รหัสวิชา MTM3202 การสร้างเครือข่ายทางธุรกิจ

Business Network Buildings

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Learning Objectives

LO4-1 Explain why the ability to perceive, interpret, and respond appropriately to the organizational environment is crucial for managerial success

LO4-2 Differentiate between the global task and global general environments

LO4-3 Identify the main forces in both the global task and general environments, and describe the challenges that each force presents to managers

Learning Objectives

LO4-4 Explain why the global environment is becoming more open and competitive and identify the forces behind the process of globalization that increase the opportunities, complexities, challenges, and threats that managers face

LO4-5 Discuss why national cultures differ and why it is important that managers be sensitive to the effects of falling trade barriers and regional trade associations on the political and social systems of nations around the world

What is the Global Environment?

Global Organizations
- Organizations that operate and compete in more than one country
- Uncertain and unpredictable

Global Environment
- Set of global forces and conditions that operate beyond an organization's boundaries but affect a manager's ability to acquire and utilize resources

Forces in the Global Environment

Figure 4.1

What is the Global Environment?

Task Environment

↳ Set of forces and conditions that originate with suppliers, distributors, customers, and competitors and affect an organization's ability to obtain inputs and dispose of its outputs because they influence managers daily

What is the Global Environment?

General environment

↳ the wide-ranging global, economic, technological, socio-cultural, demographic, political, and legal forces that affect an organization and its task environment

Question?

What are individuals and organizations that provide an organization with the input resources that it needs to produce goods and services?

A. Customers

B. Suppliers

C. Distributors

D. Competitors

The Task Environment

✦ **Suppliers**

↳ Individuals and organizations that provide an organization with the input resources that it needs to produce goods and services

- Raw materials, component parts, labor (employees)

Suppliers

✦ Relationships with suppliers can be difficult due to materials shortages, unions, and lack of substitutes.

↳ Suppliers that are the sole source of a critical item are in a strong bargaining position to raise their prices.

✦ Managers can reduce these supplier effects by increasing the number of suppliers of an input.

Global Outsourcing

✦ **Global Outsourcing**

↳ The purchase or production of inputs or final products from overseas suppliers to lower costs and improve product quality or design.

The Task Environment

✦ **Distributors**

 ↳ Organizations that help other organizations sell their goods or services to customers

✦ If distributors become so large and powerful that they can control customers' access to a goods and services, they can threaten the organization by demanding that it reduce the prices of its goods and services

The Task Environment

✦ **Customers**

↳ Individuals and groups that buy the goods and services that an organization produces

✦ Identifying an organization's main customers and producing the goods and services they want is crucial to organizational and managerial success

The Task Environment

Competitors

↳ Organizations that produce goods and services that are similar to a particular organization's goods and services

✦ A high level of rivalry typically results in price competition, and falling prices reduce customer revenues and profits

The Task Environment

Barriers to Entry

↳ Factors that make it difficult and costly for the organization to enter a particular task environment or industry

