

**Faculty Development Workshop**

**On**

***“Strategic management for Globalization.”***

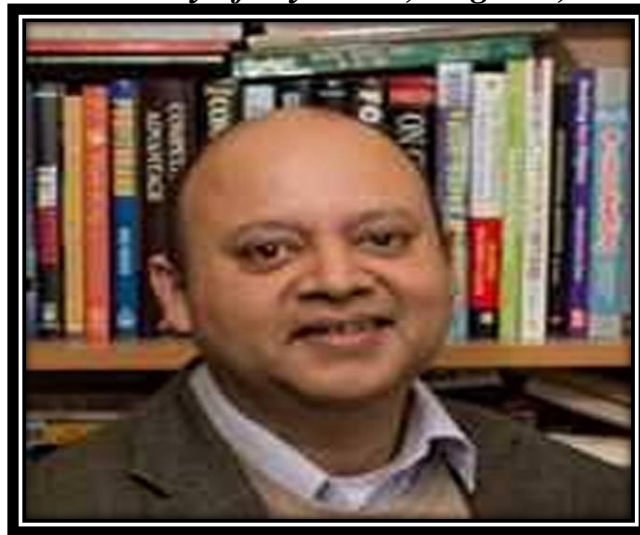
**By**

**Prof. Atul Mishra**

*Lecturer in Strategic Management*

*Plymouth Business School (Faculty of Business)*

*University of Plymouth, England, UK*



Organized by  
**ASM's**

**Institute of Business Management and Research**

For

**ASM Group of Institutes**

**Date: 04/04/2018**

## Introduction of the speaker: -



Welcome and felicitation of Mr. Atul Mishra (Lecturer in Strategic Management Plymouth Business School (Faculty of Business) By Dr. S. P. Kalyankar Prof. ASM's IBMR Chinchwad Pune -19

- **Role:**

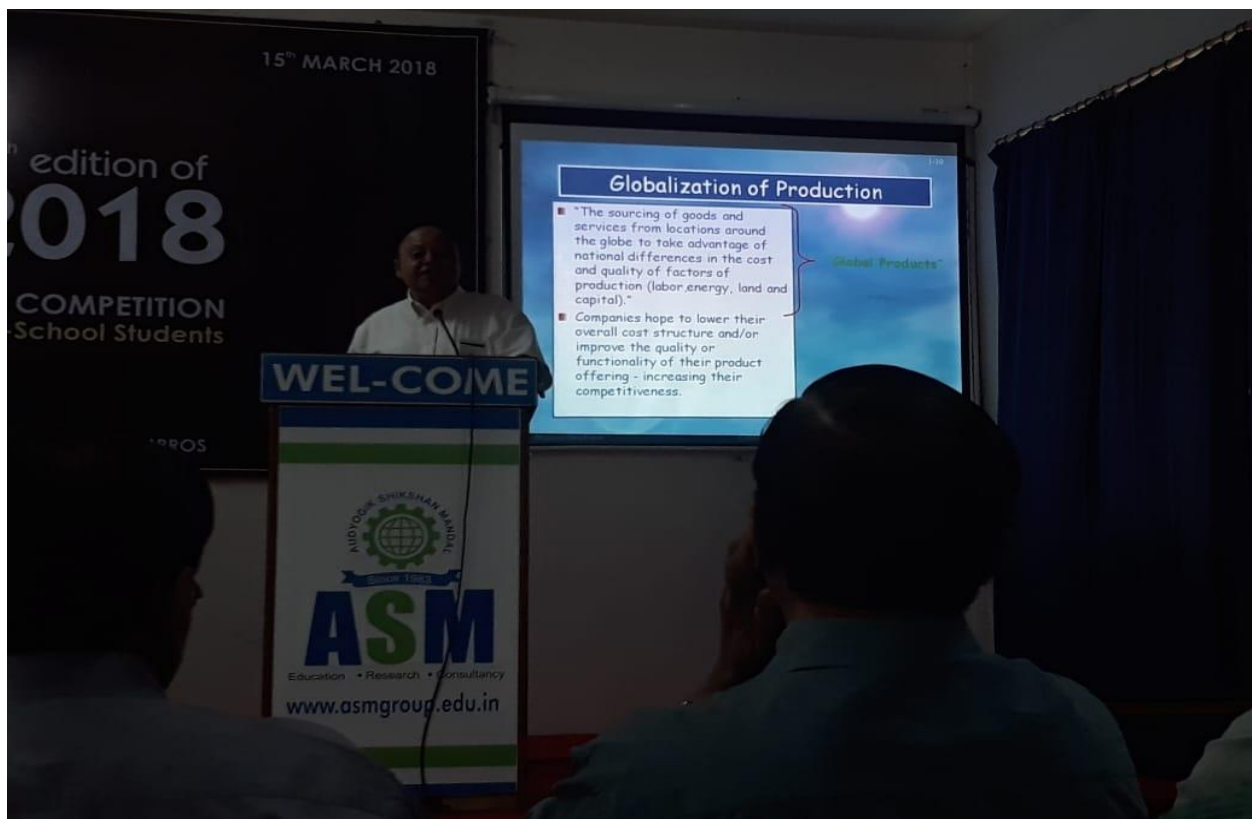
Mr. Atul Mishra is the module leader of the undergraduate modules on international business and Strategy. In addition, I lead the corporate strategy element of an undergraduate module on business analysis.

