



The Global Environment

Week 6



Globalization



“globalization is a gateway to enter the global market”



What is Global?

What's your perspective on "global" ?



change our perspective into a global perspective



understanding the global environment



know how to manage the global environment

Obstacles in global competition

English is a must!!!!
Monolingualism

Parochialism

Ignoring other
values and cultures
with the thought
"ours are better than
theirs"



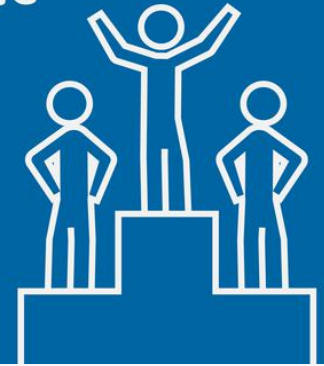
3 Main Global Perspectives

Ethnocentric

It is a parochialistic belief that the best approaches and work practices are those from the country of origin (the country where the head office is located). Managers with ethnocentric attitudes, believe that in various foreign countries do not have the expertise, knowledge or experience to make the best business decisions like people in their home countries. They do not want to entrust important or technological decisions to foreign employees.

ethnocentric

thinking your own culture is better than another culture



3 Main Global Perspectives

Polysentric

It is the view that managers in the host country (the foreign country where the organization does business) know the approaches and work best practices for running their business. Managers with a polycentric attitude will view each foreign operation as different and difficult to understand. That way these managers tend to let foreign facilities and foreign employees think for themselves how to best take care of things.





Chicken Mac Maharaja



Coconut Sticky Rice Pie

Localization

3. Kentucky Fried Salmon



3 Main Global Perspectives

Geosentric

Is a world-oriented view that focuses on utilizing the best approaches and people from around the world. Managers with that type of attitude are convinced that a global outlook is needed at the organization's headquarters in the country of origin and in various work facilities abroad. What is sought is the best approach and HR for the company.



Global Alliance



European Union

The European Union or the European Union (EU) is the economic and political union of 27 democratic countries in Europe. The main motivation was to re-establish the economic position of the region against the United States and Japan.



NAFTA

The North American Free Trade Agreement is an organization made up of North American countries. The charter states that NAFTA is tasked with coordinating economic activities, including trade relations



ASEAN

It is a geo-political and economic organization of countries in the Southeast Asian region, which was founded in Bangkok, August 8, 1967. This organization aims to promote economic growth, social progress, and cultural development of its member countries



WTO

The World Trade Organization (WTO) is the only international body that specifically regulates trade issues between countries

Do Business Globally



MNC

Is a company with an ethnocentric approach because it runs operations in many countries but the main decision making is done in companies in the country of origin



TNC

An organization with a polycentric approach because it operates in many countries by decentralizing corporate management (especially marketing strategies) to local management



Borderless Org

Is a company with a geocentric approach because it operates in many countries by removing artificial geographical barriers through the elimination of division of divisions by country (removal of structural divisions).

How Organization Become Global



01. Import

02. Export

03. Strategic Alliance
Share sources, knowledge, risk,
and profit

04. Joint Venture
Two companies joint and build
another independent business



WRITE A TITLE IN THIS SECTION

THANK U