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**Publications Assignment in Management:**

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### **Definition**

*The aim of this description is to provide a background to the concept of management and HRM managers. The human resource function focus in matters connected with the management and development of people in organizations.*

*The management is the process of planning, organizing, leading and controlling the efforts of organization members and of using all other organizational resources to achieve stated managerial goals by Stoner 'the management is the process of working with and through other people to achieve organizational goals.' By Johnson and Stinson The management activities include planning and decision making, organizing, leading and controlling. Managers engage in these activities to combine human, financial, physical, and information resources efficiently and effectively and to work toward achieving the goals of the organization in the way efficiently using resources in a cost-effective way. And effective making the right decisions and successfully implementing them By Ricky W. Griffin.*

### **Organization**

*Organization is a group of people with a common purpose who work together to achieve shared goals organizations are intricate human (strategies to achieve certain objectives by Argyris (1960*

*Organizations are set up to achieve purposes that individuals cannot achieve on their own. Organizations then provide a means of working with others to achieve goals... likely to be determined by whoever is in the best position to influence them ... a key characteristic of organizations is their complexity. By Stewart (1994*

### **Introduction:**

It is clear from the themes of the management is activities with planning, organizing, staffing, leading and controlling, with goals whether the long-term or short-term objectives and survival of organization in the future period. In addition to the four functions such as marketing, human resources, accounting, operations, and finance; Planning process of creating and maintaining a plan; and mental process of thinking about the activities required to create a desired goal on particular scale.

Entrepreneurship are processes of planning, organizing, operating, and assuming the risk of a business venture and capital, labor, natural resources; Organizational behavior aimed to enable humans and their tools to accomplish goals, joint function of human characteristics and maximize efficiency and achieve organizational goals besides formal organization with the network of relationships between members of an organization. And I examine bureaucracy as form of business administration based on activities through a hierarchical system of authority standardization, centralization, formalization and specialization. H R M examines organizational activities directed at attracting, developing and maintaining an effective workforce with efficiently and effectively. In Ethic part examines an individual's personal beliefs with a behavior, action or decision. However, Ethical behavior as general accepted social norms, and unethical behavior that doesn't accepted social norms. In terms of demographic changes, cultural differences, other characteristics of organizational members and diversity were a reflection of changing global markets. Diversity indicates that demographic characteristics, socio-cultural structure, managerial policy and behaviors, union tendency and regional differences, laws and local community, gender, educational and age differences, and political opinions have influence on discrimination. Leadership refers to process and a property; a process focusing on what leaders really do, a property, leadership as a set of characteristics endorsed to individuals who are apparently to be leaders. Globalization defines as the process of regional economies, societies, and cultures have become integrated through communication, transportation, and trade and the integration of national economies into the international economy through trade, foreign direct investment, capital flows, migration, and the spread of technology. The climate change and global warming in terms of growth and development of

climate, that effects human life from all things and it is effect on economics, human health and business process such as Agricultural or environmental.

### **Business Process**

Business process management is a systemic, improve, control, and manage process with the aim of improving the quality of products and services. However, it is organizational assets that are central to creating value for customers for many important business decisions, including pricing, assessing performance, and planning investments. The management as the process by which a manager of organization efficiency employs resources to achieve its general goals all smallest amount cost and greatest profit. Managing is a necessary activity that managers are always needed to plan, organize, direct and control operations to ensure that organization achieve their goals. Entirely managers deals and interact with different environments economic, technological, social, potential, legal and moral. There are many different forms and levels of international business.<sup>1</sup> I can categorize four general levels of international activity that differentiate organizations.

First, a domestic business acquires essentially all of its resources and sells all of its products or services within a single country. Most small businesses are basically domestic in nature; this category includes local retailers and restaurants, agricultural enterprises, and small service firms, such as dry cleaners and hair salons.

Second, an international business is primarily in a single country but acquires some meaningful share of its resources or revenues from other countries.

Third, a multinational business that has a worldwide marketplace from which it buys raw materials, borrows money, and manufactures its products and to which it subsequently sells its products.

