Management in Global Class

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ABSTRACT

Globalization are requires to energy, skills and a lot of resources to enter directors, the executive authorities, government officials and researchers in able to deal with new realities; These needs is in private relationships, in government relations and in developed countries and developing countries in the field of management. Present paper offer points researchers in international management and international relations in connection with the globalization. Management in Global Class should be defined so that both companies and governments to examine and theorizing. Globalization don’t want international management But also requires global management. Dominant discourse in field of international management and international relations is that Forces of free market economy Cause gradual reduction of government oversight power in the world without borders.

KEY WORDS: Management in Global Class, International Management, International Business, E – Commerce, Transnational Corporations or TNCS.

1- INTRODUCTION

Author's interest in the phenomenon of globalization and the globalization cause that in level power most relevant articles and books read until gain understanding of these ideals of humanity. What was face in this study or imagining or theorizing or stating aspect or results of this phenomenon, such as the internet and established by World Trade Organization and was like these. What is that roadmap and with which Management methodology can be reached it, completely been neglected. Fields of management international affairs and international relations (IR) theorist trying to discussions of globalization. With help colleagues in this strings were studied a collection of papers related to globalization that among which two articles were dealt in related to with the globalization of international management fields and international relations. Writer’s view was unrelated to the globalization with international discussions. Basically this difference is a substantial and nature of international problems with global issues is different as come in associated books. In writer opinion, management requirements for globalization have nature that it should call a management in global class. The philosophy of producing in world class that with production at the international level is different, this indicates their difference. This paper deals with this matter until express the relationship between globalization and international management field and international relations from the perspective of scholars whose names are mentioned to get a different result. With hope for that beginning for comment colleagues and interested scholars and it will development.

Also international of business and management, especially type of electronic will be considered the big problem for governments, institutions and international organizations. Therefore this field has appeared as an academic field in the management of international affairs. Academic scientists are looking for management issues at the international level. Many of today's crisis-management world is caused by crisis monitoring in organizations that has occurred as a result globalization. (Cleak & Demring , 2002 ; Child , 2002) The way people identify and develop new things, knowledge is produced. (Gilaninia& et al, 2011) Current literature on the management of international affairs and tourism management cannot express comprehensive, dynamic and universal concepts as the real and objective according to indigenous cultures (Usunier, 1998). Increased investment companies in different countries and to increase their political power in developing countries requires a special type of management that It requires a special type of management (Stranger, 1994; Gilpin, 2001). The important thing is that should be prevent dominance of American culture in this field and a combination of international relations and international trade introduced in cultural dimensions of globalization as a multi-disciplinary in world aspects. Only management scientists can implement in an integrated relations and system (Martinez & Toyne, 2000).

In this article, first important ways of the international management literature will be analyzed and evaluated in terms of experts.
2 – Globalization and Governance

Development of international management field by American scholars Lead to too much emphasis on the private sector and the abandonment of field of international relations; field terms of historical course are based on public relations ideas. International management scholars argue that early 90s globalization has undermined our patterns (Ohmae, 1990). Because the companies, citizens and policy makers are forced to see reality as a network attached but so want themselves. Means this integrated network has specific meaning for them. According to the authors of International Management, community main driving force behind globalization, national boundaries are falling although it delays full development of the private sector and create economic opportunities similar (Sheth, 1992). In their idea, reduce the size of the general and government should become as international feature or in other words global a valuable characteristic globalization in international management; privatization should be a universal belief and its ideas will be universal (Larry, 1994) They believe that according to the idea of international management, finally, global economic integration through the "free market principles" and "free trade" will overcome to disintegration of political division that as a result, ideas ideologies ineffective and the creation of the state based on these ideas has occurred. According to famous authors in international management, means that globalization is overcome economic on politics and so is dominated private organizations on government organizations (Parker, 1997; Ohmae, 1989)

Globalization is mean to unlimited competition, development, inefficient loss of boundaries between countries, cultures and organizations in the areas of public and private. It is said that globalization helps to increase in development and partnerships between organizations. Participation of large international groups and local governments in many countries national considered in favor of national benefits and it is most effective from closed industrial policies that are supported by the dominance of local governments (Rugman & Deruz, 2000; Doz, 1986)

