MANAGEMENTUL TRANSNAȚIONAL – VIITORUL CARE ÎŞI RECLAMĂ PREZENȚA (PARTEA I)

TRANSNATIONAL MANAGEMENT - THE FUTURE ADVERTISING ITS PRESENCE (1ST PART)

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Abstract: The main purpose of this article is to emphasize the complexity of the management approach, in a world economy with an explosive dynamism of change. Starting from the assumption that there are two main factors influencing the transnational management, namely the phenomenon of “globalization" and the need for an inter-cultural approach, the article presents the problems induced by the two determinants, with the purpose of approaching the constraints, but also the possibilities released by their conscious approach. The first part of the article presents the globalization phenomenon, signaling that it is manifested in five main directions. Among them, “financial globalization" and, "economic globalization” were analyzed as prospects that seem to have the greatest impact in practicing the "transnational management”, with major implications in the policies and strategies of the multinational companies .

Keywords: transnational, financial, economic and cultural globalization, global financial system, computing and communications infrastructure, stripping capital markets, deregulation disintermediation, titrisation, global governance