Final, a global business is go beyond national boundaries and is not committed to a single home country. Intercontinental business can face a lot challenges reflect the economic, political, and legal and cultural environment of international management. In addition, many businesses are organized according to various business processes and these process groups also need special information such as marketing, human resources, accounting, operations, and finance.<sup>2</sup> Management process involves the four basic functions of planning and decision-making, organizing, leading and controlling. Because these functions represent the framework to create goals and plan a clear what company want to become.

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1 Ricky W. Griffin. Management: principles and practices pp 7

2 Ricky W. Griffin. Management: principles and practices pp 4

## **Planning**

Planning in organizations and public policy is both the organizational process of creating and maintaining a plan; and mental process of thinking about the activities required to create a desired goal on some scales. Planning is the process of determining in advance what should be accomplished, when, by whom, how, and at what cost. Planning is the process of determining the organization's goals and objectives and making the requirements for their achievement. In general, there are four major types of planning includes strategic, tactical, contingency, and managerial. Creating a mission statement and should represent the commitment to the business and operate it, to reflects organization purpose to attract and communicate the customers and direct the work of employees. Nearly each process can be viewed as a closed system in which there are inputs, a process of action, and outputs that deliver a final product. Organizations and plans are able to set realistic goals and objectives. In addition, they are able to complete the detail work by breaking it down into process steps, which include schedules and tasks.<sup>3</sup> Finally, they measure progress against objectives and evaluate the results. Planning is the establishment of the targets to be achieved at a future point in time. It's important to identify the main focus of an organization plan because it will help to determine what to include and emphasize. Startup-focused plans identify the steps that a new Organization will follow to create products, services, and customers.<sup>4</sup>

## **Decision Making**

Decision making can be regarded as the mental processes resulting in the selection of a course of action among several alternative situations. Decisions-making need to be made wisely under changeable situation with different amounts of knowledge about alternatives and consequences; Decisions are concerned with the future and may be made under conditions of certainty, conditions of risk, or conditions of uncertainty.<sup>5</sup> Managers have sufficient or complete information and know exactly what the outcome of their decision will be

## **Organizing**

Organizing is the act of rearranging elements following one or more rules. Organizing is the process of establishing formal relationships among people and resources in order to reach specific goals and

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3 Ricky W. Griffin. Management: principles and practices pp 8

4 Peter F. Drucker. Managing for results pp 18

5 Peter F. Drucker. Managing for results pp 200

objectives. Goals should be specific, measurable, attainable, realistic, and<sup>6</sup>.timely

### **Staffing process**

Staffing is selecting and training staff and maintaining satisfactory work conditions; how many staff resources, with what backgrounds, and at what cost can be considered for objectives implementation. Recruitment—how does one progressing to find the person with the appropriate mix of education, experience, human relations skills, communications skills, and motivation. The process of staff selection involves evaluating candidates through application forms, curriculum vitae, and interviews and choosing the best candidate for the specific job responsibility.<sup>7</sup> It involves coordination the various job roles and responsibilities of yourself and other staff, of your unit and other units within the same organization.

### **Motivation**

Motivation is the establishment of goal- oriented behavior. Motivating employees is an important part of the leader's job; there are many different aspects of employee motivation and may begin with inspiring the employees with the company's vision. In addition, as getting people to contribute their maximum effort toward the attainment of organizational objectives and it is the creation of working conditions that with help produce a desire in the workers to achieve these objectives.<sup>8</sup>

### **Entrepreneurship**

Entrepreneurship is the process of planning, organizing, operating, and assuming the risk of a business venture and Entrepreneurship is the process through which the individual takes capital, labor and natural resources and combines them with the risk linked with the delivery of goods and services. In addition, an entrepreneur is someone who engages in entrepreneurship and process of starting a new business or business venture, sometimes failing and sometimes succeeding, is part of what is called entrepreneurship. However, Business owners who employ professional managers to run their businesses and then turn their attention to other interests are not true entrepreneurs. Likewise, professional managers whose job is running someone else's business are not entrepreneurs, for they assume less-than total personal risk for the success or failure of the business.<sup>9</sup>