This hegemony discourse is based on this idea that participation of economic policies is alternative procedures and structures inefficient. It is based on inconsistent government and policy. Accordingly, if the economic development achieved under the model win – win, it will be result in the development of political, social and cultural development (Boddewynetal; 2004) terms of author in field of international trade, U.S. researchers without enough of the situations, models and values of non-Americans aware that management is only based on his theories (Boyacigiller & Adler, 1991; Clark & Knowles, 2000)

Therefore in author’s opinion, in the case of create management field in world class, scholars of this field should see to subject that this type of management, especially in less developed countries need a critical procedures and should be based on benchmarking procedures and to implement adaptive management pay to adoption of management with indigenous cultures. With this assumption that productivity such management will be a more than importable management. This important point should be noted that management research can be interest only (TNCS) while these companies are not the only actors in international management and their research needs should not be neglected.

In Brazil, one of the results evident in the disparate companies and field TNCS between and local government is tax inconsistent that local council has made direct investment in automobile industry (Hertz, 2002) Certain issues related to independence of the country is more complicated And in development and consolidation the field of international management is more effective, especially management in and Global Class.

These issues require a more comprehensive understanding critical and interdisciplinary analysis and also concepts of duality or multiplicity of national and international levels. (Usunier, 1998; Martinez & Toyne, 2000) Including most important of these issues can be expressed as follows:
(a) Who should define what international management?
(b) Should there be a universal definition of international management which is applicable to any country? (Caldas & Wood Jr., 1997; Clegg et al., 1999).

These critical questions challenge the agreement on the non-neutrality of academic knowledge in management. It may be assumed that the field of international management is a concept antithetical to national management and also provide arguments for it.in America and Europe, the national management is synonymous with global management and cannot distinguish between it and the international management. (Boyacigiller & Adler, 1991) These arguments create challenges not only publication management sciences that American has it established even it undermines the legitimacy of the field of international management. In opinion of some critical authors, the global features management that foundations in the United States wants the scientific and academic legitimacy to colonialist relations companies and the United States government (Locke, 1996) Another important issue in this connection be noted that when international management was established in the United States universities, other disciplines did not give much importance to it. One of conflict aspects of international management and other scientific disciplines is that these should be managed by organizations and national institutions and the scope of their studies and theorist is purely local; while the international management of the exception and should be managed by companies that have producing international (Wensley, 1996) According to the theory of globalization and information technology infrastructure. Gradually following system of national issues was established about international issues.
With study about TNCs and government of acceptor countries was determined that addition features and economic goals, features and political objectives also have been raised in selected countries transition by TNCs and acceptance of these companies by governments. While these results were released until before international relations (IR) was considered only to the economic goals and was denied any political goals. But today have considered to policy objectives predetermined in TNC. These acknowledge will be considered important issue for critically researchers of international relations. (Strang, 2006; Jackson & Sorensen, 2007) today. International management and international relations scholars believe that One of the goals lack focus in company's on policy issues transition in the past has been Trying to change the concept of nationalism or nationalism in the countries of acceptor that is favor of Countries owner of transmission company. Means subsidiary companies and governments tried to concept of nationalism and cultural intolerance may weaken in acceptor states because Nations to reduce the cultural resistance and dominant their culture. Of course this fact was expressed by authors international management such as Ohmae in 1990, Held in 1999, Sklair 2001 and Pinzani in 2002 but never were to the operational focus and research and scientific studies.

Chandler believes that their American management knows the forefront fight against Europe colonialism management. However, European authors believe that College of American management consciously or unconsciously, with strongly nationalist and political and ideological views looking at management issues and their theories are universal, whereas they are not. These disagreements indicate that concepts of national and international management concepts, particularly in global issues such as tourism, hotel management, and the like should be carefully examined.

Mokhiber & Weissman, 1999, (Jenkins, 1987), (Demirage & Clark, 2002) believe that reason the popularity of international management in recent decades and to achieve organizational benefits should convert these differences to share. International management is trying Specific contradictions and cultural conflict can converter To manufacturer factors global distribution of companies. Author's opinion, the combination of international Management and international relations can be assigned mission and a new mission, develop viewpoints and vision be global, created a new series called global management until can calm in the shadow of the acceptor states (TNCs) and know with format and structure and the new perspectives they can provide their own national interests.

