รหัสวิชา MTM3202 การสร้างเครือข่ายทางธุรกิจ

Business Network Buildings

Asst.Prof.Dr.Panida Ninaroon
ผศ.ดร.พนิดา นิลอรุณ

panida.ni@ssru.ac.th
Facebook.com/Panida Ninaroon
Twiter.com/Panida Ninaroon

Sociocultural Forces

Social structure
- The traditional system of relationships established between people and groups in a society.

National culture
- the set of values that a society considers important and the norms of behavior that are approved or sanctioned in that society.

The General Environment

✦ **Demographic Forces**

↳ Outcomes of change in, or changing attitudes toward, the characteristics of a population, such as age, gender, ethnic origin, race, sexual orientation, and social class

✦ Most industrialized nations are experiencing the aging of their populations
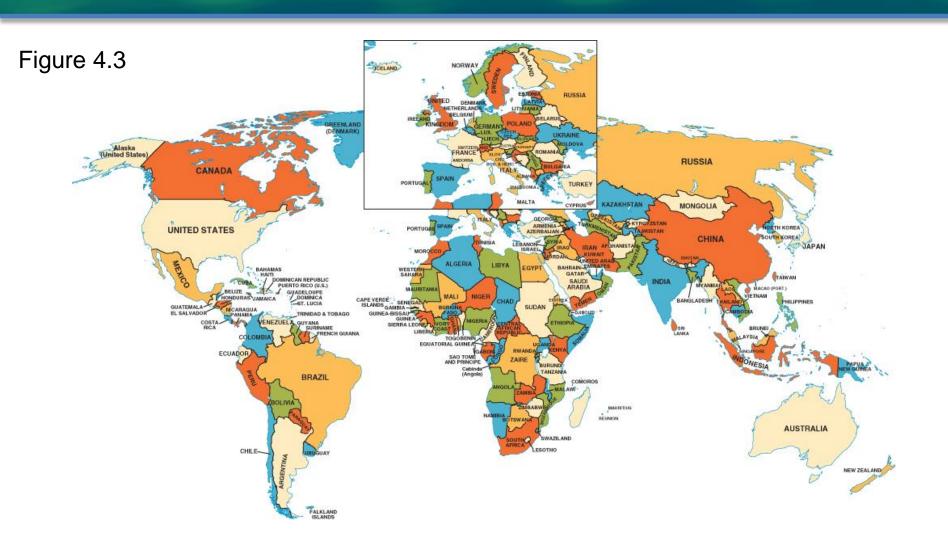
The General Environment

✦ **Political and Legal Forces**

↳ Outcomes of changes in laws and regulations, such as the deregulation of industries, the privatization of organizations, and increased emphasis on environmental protection

The Global Environment

Figure 4.3

The Process of Globalization

Globalization

↳ the set of specific and general forces that work 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**

↳ Ideas about what a society believes to be good, desirable and beautiful

↳ Provides the underpinnings for notions of individual freedom, democracy, truth, justice, honesty, loyalty, social obligation, collective responsibility,

↳ Very slow to change

Norms

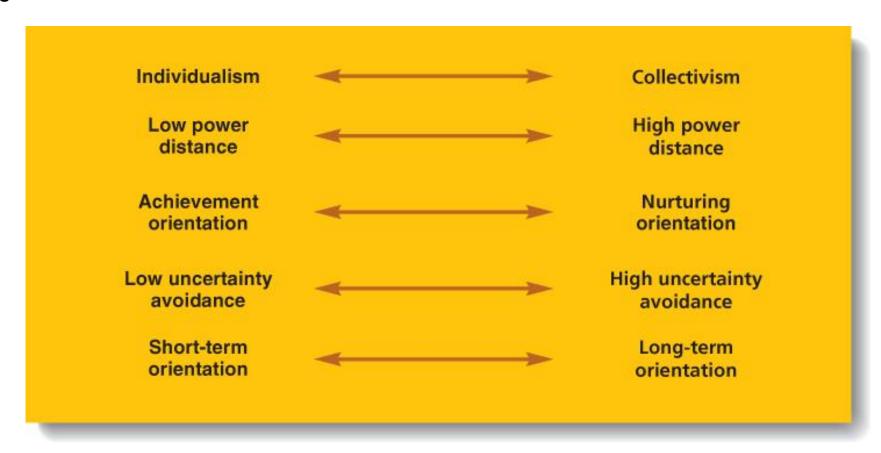**Folkways**

↳ routine social conventions of everyday life

Mores

↳ norms that are considered to be central to functioning of society and to social life

Hofstede's Model of National Culture

Figure 4.4

Individualism ← → Collectivism

Low power distance ← → High power distance

Achievement orientation ← → Nurturing orientation

Low uncertainty avoidance ← → High uncertainty avoidance

Short-term orientation ← → Long-term orientation

Hofstede's Model of National Culture

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

Hofstede's Model of National Culture

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

Hofstede's Model of National Culture

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

Hofstede's Model of National Culture

✦ **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

Hofstede's Model of National Culture

✦ **Uncertainty Avoidance**

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

Hofstede's Model of National Culture

✦ **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?