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6 Ricky W. Griffin. Management: principles and practices pp 9

7 Ricky W. Griffin. Management: Principles and practices pp 9

8 Ricky W. Griffin. Management: principles and practices pp 10

9 Ricky W. Griffin. Management: Principles and practices pp 290

Starting a new business is the individual's commitment to becoming a business owner, next steps' choosing the goods or services to be offered? Making this choice also requires entrepreneurs to assess not only industry trends but also their own skills. Entrepreneurs can decide whether to buy an existing business or to start from scratch; an existing business has already verified its ability to draw customers at a profit and it has also established working relationships with lenders, suppliers, and the community. Moreover, an existing business gives potential buyers a much clearer image of what to expect than any estimate of a new business's prospects. There are also practical reasons to start a business from scratch; a new business does not suffer the ill effects of an earlier owner's mistakes. Not surprisingly, the risks of starting a business from scratch are greater than those of buying an existing firm.<sup>10</sup>

### **Organization**

Organizations are systems of behavior designed to enable humans and their machines to accomplish goals, organizational form must be a joint function of human characteristics and the nature of the task environment (Simon 1976). The collection of work groups that has been consciously designed by management to maximize efficiency and achieve organizational goals is referred to as the formal organization while the network of relationships between members of an organization which form of their own accord, on the basic of common interests and friendship. Contingency approach an extension of the systems approach that implies organizational variables (e.g. strategy structure and systems) and its success or performance is dependent upon environmental influences.<sup>11</sup> The best way to structure or manage organizations rather than it must be dependent upon the contingencies of the situation. The systems approach to organization is based on the three major elements of inputs, throughputs/conversion (transformation) and outputs. The process of management is concerned with all three of these elements and especially with the transformation process of organization (*Drucker 1955*). Management is concerned with the "systematic" organization of economic resources and its task is to make these resources productive. Planning is an activity which involves decisions about ends (organizational aims/objectives) means (plan), conduct (policies) and results. (1). the organization's external environment. (2). the organization's internal strengths and weakness, planning can be long-term, as in strategic and corporate planning, or short-term, as in the setting of annual departmental budgets. In addition to the formalization of what is intended to happen at some time in the future; concerns actions taken prior to an event,

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10 Ricky W. Griffin. Management: principles and practices pp 291

11 G. A. Cole and Phil Kelly. Management theory and practice Pp 95

typically formulating goals and objectives and then arranging for<sup>12</sup> resources to be provided in order to achieve a desired outcome

### **Bureaucracy**

**Bureaucracy** is a model of organization design based on a legitimate and formal system of authority. For example, Weber noticed the bureaucratic form of organization as logical, rational and efficient. He offered the model as a structure to which all organizations should desire the "one best way" of doing things. According to Weber, the best bureaucracy exhibits five basic characteristics: First, the organization should adopt a separate division of labor, and each position should be filled by a professional.

Second, the organization should develop a consistent set of rules to ensure that task performance is unchanging. Third, the organization should establish a hierarchy of positions or offices that creates a chain of command from the top of the organization to the bottom. Fourth, managers should conduct business in public way and maintain an appropriate social distance between themselves and their subordinates.

Finally, employment and advancement in the organization should be based on technical expertise and employees should be protected. The best examples of bureaucracies today are government agencies and Universities.<sup>13</sup> Likert developed a framework that characterized organizations in terms of eight important processes

Leadership process includes increase confidence and trust between .1 superiors and subordinates in all matters. Subordinates feel free to discuss job problems with their superiors, who in turn ask their ideas and .opinions

Motivation process taps a full range of motives through participatory .2 methods. Attitudes are satisfactory toward the organization and its goals

Communication process is such that information flows freely .3 throughout the organization- upward, downward, and laterally; the .information is accurate and undistorted

Interactions process is open and extensive. Both superiors and .4 subordinates are able to move departmental goals, methods, and .activities

.Decision-making process occurs at all levels through group processes .5

Goal-setting process encourages group participation in setting high, .6 .truthful objectives

