

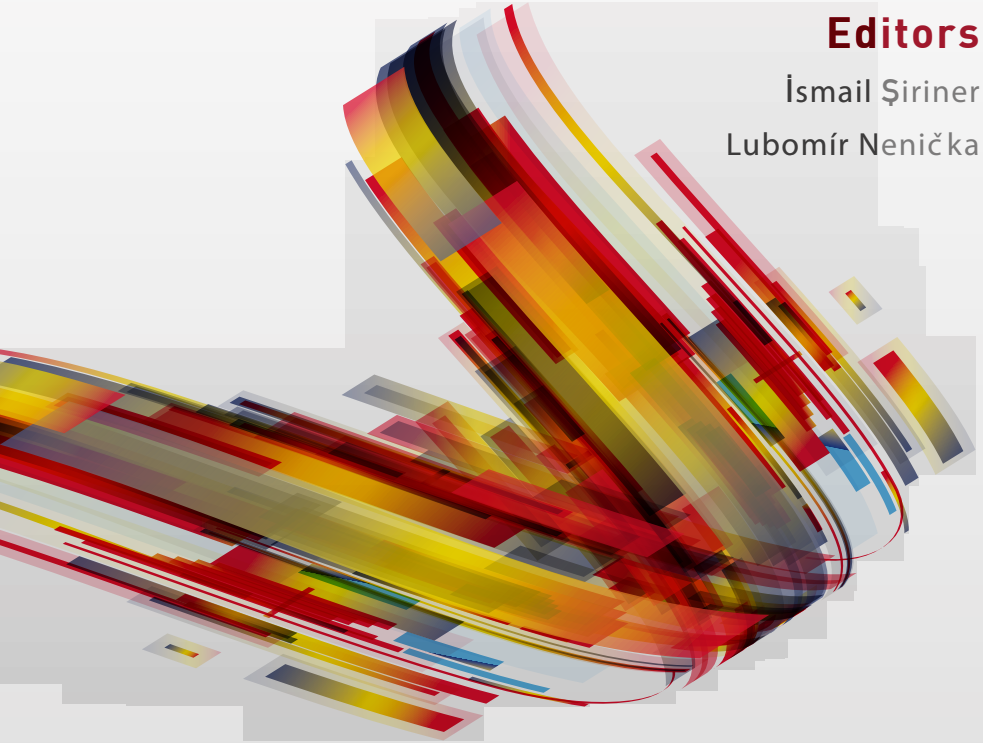
Globalisation Dimensions & Impacts

Global Studies Series Vol.1

Editors

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Globalisation Dimensions & Impacts

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Forward

Globalisation: Dimensions & Impacts

Ismail Şiriner, Lubomír Nenička

Last three decades globalization has been a recognized force around the world. It seems everywhere like journals, media and political discourse that they are conquered by globalization events, and their impact seems to be everywhere. The term globalisation refers to increasing global connectivity as an economical, political and cultural.

This volume explores the interaction of globalization among economic, social, politic, cultural era. “Dimension and Impact” will try to make sense of globalization by conveying its complexity, importance, and contentiousness from diverse vantage points and give a comprehensive introduction to globalization with its broad coverage of political, economic, cultural, social and individual dimensions.

This collection of papers presents various faces of globalization. Some authors investigate economic aspects of globalization. In the first section, contributors discuss economic / political dimensions and impacts of globalisation.

Emek Bayrak tries to find out effects of globalisation on the social state and social policies. In globalization’s assault on the welfare state, new right ideology on the theoretical level and the third way’s criticism of the welfare stand out. Esin Karacan and Emre Ergin examine whether the globalization rankings are reflected in the well-being of people. They suggest that the globalization rankings are mainly related to social globalisation and surprisingly well-being does not capture the impacts of economic and political globalization. Their study provides empirical observations that would be useful for understanding the term of globalization and its future impacts on the societies.

Muammer Sarıkaya and H. Zümrüt Tonus’s papers illustrates that global corporate citizenship and global philanthropy has become one of the most considered subjects by the stakeholders, and in which the business world is keenly interested as a result of the endeavors of international organizations.

