

# INTERNATIONAL BUSINESS MANAGEMENT, STRATEGY AND GLOBALISATION IN THE ECONOMY

**Dr. Suhasini Parashar**

*Reader*

*Department of Business Administration*

*Maharaja Surajmal Institute*

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## ABSTRACT

*India began to Liberalise and Globalise its economy and taken measures to Globalise with international business that is entry of multinational corporations and allowing Indian companies to enter into joint ventures with foreign companies and Indian companies to set-up joint ventures abroad since 1991. On qualitative basis political , technological , social factors, competitive forces and protection of national difference in business systems , consumer behaviour and social culture etc. are affected . The industrial development with international business shows the effect on productivity and technological advancement , helps in Global world to develop the industrial relation in terms of stablisation of industrial labour , literate worker, protective legislation , employment pattern of labour , growth of informal sector. Globalisation and industrial development associated with economic openness which extends to flow of services , technology , information and ideas in an international trade , investment , finance and , transformation brings about a variety of changes as rapid urbanisation , the emergence of industrial communities , structuring of industry and labour , quantitative growth in the workforce , the development of labour unions , new economic group in society that is labour and measures of labour welfare and social security .The focus of this article is on to study the industrial development with globalisation in international business management with strategies for entering Global world, Impact of Globalisation on International Businesses ,Globalisation and foreign investment , Technology on Globalisation , Global Development Finance and Global Human Resource Management.*

*Keywords : Business ,Globalisation , Industry , Relation , Technology .*

## INTRODUCTION

The globalisation effect the economy to accelerate the growth and development in socio-economic term. The industrial development shows the effect on productivity and technological advancement which helps in Global world to develop the industrial relation in terms of literate worker, stablisation of industrial labour, employment pattern of labour, protective legislation, growth of informal sector .

**Globalisation is,**

- a. increasing economic integration in the world economy through industrial changes as urbanisation, the emergence of industrial communities and structuring of industry and labour, growth in the workforce and the development of labour unions .
- b. growing economic interdependence & economic openness which extends to flow of services , technology , information and ideas in an international trade , international investment , international finance .
- c. factors leading to globalisation which forces the process of globalisation in terms of similarity in infrastructure , distribution channel and marketing approaches , global capital market , technological restructuring .
- d. changed the way business is done in India .The business cycles have become shorter and demand flexible .The developed organisation adaptability quickly to changing demand conditions , relation between labour and capital occur in a new situation , subcontracting and outsourcing are spreading fast .There is no more the employer –worker or employer trade union link used to be there earlier .
- e. globalisation of markets , production , investment and technology need desire and preferences of public all over the world are being homogenised . Therefore, global firms develop and sell products that are globally similar in design and functions, not compete on the best combination of price, quality and reliability and delivering. Mass production , need for risk diversification and limited markets in home country consumer products –Coca cola , Pepsi ,Mc-Donald burgers, Sony walkman , Levi’s Jeans , Citicorp credit card global acceptance.
- f. difference between national market still persists formulate different strategies for different countries , globalisation of production involves fragmentation of the production process each stage of the process in the country where it can be done at the lower cost .
- g. restrictions on foreign trade and foreign investment have been reduced considerably since the formation of the world trade organisation, globalisation of investment occurs when global firms invest capital in different parts of the world rapid increase in the volume of foreign trade better investment opportunities in developing countries declining barriers to investment by foreign firms , international financial institutions have contributed to globalisation of investment, revolution in telecommunication , transportation informational technology have facilitated globalisation of technology acquiring distinctive competencies through technology introducing latest technology in foreign countries through technical collaborations , joint ventures mergers and other methods technology itself accelerates the process of globalisation .
- h. constraints protectionism , national difference in business systems , consumer behaviour , social culture brand like Coca Cola , Nike ,Sony , Levis ,Colgate. The size of company need not be too large in a global market. Most of foreign markets are the markets for non-consumer goods like industrial inputs ,machinery, equipment, computers, softwares, financial products etc.

**INTERNATIONAL BUSINESS MANAGEMENT:**

The industrial development with international business shows the effect on productivity and technological advancement. The impact on Liberalising imports and reducing tariffs and removing export subsidies , permitting foreign institutional investors in India , offering incentives to Non Residents Indian and allowing Indian mutual funds to invest in foreign companies, allowing Indian companies to raise capital abroad through Euro issues , Global Depository Right , American Depository Right to estimate exchange rate , full convertibility of the rupee on current account on quantitative basis , helps in Global world to develop the industrial relation in terms of stabilisation of industrial labour , literate worker, protective legislation , employment pattern of labour , growth of informal sector. Globalisation and industrial relation associated with economic openness which extends to flow of services , technology ,information and ideas in an international trade , international investment , international finance and growing economic interdependence - leading to globalisation in terms of similarity in infrastructure , distribution channel and marketing approaches , global capital market , technological restructuring and economic integration in the world economy through industrial change and transformation brings about a variety of changes as rapid urbanisation , the emergence of industrial communities , structuring of industry and labour , quantitative growth in the workforce , the development of labour unions , new economic group in society that is labour and measures of labour welfare and social security .

