### รหัสวิชา MTM3202 การสร้างเครือข่ายทางธุรกิจ **Business Network Buildings**

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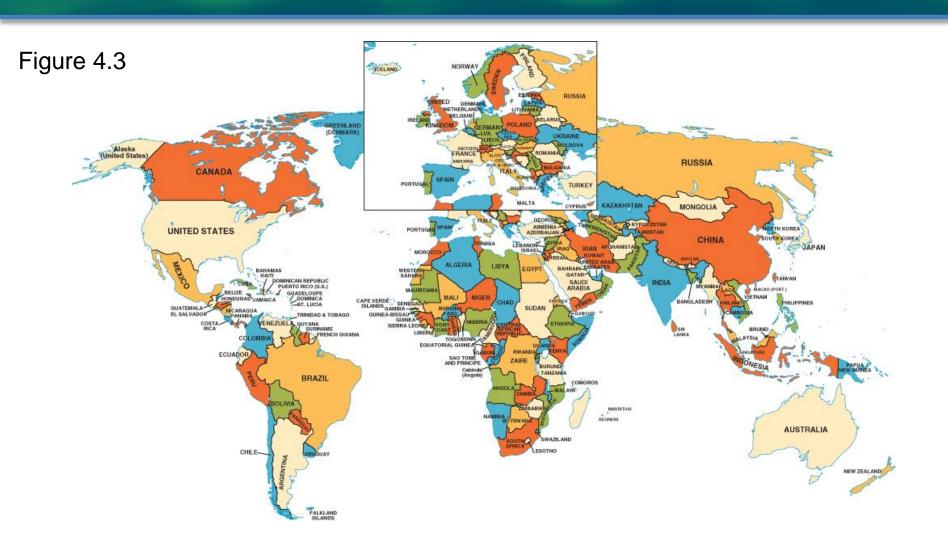


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### The Global Environment



#### The Process of Globalization

### **★** Globalization

together to integrate and connect economic, political, and social systems across countries, cultures, or geographical regions so that nations become increasingly interdependent and similar

### GATT and the Rise of Free Trade

#### **→** Free-Trade Doctrine

→ The idea that if each country specializes in the production of the goods and services that it can produce most efficiently, this will make the best use of global resources

### Effects of Free Trade on Managers

### **→** Declining Trade Barriers

- → Opened enormous opportunities for managers to expand the market for their goods and services.
- → Allowed managers to now both buy and sell goods and services globally.

### Regional Trade Agreements

- **↑** North American Free Trade Agreement (NAFTA)
  - → aimed to abolish the tariffs on 99% of the goods traded between Mexico, Canada, and the United States by 2004
- → Has removed most barriers on the cross-border flow of resources, giving retail businesses in Canada and the United States unrestricted access to the Mexican marketplace

### The Role of National Culture

#### **♦ Values**

- → Provides the underpinnings for notions of individual freedom, democracy, truth, justice, honesty, loyalty, social obligation, collective responsibility,
- → Very slow to change

### Norms

### **→** Folkways

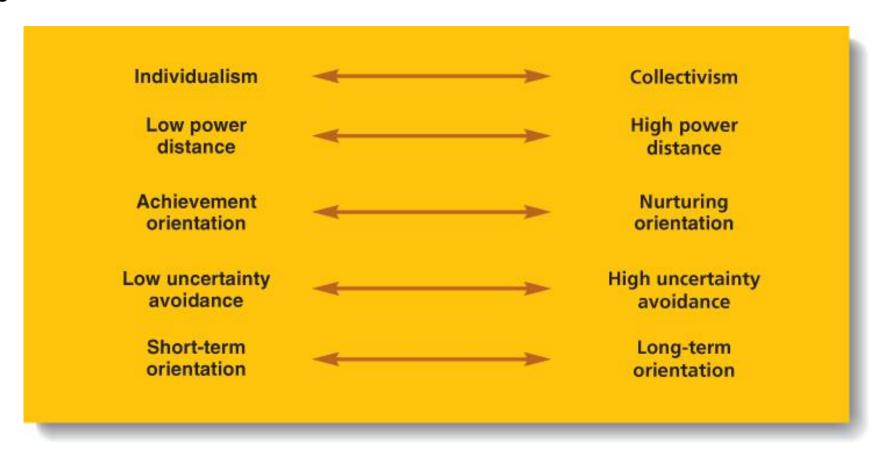
→ routine social conventions of everyday life



### **→** Mores

onsidered to be central to functioning of society and to social life

Figure 4.4



#### **★** Individualism

→ A worldview that values individual freedom and self-expression and adherence to the principle that people should be judged by their individual achievements rather than by their social background

#### **★** Collectivism

→ A worldview that values subordination of the individual to the goals of the group and adherence to the principle that people should be judged by their contribution to the group



#### **→** Power Distance

→ The degree to which societies accept the idea that inequalities in the power and well-being of their citizens are due to differences in individuals' physical and intellectual capabilities and heritage

### **Achievement orientations**

→ worldview that values assertiveness, performance, success, and competition

### **→** Nurturing orientation

→ worldview that values quality of life, warm personal friendships, and services and care for the weak

### **→** Uncertainty Avoidance

→ degree to which societies are willing to tolerate uncertainty and risk

### **★** Long-Term orientation

→ worldview that values thrift and persistence in achieving goals

### **♦** Short-term orientation

→ worldview that values personal stability or happiness and living for the present

# National Culture and Global Management

- → Management practices that are effective in one country might be troublesome in another
- → Managers must be sensitive to the value systems and norms of an individual's country and behave accordingly

### **Video: Tim Hortons**

- → Tim Hortons CEO Don Schroeder describes the donut shop as a "modern day pub". Do you agree or disagree?
- ★ Can Tim Hortons expand successfully in the US?