Control process is spread throughout the organization and emphasizes .7 .self-control and problem solving

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12 Ricky W. Griffin. Management: Principles and practices pp 277

13 Ricky W. Griffin. Management: principles and practices pp 518



Performance goals are high and actively sought by superiors who recognize the need for making a full commitment to developing, through training, the human resources of the organization. Bureaucracy defines a form of business administration based on formal rational rules and procedures designed to govern work practices and organization activities through a hierarchical system of authority (standardization, centralization, formalization and specialization) referred to two fundamental and basic objectives of organizations-to be effective<sup>14</sup>.((do the right thing) and to be efficient (do things right

### **Human Resource Management**

Human Resource Management is the set of organizational activities directed at attracting, developing and maintaining an effective workforce.

Three particularly vital components of this context are HRM's strategic importance and the legal and social environments of HRM. Especially in the areas of equal employment opportunity, compensation, benefits, labor relations, occupational safety and health; the growing awareness of the strategic significance of human resource management has led to reflects a firm's commitment to people.<sup>15</sup> Human capital is reflects the organization's investment in attracting retaining, and motivating an effective workforce. However, bans discrimination in all areas of the employment relationships to ensure that employment decisions are made on the basis of an individual's qualifications rather than on the basis of personal of sex, race, color, religion, or national origin in all areas of the employment relationship

### **Information technology and Customers**

Management information is a system that provides information needed to manage organizations efficiently and effectively. Management information systems involve three primary resources: technology, information, and people. Business is a process which converts a resource, distinct knowledge, into a contribution of economic value in the market place and aims of a business is to create a customer.<sup>16</sup> Who can choose not to buy, and who is willing to exchange his purchasing power, and knowledge alone gives the products of any business that leadership position on which success and survival ultimately depend.

For business success, knowledge must first be meaningful to the customer in terms of satisfaction and value and the source of this specific differentiation, and with it of business survival and growth. To turn entrepreneurial programs into performance require effective management;

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14 G. A. Cole and Phil Kelly. Management Theory and practice pp 39

15 Ricky W. Griffin. Management: principles and practices pp 557

16 Peter F. Drucker. Managing for results pp 91

the foundations of such a plan are of course the decisions on the idea of the business and its objectives; on the areas of excellence, on priorities, and on strategies.<sup>17</sup> From these a work plan first develops goals and .targets

IT is the resources used by an organization to manage information that it needs to carry out its mission. IT may consists of computers, integrated computer networks, telephones (wired and wireless) fax machines, and other pieces of hardware. In addition, IT includes software that facilitates the system's ability to manage information in a way that is useful for managers. Information must be relevant if it is to be useful to managers. Operations managers needs information on costs and productivity; human resource managers need information on hiring needs and turnover rates, and marketing managers need information on sales projections and <sup>18</sup>.advertising rates

Social media openings like blogs, Facebook, LinkedIn, and Twitter are driving purchases; travel and romantic, political, and other real-world decisions such as products, services, experiences, and new ideas are (1) Effectively use social media best practices as a low-cost marketing tool. (2) Use these popular platforms to gain a competitive edge. (3) Build a powerful voice in this influence economy where anyone with an opinion can effect great change. (4) Use social media content to boost brands, bond with customers, and build business. (5) Understand ways to quantify social media as a marketing effort. Social media has become extremely popular because it allows people to connect in the online world to form relationships for personal and business purposes.<sup>19</sup> Marketing is building relationships and relationships start with communication to allow firms to communicate, educate, and prospective customers. Social media's direct communication distinction serves and supports organizations as it brings the people together, allows them to connect with each other, and makes direct communication possible as receive feedback, and connect on equal group with the target markets.<sup>20</sup>

Marketing is the process of planning and executing the conception, pricing, marketing communication and distribution of products and services to create exchanges that satisfy individual and organizational goals. The information manager is responsible for combining people, :technology, material, money and basis of information in such as

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17 Peter F. Drucker. *Managing for results* pp 209

18 G. A. Cole and Phil Kelly. *Management Theory and Practice* pp 338

19 Lorrie Thomas. *The McGraw-Hill 36-Hour course Online Marketing* pp 99

20 Lorrie Thomas. *The McGraw-Hill 36-Hour course online Marketing* pp 102

**General economic changeable:** Especially if you are doing business in the global market and the price of the dollars against other currencies can make a large difference if trading internationally As well as domestic interest rate can change.

