

CHAPTER 14: CHANGING LANDSCAPE IN ORGANIZATIONS

- 1) Globalization – the rapidly developing processes of complex interconnections b/t societies, cultures, institutions, and individuals worldwide;
- 2) Factors of Globalization
 - a. Laissez-Faire Capitalism (CONRAD AND POOLE) – the government should stay out and let the market shape itself; companies can do things like off-shore jobs; has led to a lot more globalized companies;
 - b. Spreading Democracy - ???
 - c. Communication and Travel Technology – it would be really difficult to maintain an organization in a different demographic without instantaneous communication;
- 3) Organization Types in Global Marketplace
 - a. Domestic – identifying with a single country
 - b. Multicultural – identifying with one country but recognizing the need for cultural diversity within and beyond the organization;
 - c. Multinational – identifying with one nationality but doing business with other nations;
 - d. International – identifying with multiple countries
 - e. Global – identifying with the global system;
- 4) Effects of Globalization
 - a. Time and Space Compression: it is the working day somewhere at any time, it is 5 o'clock somewhere
 - b. Global Consciousness: Being Mindful
 - c. Convergence: ??? HELP
 - d. Divergence: HELP ???
- 5) Organizational Identity – knowing an organization, what it sells, and where it stands on relevant issue of the day;
 - a. Ongoing rhetoric endeavor
 - i. Marketing and PR
 - ii. BRANDING
 - b. What is the organizational identity for McDonalds? Fast & Affordable, Family Friendly;

6) Service Economy

- a. The industrial revolution ushered in an era in which organizations created "things"
- b. Today's economy is more of a SERVICE ECONOMY
- c. Things have gotten much easier to make: HR, PR, Event Planning, are all services provided;
- d. Banking, Retail, Telecommunications, Insurance, Health Care
- e. 67.8% of the United States GDP in 2006 was service based
- f. What are the implications of a service economy? It means we have to be a little bit more minded towards communication; communication is at the heart of the service industry;

7) The Organization Man: ?? HELP

8) The Disposable Worker – Offshoring, Automation (robots taking over), Decline in the influence of Labor Unions;

9) Contingent Workers –

- a. Workers with jobs structured around short-term employment
- b. Temp Agencies that hire people, on-call, contractors, seasonal, part-time;

10) Implications of Disposable Workers

- a. Financial
- b. Greater risk of injury for Temporary Workers
- c. Lower sense of organizational identity
 - i. Greater sense of occupational identity
- d. Change and innovation in organizations;