which highlights the policy's role in expanding access to secondary education as a strategic component of the country's globalization-driven development agenda. Similarly, partnerships with international organisations and the adoption of global healthcare standards have improved health services and outcomes, suggesting that Globalization can be a catalyst for progress in these critical sectors.

Finally, the rise in cultural diversity due to globalization was viewed as a nuanced phenomenon. While respondents recognised the benefits of multiculturalism, they also expressed concerns about potential cultural conflicts or dilution. This dual perspective reflects (Zallie, 2024) assertion that Globalization fosters cultural diversity but may simultaneously challenge local communities to navigate these changes effectively.

There is no statistically significant difference in the influence of globalization on Ghana's socio-cultural practices concerning gender.

The T-test revealed that male respondents had a mean score of 3.80 (SD = 0.37), while female respondents had a mean of 3.74 (SD = 0.40). With a t-statistic of 1.172, 212 degrees of freedom, and a p-value of 0.242, the difference between the groups was not statistically significant. This suggests that any slight numerical difference in perceptions between genders is likely due to random sampling variation rather than a true disparity. The lack of a significant gender difference aligns with several contemporary studies that indicate globalization tends to produce a homogenising effect on cultural perceptions, thereby minimising traditional gender divides. For example, research by (Böhm et al., 2022) found that modernisation driven by globalization tends to diffuse cultural norms uniformly across genders, as exposure to global cultural products tends to override more localised gender-specific socialisation processes.

On the other hand, (Bello, 2024) argued that the rapid pace of globalization could potentially exacerbate gender differences in some developing countries by intensifying

competition and stress in rapidly modernising urban centres. However, our results do not support this view within the context of Ghana's overall socio-cultural practices. It appears that globalization undeniably influences cultural practices and alters social norms, consumption patterns, and communication methods. Its impact on gender differences is not statistically pronounced when measured at an aggregate level. These findings suggest that the mechanisms by which globalization operates in Ghana may lead to a homogenisation of cultural perceptions across genders, perhaps because both males and females are similarly exposed to global cultural products and are subject to similar socioeconomic pressures (Mathe and Motsaathebe, 2025).

There is no statistically significant difference in the influence of globalization on Ghana's socio-cultural practices concerning the programme of study.

The Analysis of Variance (ANOVA) conducted reveals statistically significant differences in socio-cultural practices among students enrolled in various academic programmes. Specifically, the results indicate that the variance between different programmes is considerably greater than the variance within each programme (F = 18.158, p = .001). This suggests that the field of study a student chooses plays a pivotal role in shaping their engagement with and adaptation to socio-cultural practices. In essence, the academic environment and curriculum content of each programme influence how students perceive, interact with, and integrate both local traditions and global cultural elements into their daily lives (Nie, 2024).

Globalization has ushered in an era where local cultures are increasingly exposed to global influences, leading to a dynamic interplay between indigenous traditions and foreign cultural elements. This interaction often results in cultural hybridisation, where aspects of different cultures merge to form new, unique cultural expressions. For instance, in education, curricula are being designed to incorporate global perspectives while remaining rooted in local cultural contexts. This approach aims to equip students with a broad worldview without detaching them from their cultural heritage. (Abudu et al., 2024) highlight that such curricular integrations help students critically assess and navigate the complexities introduced by globalization, fostering individuals who are both globally competent and locally grounded.

The significant disparities observed among different academic programmes (Economics, Geography and Social Studies) underscore the influence of a student's field of study on their cultural perceptions and adaptations. Students in the humanities and social sciences are often encouraged to critically analyse societal structures, cultural narratives, and global interconnections. This analytical training enables them to scrutinise and interpret the effects of globalization on local cultures more profoundly. Conversely, students in technical or natural science disciplines might focus more on empirical data and practical applications, which may not directly address cultural critiques. Coomerene (An Le and Hockey, 2022) supports this notion, emphasising that the nature of academic curricula significantly shapes students' understanding and integration of their cultural identities within a global framework.

The findings from the ANOVA analysis align with contemporary calls for the implementation of culturally responsive pedagogy (CRP) within Ghanaian educational institutions. CRP emphasises the inclusion of students' cultural backgrounds in the teaching and learning process, making education more relevant and effective.

(Anlimachie et al., 2025) advocates for a grassroots approach to teacher development, emphasising the critical importance of educators possessing socio-cultural knowledge of their learners' backgrounds to enhance teaching effectiveness and learner engagement. The study suggests that when teachers develop local cultural competencies and foster collaborative relationships between schools and communities, educational outcomes improve significantly. Therefore, integrating CRP into the curriculum can serve as a strategic response to the challenges posed by globalization, ensuring that students' cultural identities are preserved and celebrated within the educational framework.

4.5. Implications for Policy and Practice

Globalization has positive and negative impacts around the world. Globalization has advanced at an unprecedented pace, scope, and scale, giving rise to both new opportunities and enduring challenges in the acceleration of politico-socio-cultural growth and development. While some developing countries are beginning to realise the potential benefits of deeper integration of both quantitative and qualitative into the global politico-socio-cultural system, others have not experienced similar positive outcomes. In many cases, liberalization efforts have failed to yield qualitative gains with a broad, structural, and developmental impact (Achruh and Sukirman, 2024).

Furthermore, growing disappointment with the limited developmental returns and heightened socio-economic hardships associated with adjustment policies in many developing nations is prompting a critical reassessment of the true drivers and outcomes of politico-socio-cultural globalization. Even developed countries, usually the principal architects and beneficiaries of globalization, are increasingly concerned about rising inequalities associated with migration, civil unrest, and the erosion of moral and behavioral norms, among other politico-socio-cultural challenges. This is particularly so as more and more developing countries are becoming competitive in different sectors, and posing a challenge to the domestic politico-socio-cultural life as well as that of developed countries. These dynamics have begun to fuel protectionist sentiments and threaten a potential backlash against trade and investment relations between developing and developed countries. As a result, a central concern for policymakers across the globe is how to harness the developmental benefits of globalization while simultaneously mitigating its associated economic, political, social, cultural, human, and environmental costs. Globalization must, therefore, be strategically managed to maximise its developmental gains while ensuring equity and inclusiveness in the distribution of benefits. Failure to address these concerns effectively risks undermining progress toward internationally agreed development goals, including the Sustainable Development Goals (SDGs).

5. CONCLUSION

Ghana's hope for developmental gains through globalization necessitates improving both quantitatively through increased international trade activities that will help increase its shares in world trade and GDP. In addition, qualitative improvements such as increased competitiveness, enhanced productive capacity, and the development of adequate and modern infrastructure, both physical and social, are essential for Ghana's

economic advancement. Other key areas include trade facilitation, human resource development, economic diversification, higher value addition in production and exports, employment creation, a stable financial and investment climate, a culture of competition, technological innovation, and environmentally sustainable and climate-resilient patterns of production, consumption, and trade.

Consequently, Ghana's economic growth and the returns derived from globalization should be strategically directed toward achieving broader human and social development goals. These include food and energy security, rural development, universal access to essential services, gender equity, and poverty alleviation. These aspirations are aligned with internationally endorsed frameworks such as the Sustainable Development Goals (SDGs). To realise these objectives, Ghana must critically assess and balance the tension between its national policy autonomy and international commitments. This includes ensuring coherence across various policy domains and governance levels, as well as defining the complementary roles of the state, the market, and the corporate sector in driving sustainable development. By considering these strategic factors, Ghana can more effectively navigate the globalization process and leverage it for improved economic growth and developmental outcomes.

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