




Globalization & CSR

Dr. Farah Naz



How Beneficial is World Trade

- <https://www.youtube.com/watch?v=xRjZwfqWcs0>
- <https://www.youtube.com/watch?v=JJ0nFD19eT8>

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Globalization

- Globalization is the spread of products, technology, information, and jobs across national borders and cultures.
- In economic terms, it describes an interdependence of nations around the globe fostered through free trade.
- Cultural dimensions of globalization

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Drivers of Globalization

- Competition
- Technology
- Information transfer

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Threats & Opportunities

Globalisation affects the economy, business life, society and environment in different ways:

- Increasing competition,
- Technological development,
- Knowledge/Information transfer,
- Portfolio investment (fund transfer between developed countries and emerging markets),
- Regulation/deregulation, International standards,
- Market integration,
- Intellectual capital mobility,
- Financial crisis-contagion effect-global crisis.

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Competition



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Exchange of Technology

- Technology management
- R & D developments



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Knowledge & Information Transfer




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Portfolio Investment



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De/Regulation




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Regulation

- International standards
- International accounting standards
- International auditing standard
- International laws

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Market Integration

- Mergers
- Qualitative intellectual mobility
- Global financial crisis & systematic risk

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Globalization & CSR

- Economic growth and development
- Consequence of growth for community
- Social and moral consequences of growth
- Who is responsible?
- Social and environmental performance

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Corporate Failure & CSR

- Corporate irresponsibility
- Socially responsible managers
- Corporation as a legal person

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Opportunity or Threat

- CSR and financial performance
- Multidimensional effect
- Benefit for some companies under some situation
- <https://www.youtube.com/watch?v=NUzq4U5f8E>

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