Three chapters focus on the importance of human resources management in the globalised world. Štěpán Hečko, Petra Macháčková and Radim Řihák indicate the role of international human resources management and its interconnection with the aspects of globalisation. The aim of their chapter is to show how important the personnel management is in the time of economic crisis and they emphasize its

effect and impacts on the company running as well as on the strategic and operative scope of management. Patrik Kajzar also deals with the consequences of global changes on human resources management. As a primary objective his research is to indicate importance of human resources at present. The author shows how globalisation influenced organizations and their efforts for increasing ability to learn and collaborate and to manage diversity, complexity and ambiguity. The third view of relationship between globalization and human resources management is represented the article by Gabriela Bočincová. She tries to summarize changes in the area of human resources management as a consequence of the global crisis using the example of the Slovak Republic. She also identifies the biggest mistakes of enterprises related to personal work and provides some recommendations on how a company should behave in tough times like the crisis is.

Sibel Çaşkurlu's paper argues global food crisis. According to her global food crisis cannot be explained simply by changes in supply and demand conditions of food. The root cause of it lies in the stage that capitalist accumulation process reached. Eren Çaşkurlu discuss that the content and size of the government activities are forced to be narrowed by globalization of production and financial capitals. He finds out, in the global world, tax structures create inequalities.

Halina Starzyczna and Michal Stoklasaa address one of the trends of globalization in the trade. Their chapter deals with the position of multinational companies on the Czech business market. The theoretical part of this paper is a polemic related to transnational companies and their position on local markets. The trends of globalization in the trade are demonstrated by the example of the Czech Republic. It provides knowledge to understand the current state of Czech trade and retail trade in the context of historical relevance, which preceded the transformation of the Czech business market after the year 1989.

Michal Tvrdoň describes changes of international trade in the context of globalization. His chapter investigates comparative advantage and its development across selected new EU Member States between 2000 and 2009. He tries to analyse Visegrad Group countries' external trade on the base of indices of revealed comparative advantage with respect to world exports into the EU-27 and with the EU-27 Member states and over time.

In the 13th chapter, the Requirement of International Financial Reporting Standards, International Accounting Standards Board, the Studies of International Financial Reporting Standards and the Harmonization Studies to International Financial Reporting Standards in Turkey, are examined in Sami Karacan and A. Cemkut Badem's study within globalisation scope.

Esin Karacan's chapter "Employment of Women and the Problems of the Working Women in Turkey" discusses the employment of women and the problems of the working women, refers to the general information on the employment of wom-

en in Turkey and devoted to the problems of the women in the working life within globalisation. Within the scope of her study, Esin Karacan illustrates problems of working women through the statistical figures obtained from the works of the relevant institutions and the works found in the literature.

Other authors focus on geopolitical aspects of globalization and their impacts on international relations. Lubomír Čech deals with the main features of international political relations in the environment of a postmodern society of the globalizing world. His chapter emphasizes the fact that globalization has since the early 90s been one of the main social, economic and political topics, connected to contradictory processes. He demonstrates that acting of globalization is closely connected to postmodern.

Waldemar Kaczmarek and Bernard Wiśniewski analyse the essential problems of predicting the future in the methodology of safety. Authors try to find answers to the following questions: What are the threats and what do they include? What value does the safety constitute for the widely understood society? What criteria should be used in the examinations of safety? Their chapter indicates that the reason of safety research is among others the necessity of rational coping in dramatic situations which are the consequence of the lack of reliable and credible forecasts concerning phenomena which harm the existence or the development.

The chapter by Bernard Wiśniewski, Janusz Mika, Robert Socha focuses on the consequences of globalization for domestic security of the European Union. Authors remind consequences of global changes which have taken place in Europe over the last years. These changes present the result of two extensions: the NATO and the European Union which both in the considerable way affected the state of the domestic security of the EU. They describe the beginnings of European Police Office, which became the independent institution of the European Union, which will undoubtedly influence the better coordination of the cooperation between police services of member states.

Lubomír Nenička tries to describe changes of European and national identity in the time of globalization. Author analyses how the migration as a global phenomenon influences the present discussion about European identity. His chapter also investigates various perceptions of national identity using the example of the Czech nation. The author describes how the Czechs have been perceiving their place in Europe during the 20th century and at present.