**Government acts and regulations:** That depend on the kind of industry, changes concerning act and regulation may force the business to make change that will cost money.

**Technological changes and new developments:** The most recent computers are generally faster and can handle more information.

**Competition:** They need to know how strong their competitors are and what they are doing regarding

Marketing information systems is a system for managing information that is gathered continually from internal and external basis integrated marketing communications is the skill of production efforts to ensure the best. Advertising purpose is to increase the demand for all makes of product within a specific industry. Furthermore, business model represents a group of common characteristics and ways of doing business to make sales revenues and reduce expenses.<sup>21</sup> E-business seeks to add revenue streams using the World Wide Web or the internet to build and enhance relationships with clients and partners. Customer relationship management is a broadly recognized, large implemented strategy for managing company's interactions with customers and sales prospects. It involves using technology to organize, and coordinate business processes, but also those for marketing, customer service, and technical support.

### **Business Ethics**

Ethic is an individual's personal beliefs about whether a behavior, action or decision is right or wrong. Ethical behavior is a behavior that follows to general accepts social norms, while unethical behavior is behavior that does not follows to generally accept social norms. Materials ethics are the standards of behavior that guide individual managers in their work. While ethics can affect managerial work in any number of ways, managerial ethics are the relationships of the firm to the employee, the employee to the firm and the firm to other economic agents. Managers need to approach each set of relationships from an ethical and moral perspective. One important area of managerial ethics is the treatment of employees by the organization includes such as hiring and firing, wages and working conditions, and employee privacy and respect. For example, both ethical and legal guidelines suggest that hiring and firing decisions should be based only on an individual's ability to perform the job wages and working conditions, there are also areas for potentially controversy. For

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<sup>21</sup> G. A. Cole and Phil Kelly. Management Theory and practice pp 401

example, a manager paying employees less than he deserves, simply because the manager knows the employee cannot afford to quit or risk losing his job by complaining, might be considered unethical. Finally, most deservers would also agree that an organization is obligated to protect the privacy of its employees. Many ethical issues stem from how employees treat the organization, especially in regard to conflicts of interest, secrecy and confidentiality, and honesty. Conflicts of interest occur when a decision potentially benefits the individual to the possible detriment of the organization.<sup>22</sup> Managerial ethics is play role in relationship between the firm and its employees with other economic agents such as customers, competitors, stockholders, suppliers, dealers and unions. The behaviors between the organization and these agents that may be subject to ethical ambiguity include advertising and promotions, financial, disclosures, ordering and purchasing, shipping and solicitations, bargaining, and negotiation and other business relationships. In addition, to treating constituents and the environment responsibly, business organizations also should promote the general welfare of society include contributing financially to charities, philanthropic organizations and not for profit foundations and associations; providing other support (such as buying advertising space in program) to museums, symphonies, and public radio and television, and taking a role in improving public health and education. Important areas of ethical concern for managers are how the organization treats its employees, how employees treat the organization, and how the organization and its employees treat other economic agents. Organization use leadership, culture, training, codes guidelines, and justice to help them manage ethical behavior. Organizations use three types of activities to formally manage social responsibility; legal compliance, ethical compliance, and philanthropic giving. Ethics relate to individuals and their decisions and behaviors. Organizations themselves do not have ethics, but do relate to their environment in ways that often involves ethical dilemmas and decisions. Social responsibility is the set of obligations an organization has to protect and enhance the societal context in which it functions. Organizations may exercise social responsibility toward their stakeholders, toward the natural environment, and toward general social welfare. Some organizations acknowledge their responsibilities in all three areas and strive diligently to meet each of them, whereas others emphasize only one or two areas of social responsibility. Organizational stakeholders are a people or organization who is directed affected by the practices of an organization and has a stake in its performance. Most companies that strive to be responsible to their stakeholders concentrate