- **Strategies for entering Global Markets** are Licensing, Exporting, Franchising, Contract Manufacturing, Joint Ventures and Alliance, Foreign Direct Investment.
- **Impact of Globalisation on International Businesses** is Globalisation of Markets, Production, Investment, Technology etc.
- **Global Development Finance--** Acceleration of financial flow to developing countries, long term tendency for private to dominate over official flows. The dominance of private flows has meant that both equity and debt flows to developing countries have risen rapidly, High degree of concentration of flows to developing countries implying excess exposures in a few countries .Market is still optimistic.
- **Impact of Globalisation and foreign investment** is higher productivity, global competitiveness, changing job profile, need for multiskilling and multitasking , difficulty in motivation , increasing need for capital, increasing obsolescence , social implications.
- **Impact of Technology on Globalisation-** Sources of Global Competitive Advantage through creativity, invention, innovation .The technology fastens the process of globalisation through on line globalisation , internet ,worldwide web, microprocessor and telecommunications , transportation technology etc.
- **Global Human Resource Management--**The industrial relation shows the effect on productivity and technological advancement helps in Global world to develop the

industrial relation in terms of stabilisation of industrial labour, literate worker, protective legislation , employment pattern of labour , growth of informal sector. Industrial labour stands all labour engaged in larger and small industrial establishment including cottage industries. Labour market in India are localised and fragmented and there exists institutional restraints on geographical and occupational migration. Further information seekers introducing search and coordination employers and job. Changes like professional control of industry , growing interest of foreign private entrepreneurs and managers large state participation , rising relative price of capital , impact of technological changes , impact of globalisation and need for flexi –staffing .

- **Globalisation and Industrial relation** -- associated with economic openness which extends to flow of services , technology , information and ideas in an international trade , investment , finance and growing economic interdependence - leading to globalisation in terms of similarity in infrastructure , distribution channel and marketing approaches , global capital market , technological restructuring and economic integration in the world economy through industrial change and transformation brings about a variety of changes as rapid urbanisation , the emergence of industrial communities , structuring of industry and labour , quantitative growth in the workforce , the development of labour unions , new economic group in society that is labour and measures of labour welfare and social security . Globalisation buyers driven or retail driven chains dominate in areas of in the field of labour India is a labour surplus economy. Stabilisation of industrial labour, literate worker, protective legislation, employment pattern of labour, growth of informal sector. The purpose of adopting international standard to cope with the problem of labour condition which involves injustice hardship and misery , works towards promotion of social justice and internationally recognised human and labour rights .The main characteristics of international labour standards are universality , flexibility ,viability and adaptability , these standards contribute to lasting peace human conditions of labour and development , related to freedom of associations , the right to organise , collective bargaining , abolition of forced labour , equal remuneration , minimum age , prevention against discrimination and elimination of child labour .
- **Measures of labour welfare and social security** –interest in welfare of workers & need for social security felt by wage earning and low salaried classes. Labour problem and Labour policy. Most industrial labour has the root in villages and uneducated. A new class of industrial labour without root in agriculture emerging in our towns and cities. Industrial labour in India divided and subdivided on the basis of region, religion, language and castes and economic consideration also. Trade Union Movement is to promote and protect the interest of workers through collective action. Industrial development and labour in India.

- **Strengthen the movement**-- through unity, eliminating unhealthy political influence, one union one industry, working class leadership, responsible trade union leadership, workers etc.

## CONCLUSION

Globalisation of markets encourage industrialisation, marketings, productions, investment, technological development. Strategies for entering Global Markets are Licensing, Exporting, Franchising, Contract Manufacturing, Joint Ventures and Alliance, Foreign Direct Investment. The political, technological, social factors, competitive forces and protection of national difference in business systems, consumer behaviour and social culture etc. are affected on qualitative basis. The focus on such concepts helps to study the industrial development with globalisation in international business management. Globalisation and industrial relation associated with economic openness which extends to flow of services , technology , information and ideas in an international trade , investment , finance and growing economic interdependence - leading to globalisation in terms of similarity in infrastructure , distribution channel and marketing approaches , global capital market , technological restructuring and economic integration in the world economy through industrial change . Market is still optimistic, higher productivity , global competitiveness , changing job profile , need for multiskilling and multitasking , difficulty in motivation , increasing need for capital, increasing obsolescence , social implications .The technology fastens the process of globalisation through on line globalisation , internet , worldwide web, microprocessor and telecommunications , transportation technology etc. Global Human Resource Management shows the effect on productivity and technological advancement helps in Global world to develop the industrial relation in terms of stabilisation of industrial labour, literate worker, protective legislation, employment pattern of labour, growth of informal sector. Industrial labour stands all labour engaged in larger and small industrial establishment including cottage industries. Labour markets in India are localised and fragmented and there exists institutional restraints on geographical and occupational migration. Further information seekers introducing search and coordination employers and job. Changes like professional control of industry , growing interest of foreign private entrepreneurs and managers large state participation , rising relative price of capital , impact of technological changes , impact of globalisation and need for flexi –staffing . Strengthen the movement through unity, eliminating unhealthy political influence, one union one industry, working class leadership, responsible trade union leadership, workers etc.

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