

How Globalization Phenomena Manage Its Related Issues and Affairs?

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Abstract

An issue definitely will change its face in the comparison of local and globalization issue. In the local space some issues will change in globalization era because of the large scale of the space and different emerged issues. One of these facts is culture. This paper aims to study some effects of globalization in different era.

Keyword: Globalization, Culture, Management, Effects of Globalization

Introduction

Globalization is not just a one stream and branch issue it has been entered in a lot of affairs for example for example, one may speak of economic, social, and cultural globalization and therefore the plural ("globalizations") is perhaps more accurate (Braman & Statan, 2000). Teitel (2005) defines (economic) globalization as ". . . the phenomenon of increased integration of the world economy as evidenced by the growth of international trade and factor mobility." Globalization is as a non-reasonable and camouflaged alternative to neoliberal free market capitalism. Although Globalization and Free Market have close relationship but, as Robert Niezen has very well pointed out, the biggest mistake on those authors that do not allow them to perfectly understand Globalization is the non perception of the fact that it is free trade what is made possible by globalization (on a big scale), but free trade it is not globalization itself (Knol, 2005). Globalization is everywhere. Typical representations of it are found everywhere in daily life. We just need to go to the shopping mall –a typical symbol of Globalization effects, primarily; on an economic surface- that Globalization implies an economical surface. Indeed, multi-corporations and their big scope represent the fact that Globalization is causing the weakening of the nation-states boundaries when it comes to trade. But Globalization affects not only the economical boundaries that might exist between two countries (Knol, 2005).

Globalization is a concept that represents "the contested visions of a universal identity" . Globalization typically refers to the process by which different economies and societies become more closely integrated, and concurrent with increasing worldwide globalization, there has been much research into its consequences (Nilson, 2010, p.1191). Globalization is not new phenomena (Globalization, 2005)and lots of practitioners and academicians have started to talk on its different branches like, cultural globalization and so on(Belk, 1996; Castells, 1996; investor word, 2005; Featherstone, 1990, 1995; Ger and Belk, 1996; Liebes and Katz, 1993; Robertson, 1992; Sklair, 2002; Waters, 1995; Matei, 2006, p.1). Its history goes back People mostly agree on this in the globalization process and era that the notion that humanity stands at the threshold of realizing one single unified community in which major sources of social conflict have vanished (global integration"; Globalization, 2010).

The Effects of Globalization on the United States of America

American companies have migrated most of their manufacturing jobs to foreign countries where it is cheaper to do business. Furthermore, service and technical jobs are currently undergoing a large exodus to foreign labor too. This is now called outsourcing and off shoring. Supposedly, this "frees up" Americans to be innovators, designers, and realizes of new technologies and concepts. This is not a same costume for example some people may not be convinced when several of their friends and a family member have been out of work for such a long time. These jobs are also being done by qualified professionals in other countries as well (philforhumanity.com, 2005). In theory, financial globalization can help developing countries to better manage output and consumption volatility. Indeed, a variety of theories implies that the volatility of consumption relative to that of output should go down as the degree of financial integration increases; the essence of global financial diversification is that a country is able to offload some of its income risk in world markets.

Since most developing countries are rather specialized in their output and factor endowment structures, they can, in theory, obtain even bigger gains than developed countries through international consumption risk sharing, that is, by effectively selling off a stake in their domestic output in return for a stake in global output (Prasad and et al, 2003).

Globalization and mainstream view of Globalization

Industrial emergence of worldwide production markets and broader access to a range of foreign products for consumers and companies has increased a lot during the globalization process (Politzer, 2008). Mainstream view of globalization, at least among the people who matter in the countries that matter—the vast majority of economists, many political scientists, and political commentators—is that globalization is a benign force leading us ultimately to the era of converging world incomes (as poor countries like China open up to the world and see their incomes rise), converging institutions as democracy becomes a universal norm, and cultural richness as people of different background interact more frequently (Milanovic, 2002: Noruzi & Westover, 2010,p.112). Globalization mainly is a generic term for a wide variety of processes involving a number of societal spheres: trade and investment, the geography of branches and arms, the political geography of spatial competence in decision-making, cultural exchange and hybridization, transportation and telecommunications and often serves ideologically as a disuse positive goal associated with degrees of freedom, mobility, integration, exchange of learning and broadening of horizons; or, as an equally negative alien force, falling down like rain on poor innocent locals, diminishing their autonomy and threatening their identity. Globalization has become a Indeed, it can be argued that since these processes are plural, we should ``conceive of globalizations in the plural" (Nederveen Pieterse, 1994, p. 161; Clurk & Lund, 2000, p. 468).