In the second section, cultural dimensions and impacts of globalisation is discussed. The particular attention is paid to cultural dimensions of globalization and their impacts on intercultural communication. Longina Strumská-Cylwik deals with the consequences of globalization and consumer culture on children and young people. The objective of her chapter is to focus attention on the problem of young people who live in the “permissive” culture of consumption and also on a

number of consequences resulting from participating in such a culture.

The aim of Anna Pawiak's chapter is the analysis of interpersonal communication in the globalizing world. She tries to find answers to the following questions: Do the tools of global communication make the beginning or the end of traditional human communication? Are we, since the beginnings of the Internet, becoming a mute community with restricted interpersonal communication?

Hoshang Noraiee's chapter argues that the complexity of responses to modernity and modernization goes beyond a simplified and linear dichotomization of secular modernisation and religious traditionalism and also beyond the dichotomy of the much debated concepts of structure and agency in the global world. In this chapter, he investigates the changes that occurred in traditional religious institutions with regards to women by analysing the responses of women in two religious madrasas (seminaries) in southeast Iran, Baluchistan, which is one of the less developed areas in the Islamic Republic of Iran.

Emrah Doğan investigates the televisions which are assumed to represent local, especially the Alawi televisions living in Turkey. Also, in his chapter he investigates how Alawi people use mass communication tools in order to explain their own social structure, in what extent Alawi Society changed their own history in process and how they shape their own social structure concerning globalism and localism. In this paper, there are mainly two questions; how do local television channels represent local and rural cultures? How do Alawi societies shaped in the face of Islamic Orthodoxy domination (Sunni Islam) represent their own values by using common watched televisions channels; Cem TV and Su TV? At the same time, this text analyzes the representation of ethnic broadcasting and international television broadcasting that got its reality in new public space resulted from multiculturalism owing to the event of globalism. As a result, this chapter desires becoming a source for future studies investigating how national and international televisions which represent local affect audiences, how audiences receipt and percept the meanings, representations of texts. Therefore, while televisions broadcasting ethnic and cultural manner as a fact are discussed, the theoretical framework and exemplification, globalism, localism and local terms are mentioned. In this conceptual framework, the representations of Cem TV and Su TV Channels which put the structure of Alawi's religious and culture at the center of their broadcasting mission is investigated.

Krystyna Heinz deals with developing intercultural competences. Her chapter presents the Galli Method as a means of intercultural training. The author shows that using this method an examine cultural contexts and support developing of culture awareness, which is extremely important in the period of globalization.

All authors offer different views of impacts and dimensions of globalization. This diversity is the evidence that global changes influence all spheres of the pre-

sent life. Hope this edited book that papers are chosen to contribute to whom study on dimensions and impacts of globalisation.

We would like to especially thank to Dr. Bohumil Fiala, the Dean of the School of Business Administration in Karviná and, to Dr. Janusz Mika, the head of the Department of Social Sciences, at the Silesian University in Opava, in the School of Business Administration in Karviná for their support to start this book. In addition, we offer special thanks to Dr. Farhang Morady, editor of IJOPEC Publication and Dr. Cezary A. Mizia from the School of Business Administration in Karviná, Ali Daşdöğen from Kayhan Publishing, Kasım Ertürk and Azize Ertürk from Art and Advertising Director of Çizgeadam for all their contributions.

December 2011

İsmail Şiriner & Lubomír Nenička

Globalisation Dimensions and Impacts

Global Studies Series Vol.1

This volume explores the interaction of globalization among economic, social, politics, cultural era. With its global implications, this book will be invaluable for students and scholars from all disciplines who are concerned with the impact and dimension globalization. This volume "Dimension and Impact of Globalization" of series will make sense of globalization by conveying its complexity, importance, and contentiousness from diverse vantage points. With its broad coverage of political, economic, cultural, social and individual dimensions, this volume provides readers with a comprehensive introduction to globalization. Also this book will aim to provide relevant theoretical frameworks and the latest empirical research findings in the area. It will be written for professionals who want to improve their understanding of the globalization dimension such as; economical, political, cultural, social etc.

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