first and foremost on three main groups such as customers, employees and investors. They then select other stakeholders that are particularly relevant or important to the organization and attempt to address their needs and expectations as well. Organizations that are responsible to their customers strive to treat them fairly and honestly. They also seek to charge fair prices, to honor warranties, to meet delivery commitments, and to stand behind the quality of the products they sell. Organizations that are socially responsible in their dealings with employees treat their workers fairly and respect their dignity and basic human needs. Respect for the natural environment is a key part of social responsibility. Areas of social responsibility relates to the natural environment. Companies need to develop economically feasible ways to avoid contributing to acid rain, global warming, and depletion of the ozone layer, hazardous wastes, and ordinary garbage.<sup>23</sup> Solution of these companies needs to develop safety policies that cut down on accidents with potentially disastrous .environmental results

### **Diversity and Multicultural**

The business diversity is that company employs a diverse workforce (men and women, people of many generations, people from ethnically and racially diverse backgrounds and so on). In political context is equal respect to the different cultures in a society, to a policy of promoting the upkeep of cultural diversity, to policies in which people of different ethnic and religious groups have equal right. Even when people generally respond positively to the idea of diversity and are approachable of promoting it, how to operate in a diverse context generates disagreement.

Managing and developing diversity is on the political and business program in many countries. Culture can be used to describe the community of people who include an entire society. But a different set of issues involving social culture also arises within the boundaries of an organization. In other words, when the people containing an organization represent different national cultures, their differences in values, beliefs behaviors, customs, and attitudes pose unique opportunities and challenges for managers. Diversity exists in a community of people when its members differ from one another along one or more important proportions. Diversity is generally used to refer to demographic differences among people within culture-differences in gender, age, ethnicity, and so forth. Diversity and multicultural essentially relate to differences among people. Therefore, organizations today are becoming more diverse and multicultural, In addition to age; gender, and ethnicity, organizations are confronting other proportions of diversity such as different religions beliefs, for example, constitute an important aspect of

diversity, single parents, people with special dietary preferences and people with different political ideologies and viewpoints also represent main dimensions of diversity in today's organizations.<sup>24</sup> Diversity and multicultural in an organization can also create conflict that arises from a variety of reasons. One potential avenue for conflict occurs when an individual thinks that someone has been hired, promoted, or fired because of her or his diversity status. For example, suppose that a male executive loses a promotion to a female executive. Conflict may also arise as a result of fear, distrust, or individual prejudice. Members of the dominant group in an organization may worry that newcomers from other groups pose a personal threat to their own positions in the organization. One important approach that organizations can use to promote diversity is to make sure that opportunities for training, developments, and advancement are open to everyone. Diversity and multicultural are increasing in organizations today because of changing demographics, the desire by organizations to improve their workforces, legal pressures, and increased globalization. Today's workforce is older, more racially diverse, more female and more varied, managing diversity the executive goes beyond equal opportunity and embodies the belief that people should be valued for their differences and variety. Diversity has described as the heterogeneity of attitudes, respecting and appreciating the differences such as age, culture, education, ethnicity, experience, gender, race, religion, and sexual orientation, amongst other that make people unique or as all ways in which people differ. Gender all human societies divide themselves into two social categories called female and male each category is based on cultural norms about the attributes, beliefs and behaviors expected from males and females.<sup>25</sup> The gender of any individual depends on a complex combination of generic, body, social, psychological, and social elements. However, informal psychological and organizational barriers continue to bar the progress of women. The process of occupational separation and sex-typing of jobs continue so that women tend to be concentrated at the base of most organizational hierarchies in jobs which are less respected and lower paid than those .favored by men

### **Leadership**

Leadership is both a process and a property; a process focusing on what leaders really do, leadership is the use of non-forced influence to form the group or organization's goals, motivate behavior toward the achievement of those goals, and help define group or organizational culture. As a property, leadership is the set of characteristics endorsed to individuals