The issue of culture in the facing with phenomena of globalization

Societies and communities have different cultures or ways of life. Cultural differences play a role in causing conflicts in business settings which can result in a reconfiguration of social and economic relations. Cultures of different societies have been characterized (Kuper & Kuper, 1993) by measuring the prevailing basic social values on key dimensions (Rodrik, 2008). While traditional communities and societies have more strong and differentiated cultures, modern societies have more fragmented and are becoming more homogeneous cultures, although it cannot said that they have a common culture (Abercrombie, 2000: Thammasat, 2007). On the interface of two cultures takes place considerable reciprocal borrowing and learning on the two different ways of doing things ushering in an evolutionary convergence. From the reciprocal borrowing and learning can follow an eventual integration of divergent cultural practices and values. However, a negative convergence of corporate cultures may be the cause of reciprocally influence each other and developing conflicts during the process of a controversial cultural assimilation. More recently, academics renew the debate over the ‘convergence-divergence’ thesis in relation to the issues of corporate culture/corporate governance/management models (Teorell & Hadenius, 2006) and the debate on cultural assimilation.

National cultures with individual autonomy and egalitarianism correlate positively with better firm’s governance because they facilitate an effective balance of power. Uncertainty avoidance, power distance and masculine cultural values have a significant negative relationship as the necessary condition associated for a form of governance across countries, although the value systems may be biased towards Western values and culture centered on the balance of power in the high levels of corporate hierarchies (Cameron and et al, 2005 : Thammasat, 2007)and negotiation processes (Burkardt and Lamb, 1997). The basic value system of Schwartz (Rodrik, 2008: Schwarts, 1999) considers cognitive factors, such as egalitarianism but not altruism or self-transcendence, in a controversial cross-cultural economic analysis, thus missing the dominant structures of economic behaviors (Kupar & Kupar, 1996)The major cultural value dimensions, hierarchical, collectivist, pro self and individualist (Van Dijk *et al.*, 2004) have a distinctive set of assumptions (Hernandez & Noruzi, 2009, p.190). Technology has now created the possibility and even the likelihood of a global culture. The Internet, fax machines, satellites, and cable TV are sweeping away cultural boundaries. Global entertainment companies shape the perceptions and dreams of ordinary citizens, wherever they live (Global Policy, 2009).

Some topics where further research is needed for culture and globalization

Some topics that need to be evaluated carefully in order to understand better the whole implications of globalization into culture are:

- A deep analysis of the influences of Post modernism in the concept of Globalization
- An attempt to describe the forces that model the Globalization. An analysis of the structures of power and constraint those are inherent to the Globalization agents
- Making Globalization "work": moving those forces into the right direction (Knol, 2005)

Results and Conclusions

Globalization increasingly grows up in all over the world not just in Asia (Globalization, 2005). According to the Dass, 2002, in Asia, globalization has resulted in growing foreign debts of poor countries, the financial crises of 1997 in East Asia and South East Asia, growing inequality within and among countries, unemployment, underemployment, and poverty. Also globalization in Asia has been responsible for social unrest, drugs, growth of the culture of violence, trafficking of people, and neo-colonization that can be called "homogenization and hegemonization" (Dass, 2002). Civil society organizations act globally by forming alliances with organizations in other countries, using global communications systems, and lobbying international organizations and other actors directly, instead of working through their national governments (Globalization, 2005).

Globalization will change the equilibrium of public needs, because in the globalization process the borders increasing a lot and people meet each other's more than before so new needs increasing (Global Policy Forum, 2011). Globalization has resulted in the reality of unsustainable development, over consumption of life sustaining resources, impacts on environment and ecology, impacts on indigenous communities, and a sharper contrast between the rich and the poor. Needless to say, social tensions borne out of international and intra-national "lifestyle inequalities" will give rise to the mushrooming of global cross-border terrorism, secessionist movements in multi-ethnic societies, and tendencies for the balkanization of states (Dass, 2002).

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