Barriers to Entry

★ **Economies of scale**
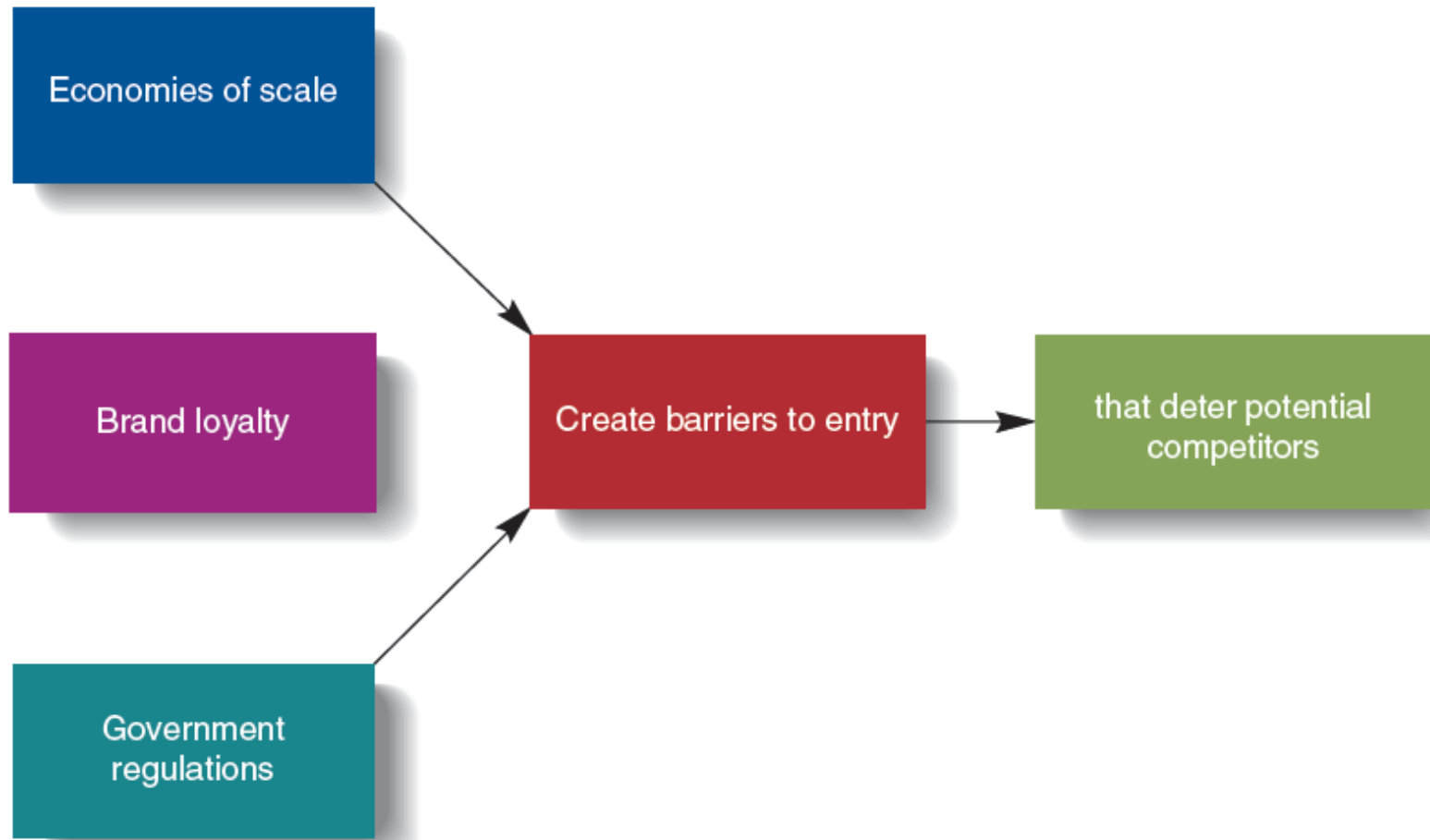   ↳ Cost advantages associated with large operations

★ **Brand loyalty**
   ↳ Customers' preference for the products of organizations currently existing in the task environment

★ **Government regulations**

Barriers to Entry and Competition

Figure 4.2

Question?

What are pressures emanating from the social structure of a country or society or from the national culture?

A. Economic forces

B. Technological forces

C. Socio-cultural forces

D. Demographic forces

The General Environment

✦ **Economic Forces**

↳ Interest rates, inflation, unemployment, economic growth, and other factors that affect the general health and well-being of a nation or the regional economy of an organization

The General Environment

✦ **Technological Forces**

↳ Outcomes of changes in the technology that managers use to design, produce, or distribute goods and services

✦ **Sociocultural Forces**

↳ Pressures emanating from the social structure of a country or society or from the national culture

Discussion Question?

What technology has had the biggest impact on business in the last 50 years?

A. Internet
B. Smart phones
C. Computers
D. Email