David Boje, a critical researcher based in the US, argues that in parallel to the spread of globalization, TNCs have colonized business schools and even universities (Boje, 2000, 2001).

3- Globalization & International Relations

It seems that globalization for the transition from theories of socialism and capitalism had been create that Encompass economic and political debates in world from years. Concept that is swept and to be integrated into the bipolar world. Technologies of globalization that based on the information society, IT and ICT are showed signs of make globalization and become globalization for everyone in less than a decade. The mentoring relationship is valuable (Gilaninia, Soufi, 2011) Held & McGrew (2000) said Term of globalization has been used since the early '70s. To before this theories was based on separation of internal and external affairs, particularly in national and international. Belief to conjunction internal and external issues of economic and political with global systematic theory Wallerst in form in 1974 And combined dependency theory Nye & Reohan in 1977.

They report that the literature shows analyses based on abstract and imprecise models of the global economy, global culture and global society. Consequently, the skeptics argue that the concepts of internationalization, regionalization are more valid than globalization (Held & McGrew, 2000, p.14-17). Held and McGrew (2000), for instance, challenge both skeptics and globalists. They point out that the debate between these two extremes is problematic for two main reasons. Firstly, because the position held by the skeptics has been transformed into a resource for the legitimization of the position held by the globalists and for its hegemony within the literature. Secondly, because the resulting debate has prevented researchers from recognizing or using a multidimensional theory of globalization.

Also researchers of international trade have found signification relationship between two theories. What is the hegemony of the dominant in globalization literature a country and how can it be used So that not to damage the country feelings of independence.

Knowls & Clark (2003) argue that the conceptualization of globalization requires the recognition of three fundamental issues: (a) material, (b) time-space and (c) cognitive. The first is represented by the flows of trade, capital and people, which have been facilitated by three types of infrastructure – physical (transportation and informatics), normative (international trade rules) and symbolic (English language as the universal language). The second is represented by the change in the spatial reach of social action and organization between the local and global levels. The third is represented by the recognition of the causal relation between remote events, structures and issues and local matters (and vice-versa), as well as corresponding changes in our notions of space and time.
Some theories of globalization have analysis on governance issues and their regulatory authority that primarily by governments are not considered and for this reason, governments are criticized in international management. cases ignore by International management scholars including (a) International political economy, with particular focus on the global economy. In terms of governments, international economic writers are not impartial and are not consider the interests of other countries. (b) Cultural studies, with particular focus on global culture (c) Global sociology, with particular focus on transnational actors and structures.

On this basis the authors of international management founded that one of the most important globalization issues that should not be overlooked is this topic: Government and governance issues position in globalization literature.

Stopford and Strange state that national governments, especially in developing countries, have lost much of their bargaining power to TNCs since the early 1990s. Although states still control access to their territory and labor, corporations control capital and technology (or have better access to both). Due to the increasing importance of capital and technology in global capitalism, TNCs have increased their bargaining power. In the end, the authors suggest that governments and companies should learn how to ‘manage’ more effectively these new complexities from the perspective of sustainable growth.

Another point of this author's opinion, sovereign government has missed in scholars’ perspective that TNC will carry out the scope of its influence. In fact TNC’s will migrate and have their specific immigration issues.

4) Conclusion

As was described in the introduction, globalization is facing many challenges that its vision cannot be found, as it was thought. In beginning study of globalization debate what had been brings to writer mind and still believe it, this is that countries being globalization and globalizing countries requires that the common principles are way map for both. Challenges of international, regional and local were obstacle globalization. In Author's opinion, these challenges may be international, but not global. In many countries, issues and challenges between the two or several different nations does not matter for them. Therefore international vision of globalization is useless and must be found global perspective. Globalization debate is much broader and more complex than this debate. Tourism is one of the main topics of globalization. Issues related to tourism are not something that be in the form of international management or international relations.

The authors emphasizes that these courses should implemented more effectively in developing and developed countries until with support from governments, organizations and academic institutions and the private sector and public, economy move toward globalization. While the author's opinion, a new field of management must be established as a global management can discussion by different idea of international view. Globalization is global ideal and seems god creative same law in natural system. Management current views governing on world won’t able to understanding and theorizing unless by changing the perspective. What has been written about globalization is fantasy, not theorizing Author's opinion, this is the only realistic that deal with all of world’s co-contemplation theorists.

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