24 Ricky W. Griffin. Management: principles and practices pp 167

25 Ricky W. Griffin. Management: principles and practices pp 166

who are apparently to be leaders. Therefore, leaders are people who can influence the behaviors of others without having to rely on force or people whom others accept as leaders. It should be clear that leadership and management are related, but they are not the same, a person can be a manager, leader, both or neither; when executive plans, managers focus on monitoring results, comparing them with goals and correcting deviations. In contrast, the leader focuses on motivating people to overcome bureaucratic hurdles to reach goals. Organizations need both management and leadership if they are to be effective, leadership is necessary to create change, and management is necessary to achieve arranged results. Management in combination with leadership can produce organized change, and leadership in combination with management can keep the organization property associated with its environment. It is necessary to understand power as the ability to affect the behavior of others. Management is planning and budgeting, establishing detailed steps and timetables for achieving needed results; allocating the resources necessary to make those needed results happen.<sup>26</sup> Establishing some structure for accomplishing plan requirements, staffing that structure with individuals, delegating responsibility and authority for carrying out the plan, providing policies and procedures to help guide people and creating methods or systems to monitor implementation. Leadership is developing a vision of the future, often the distant future, and strategies for producing the changes needed to achieve that vision, and communicating the direction by words and deeds to everyone whose cooperation may be needed to influence the creation of teams and coalitions that understand the visions and strategies and accept their validity and energizing people to overcome major political, bureaucratic, and resources barriers by satisfying very basic but often unfulfilled, .human needs

### **Globalization**

Globalization is the increasing association of worlds' economic to reduce the barriers of international trade as tariffs, export fees, and import shares and increase material wealth, goods and services. It defines the process of regional economies, societies, and cultures have become integrated through communication, transportation, and trade and the integration of national economies into the international economy through trade, foreign direct investment, capital flows, migration, and the spread of technology. It's clear that globalization, both as a process of international integration and growing interconnection, is not just a business phenomenon, but also a political, social and cultural one. The integration of national economies into the international economy through trade, and the spread of

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<sup>26</sup> Ricky W. Griffin. Management: principles and practices pp 241

technology, globalization is generally known as being driven by a combination of economic, technological, socio-cultural, and political. The general environment of most organizations has economic, technological, sociocultural, political legal and international dimensions. Particularly important economic factors for business are general economic growth, inflation, interest rates, and unemployment.<sup>27</sup> The technological dimension of the general environment refers to the methods available for converting resources into products or services. The rapid current of the internet into all areas of business is also a reflection of the technological dimension. The sociocultural dimension of the general environment includes the customs, mores, values, and demographic characteristic of the society in which the organization functions. In addition to they determine the products, services, and standards of conduct that the society is likely to value. The political-legal dimension of the general environment refers to government regulation of business and the relationship between business and government. This element is important for three basic reasons. First, the legal system partially defines what an organization can and cannot do. Second, pro-or antibusiness sentiment in government influences business activity. For example, during period of pro-business sentiment, firms find it easier to compete and have fewer concerns about antitrust issues. On the other hand, during a period of antibusiness sentiment, firms may find their competitive strategies more restricted and have fewer opportunities for mergers and acquisitions because of antitrust concerns. In addition to Political stability has results for planning; no business wants to set up shop in another country unless trade relationships with that country are relatively well defined and stable. Even firms that do business in only one country may face foreign competition at home, and they may use materials or production equipment imported from a board. These environments include competitors, customers, suppliers, strategic partners and regulators. An organization's competitors are other organizations that compete with it for resources. For example, two totally unrelated organizations might compete to acquire a loan from a bank that has only limited funds to lend. Dimension of the task environment is customers, whoever pays money to acquire an organization's products or services.<sup>28</sup> Global a form of international organizational design where foreign subsidiaries are modeled on the parent companies' domestic approach (replication) standardization and centralization are emphasized in order to achieve integration. It requires organizations to manage internationally, presenting significant challenges. The global business environment is changing