- **Qualifications-**

Basic training is in Economics, having done BA (Hons.) Economics from University of Delhi and MA Economics from Jawaharlal Nehru University, New Delhi. My PhD thesis, earned at the University of Reading (2001), Department of Economics, was on "Start-up and survival of rural non-farm activities" which was a work based on primary survey done in villages in rural Bihar (India).

- **Professional membership**

Member, Development Studies Association  
Member, International Council for Small Business  
Life member, Indian Council of Labour Economics



Speaker. Prof. Atul Mishra addressing gathering at ASM's IBMR Chinchwad Pune-19.

### **Globalization: -**

- Globalisation (or globalization, American spelling) is the trend of increasing interaction between people on a worldwide scale due to advances in transportation and communication technology, nominally beginning with the steamship and the telegraph in the early to mid-1800s. With increased interactions between nation-states and individuals came the growth of international trade, ideas, and culture. Globalization is primarily an economic process of integration that has social and cultural aspects, but conflicts and diplomacy are also large parts of the history of globalization.
- Economically, globalization involves goods and services, and the economic resources of capital, technology, and data. The steam locomotive, steamship, jet engine, and container ships are some of the advances in the means of transport while the rise of the telegraph and its modern offspring, the Internet and mobile phones show development in telecommunications infrastructure.

All of these improvements have been major factors in globalization and have generated further interdependence of economic and cultural activities.

- Though many scholars place the origins of globalization in modern times, others trace its history long before the European Age of Discovery and voyages to the New World, some even to the third millennium BC. Large-scale globalization began in the 1820s. In the late 19th century and early 20th century, the connectivity of the world's economies and cultures grew very quickly. The term globalization is recent, only establishing its current meaning in the 1970s.
- In 2000, the International Monetary Fund (IMF) identified four basic aspects of globalization: trade and transactions, capital and investment movements, migration and movement of people, and the dissemination of knowledge further, environmental challenges such as global warming, cross-boundary water, air pollution, and over-fishing of the ocean are linked with globalization. Globalizing processes affect and are affected by business and work organization, economics, socio-cultural resources, and the natural environment. Academic literature commonly subdivides globalization into three major areas: economic globalization, cultural globalization, and political globalization.
- ***Economic globalization:*** - Economic globalization is the increasing economic interdependence of national economies across the world through a rapid increase in cross-border movement of goods, services, technology, and capital. Whereas the globalization of business is centred around the diminution of international trade regulations as well as tariffs, taxes, and other impediments that suppresses global trade, economic globalization is the process of increasing economic integration between countries, leading to the emergence of a global marketplace or a single world market. Depending on the paradigm, economic globalization can be viewed as either a positive or a negative phenomenon. Economic globalization comprises: Globalization of production, which refers to the obtention of goods and services from a particular source from different locations around the globe to benefit from difference in cost and quality. Likewise, it also comprises globalization of markets, which is defined as the union of different and separate markets into a massive global marketplace. Economic globalization also includes. Competition, technology, and corporations and industries.
- Current globalization trends can be largely accounted for by developed economies integrating with less developed economies by means of foreign

direct investment, the reduction of trade barriers as well as other economic reforms, and, in many cases, immigration.

- International standards have made trade in goods and services more efficient. An example of such standard is the intermodal container. Containerization dramatically reduced transport of its costs, supported the post-war boom in international trade, and was a major element in globalization. International Organization for Standardization is an international standard-setting body composed of representatives from various national standards organizations.
- A multinational corporation or worldwide enterprise is an organization that owns or controls production of goods or services in one or more countries other than their home country. It can also be referred as an international corporation, a transnational corporation, or a stateless corporation.

- ***Cultural globalization: -***

---

Cultural globalization refers to the transmission of ideas, meanings, and values around the world in such a way as to extend and intensify social relations. This process is marked by the common consumption of cultures that have been diffused by the Internet, popular culture.

- ***Political globalization: -***

In general, globalization may ultimately reduce the importance of nation states. Supranational institutions such as the European Union, the WTO, the G8 or the International Criminal Court replace or extend national functions to facilitate international agreement.

- Intergovernmentalism is a term in political science with two meanings. The first refers to a theory of regional integration originally proposed by Stanley Hoffmann; the second treats states and the national government as the primary factors for integration. multi-level governance is an approach in political science and public administration theory that originated from studies on European integration. Multi-level governance gives expression to the idea that there are many interacting authority structures at work in the emergent global political economy. It illuminates the intimate entanglement between the domestic and international levels of authority.

### ***Other dimensions-***

---

- ***Movement of people***
  - ***Movement of information***
  - ***Measurement***
  - ***Support and criticism***
  - ***Public opinion on globalization***
  - ***Economics***
  - ***Global democracy***
  - ***Global civics***
  - ***International cooperation: -Military cooperation and Environmental cooperation***
- 
- Anti-globalization movement.
  - Opposition to capital market integration.
  - Anti-corporatism and anti-consumerism
  - Global justice and inequality
  - Social inequality
  - Anti-global governance
  - Environmentalist opposition

Almost all the faculty participants took part in the participative approach of Prof. Mishra and learned a lot during his session.



Faculty members who had attended FDP on globalization at ASM's IBMR Chinchwad Pune-19



Dr. S. P. Kalyankar (Prof. ASM's IBMR Chinchwad) Presenting a gesture of love and appreciation to Mr. Atul Mishra.