

BUSINESS GLOBALIZATION AND INTERNATIONALIZATION OF ORGANIZATIONS – THEIR MAJOR IMPACT WITHIN THE MANAGEMENT OF ROMANIAN ORGANIZATIONS

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Rezumat: Globalizarea afacerilor și internaționalizarea companiilor sunt două dintre componentele esențiale ale schimbării. Efectele lor structurale au implicații profunde în managementul organizațiilor. „Aceeia care nu se schimbă vor avea surprize neplăcute”, spunea cunoscutul om de știință Peter Drucker. Afectate de aceste fenomene sunt companiile ale căror încercări nu sunt sistematice, coerente și abordate în mod științific. Acest lucru implică adaptarea misiunii companiei, strategii noi, noi sisteme informaționale de management (luând de asemenea în considerare distanțele, impactul multiculturalismului), noi structuri organizaționale, noi modele de optimizare a deciziilor, adaptarea la toate funcțiile managementului și ale organizațiilor – managementul în general.

Abstract: Business globalization and the internationalization of companies are two of the essential components of change – irreversible phenomena, which continuously amplify and diversify their ways of manifestation. Their structural effects have profound implications in the management of organizations. “Those who do not change will face unpleasant surprises”, the renowned scholar Peter Drucker used to say. The consequences of failing to adapt the management to the rate of change are obvious on a day-to-day basis. Affected by such phenomena are particularly the companies whose attempts to adapt are not systematic, cohesive, and scientifically approached. Business globalization results from the narrowing of internal markets and the attractive effect of specific aspects of the global market insufficiently considered until the present moment. These aspects ensure competing positions for all the elements in the market, as well as new advantages on all level, such as markets of resources, of technologies, and top management of knowledge.

Key words: Business globalization, internationalization of companies, management, Romanian organizations

Introduction

The internationalization of the companies and, more specifically, their emergence on the global market, is not only a purpose per se, but also has reactive and proactive motivations that must be carefully valued, the decision for their revaluation being one of the most fundamental, advantageous, as well as one of the riskiest options – depending on the level of scientific background.

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