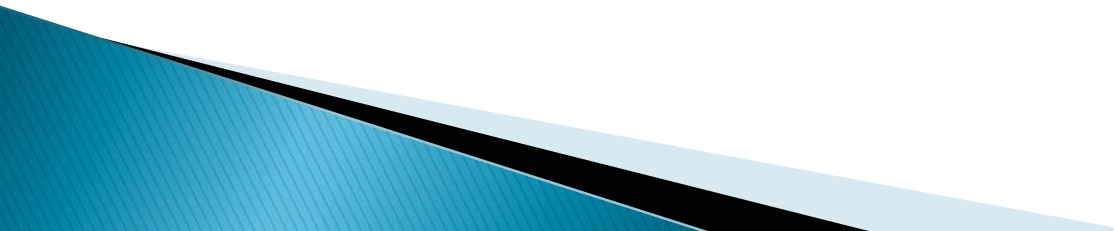


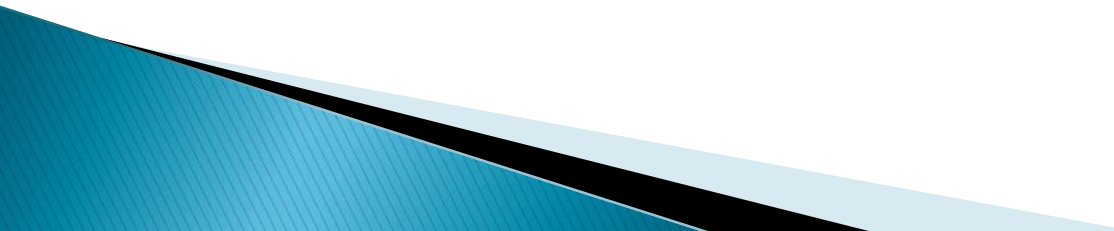
# Globalization

The trend towards greater interdependence amongst nation states, their organizations and people.

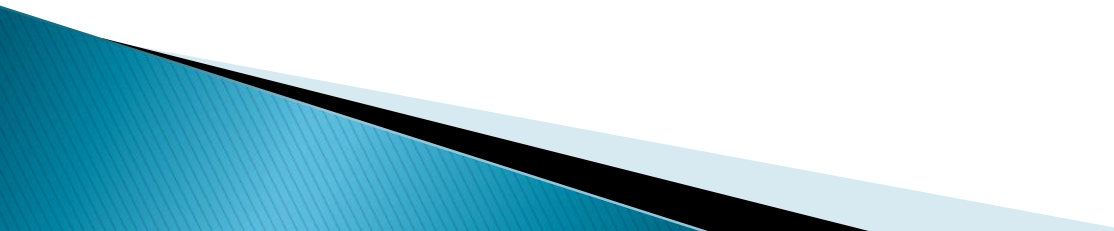
# How is Globalization Evident?

- ▶ Increased trade amongst nations
  - ▶ Movement of capital
  - ▶ Movement of people
- 

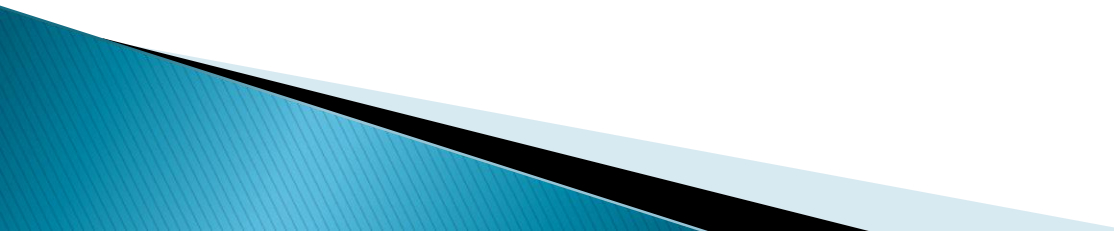
# Growth of globalization

- ▶ Improvements in technology
  - ▶ Convergence of consumer tastes
  - ▶ Trade liberalization
  - ▶ Travel
  - ▶ Transportation
  - ▶ Education
  - ▶ Political
- 

# Positive impacts

- ▶ Cost reduction for firms
  - ▶ Technology transfer
  - ▶ Increased efficiency and service
  - ▶ Reduced seasonality
- 

# Negative impact

- ▶ Increased competition
  - ▶ Brain drain
  - ▶ International firms can price lower
  - ▶ Forced out of market because of need to adhere to international standards
  - ▶ Need for international human resource practices.
- 

# Government's role in Globalization

- ▶ Creating an enabling environment
  - Education, infrastructure
- ▶ Creating the policy and legislative framework
  - Tax holidays and other incentives

# Globalization's impact on customers

- ▶ Choice
  - ▶ Quality
  - ▶ Responsibility
- 