27 Ricky W. Griffin. Management: Principles and practices pp70

28 Ricky W. Griffin. Management: Principles and practices pp 66



dramatically. Traditionally competition in international markets was the world of large companies, while smaller businesses remained local or regional in range. However the removal of government-imposed barriers that protected domestic markets and recent technological advances in manufacturing, transportation and telecommunications allow even the smallest firms' access to customers, suppliers and collaborators around the world. Small companies and/or entrepreneurial enterprises, both domestically and internationally, are increasingly increasing economic growth and innovation. Reynolds (1997)

Globalization is having a dramatic impact on the opportunities and challenges facing small businesses. Two changes, in particular, are developing the management policies and competitive strategies of large and small firms equally.<sup>29</sup> David Birch (1976) Highlighted that small entrepreneurial firms are understood to be so important for domestic economic performance is that they are created difference numbers of jobs, in some cases the larger job creation performance of small firms employing fewer than 20 workers generated 66% of all new US jobs, and firms with less than 100 employees accounted for 82% of net job gains.<sup>30</sup> The environmental challenges facing the international manager are the political and legal environment in which he or she will do business. Four mainly important aspects of the political and legal environment of international management are government stability, incentives for multinational trade controls on international trade, and the influence of economic communities on international trade. Government stability is the ability of a given government to stay in power against opposing factions in the country and as the permanence of government policies toward business. A country that is stable in both respects is preferable because managers have a higher probability of successfully predicting how government will affect their businesses. Civil war in countries such as Angola has made it virtually impossible for international managers to predict what government policies are likely to be and whether the government will be able to guarantee the safety of international workers. Another facet of the political environment is incentives to attract foreign business. Such incentives can take a variety of forms. Some of the most common include reduced interest rates on loans, construction subsidies, and tax incentives. In addition to lucrative tax breaks, for example, they can also attract investor with duty-free entry of raw materials and equipment, market protection through limitations on other importers, and the right to take profits out of the country. International trade is the political environment the managers need to consider is the extent to

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29 Leo-Paul Dana. Journal of International Entrepreneurship pp 32

30 Simon C. Parker. The Economics of Entrepreneurship: what we know and what we don't. pp 28

which there are controls on international trade. In some instances, a country's government might decide that foreign competition is hurting domestic trade, to protect domestic business, such governments may enact barriers include tariffs, quotas, export restraint agreements and "buy national" laws. Government policies can either increase or decrease the political risk facing international managers, trade relations between countries can either help or hinder international business. An international economic community is a set of countries that agree to markedly reduce or eliminate trade barriers among member.

### **Environment**

The Environment Change affects economic, global warming, and that affects health in 21<sup>st</sup> century. The effects of climate change are mainly cause enormous problem in the economy and it could approve poverty in the world and various diseases grounds by warming are rising death. Moreover in the environment affect as air and water that increases the sea levels. Then Climate Change is the greatest environmental, social and economic threats facing the global. However, Environment issues often carry difficult between quality and price, and it is difficult to gain economic development whether in agricultural resource, animals, plants and industrial.<sup>31</sup> The environmental policy is any action on use taken to manage human activities with a vision to prevent, reduce or mitigate harmful effects on nature and natural resources and ensuring that reproduction changes to the environment do not have harmful effects on humans. Environmental policy includes air and water pollution, and the protection of natural resources and wildlife.

### **Conclusion**

Conclusion examines general areas such as management, entrepreneurship, bureaucracy, diversity, ethic, leadership, globalization and environment. First, management is activities such as planning, organizing, staffing, leading and controlling. Second, bureaucracy refers to a form of business administration such as activities through a hierarchical system of authority standardization, centralization, formalization and specialization. Third, demographic changes, cultural differences, other characteristics of organizational members and diversity were a reflection of changing global markets. Diversity includes the differences and similarities between individuals and groups, comprising race, ethnicity, gender, culture, age, sexual orientation, religion, language, socio-economic status, personality, education, life styles, family status, physical, political opinions and mental ability. Finally, Globalization examined as the process of regional economies, societies, and cultures have become integrated through communication, transportation, and trade

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31 Ricky W. Griffin. Management: Principles and practices pp 79

and the integration of national economies into the international economy through trade, foreign direct investment, capital flows, migration, and the spread of technology.

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