

TABLE OF CONTENTS

INTRODUCTION	7
--------------------	---

CHAPTER 1.

GLOBAL STRATEGIES	18
--------------------------------	-----------

1.1. Theoretical basis for the formulation of global strategies	21
---	----

1.2. Global strategies and the competitive advantage of the enterprise	25
---	----

1.3. The makings of global strategies	28
---	----

1.4. How to build an effective global strategy?	32
---	----

1.4.1. Configuring the business of the enterprise	33
---	----

1.4.2. Strategic alliances	34
----------------------------------	----

1.4.3. Mergers and acquisitions	36
---------------------------------------	----

1.4.4. Cluster building	38
-------------------------------	----

1.4.5. Franchising	39
--------------------------	----

1.4.6. Creating a new organizational culture	41
--	----

1.5. Competitive strategies in the organizational practice of enterprises	42
--	----

1.5.1. Cost leadership strategy	43
---------------------------------------	----

1.5.2. Product differentiation strategy	44
---	----

1.5.3. Concentration strategy	45
-------------------------------------	----

1.5.4. Quality strategy	47
-------------------------------	----

1.5.5. Human capital strategy	48
-------------------------------------	----

1.5.6. Innovation strategies	51
------------------------------------	----

1.6. Summary	53
--------------------	----

CHAPTER 2.

CORPORATE ORGANIZATIONAL STRUCTURES

IN THE GLOBAL ECONOMY	56
------------------------------------	-----------

2.1. Globalization ante portas	58
--------------------------------------	----

2.2. In search of a flexible organizational structure	62
---	----

2.2.1. Organizational structures of monoprodukt enterprises	63
---	----

2.2.2. Internationalization of the enterprise - from divisional organizational structures to matrix structures	65
---	----

2.2.3. Design organizational structures	71
---	----

2.3. Organizational structures of the future	79
2.3.1. Organizational change as a structuring factor of enterprises of the global economy	80
2.3.2. Basic concepts of change	81
2.3.3. "Renewing" organizational structures	82
2.3.4. The concept of the "lean enterprise"	84
2.4. Network structures	87
2.4.1. Components of a network structure	87
2.4.2. The structure of the enterprise - networks	89
2.4.3. Functioning of the enterprise - networks	90
2.5. Summary	91
 CHAPTER 3.	
MANAGING KNOWLEDGE AND INTELLECTUAL CAPITAL ...	94
3.1. The knowledge economy	95
3.1.1. From data to knowledge - knowledge as capital in the enterprise	96
3.1.2. Knowledge in the enterprise - characteristics, sources and types	97
3.2. Knowledge-based organization	99
3.3. Use of knowledge in an enterprise	101
3.3.1. Developing knowledge in the enterprise	101
3.3.2. Diffusion of knowledge in the enterprise	103
3.3.3. The impact of knowledge on business management	106
3.4. Knowledge management in the organizational practice of the enterprise	107
3.4.1. Barriers to knowledge acquisition and implementation ...	108
3.4.2. Factors conducive to the creation and use of knowledge in the enterprise	110
3.4.3. Knowledge exchange between partner companies	112
3.5. Man in knowledge management and its role and importance - a strategic perspective	114
3.5.1. Employees and their competencies in knowledge management	115
3.5.2. Knowledge managers in an enterprise in the global marketplace	117
3.5.3. Intellectual capital - an attempt to identify and measure it	120
3.6. Summary	124

CHAPTER 4.

ELECTRONIC BUSINESS	128
4.1. The networked economy	129
4.1.1. Network architecture and capabilities	133
4.1.2. Virtual economy	136
4.2. The Internet - a tool of the global enterprise	141
4.2.1. Virtual areas of enterprise activity	141
4.2.2. The Internet in the enterprise and its implications for the environment	144
4.3. Global business and the enterprise value chain	147
4.4. Prospects for the development of electronic business	155
4.5. Summary	159

CHAPTER 5.

CORPORATE SOCIAL RESPONSIBILITY	161
5.1. Ethics in the activities of the enterprise of the global economy	163
5.2. The importance of reputation in creating a company's image in the global marketplace	166
5.3. The social challenges of global leaders	171
5.4. Ecological aspects of social responsibility in the activities of a company in the global marketplace	173
5.5. Pro-environmental actions in creating enterprise activities in the global economy	176
5.6. The financial dimension of enterprise activity in the global market and social responsibility	181
5.7. Summary	188

CONCLUSION	191
BIBLIOGRAPHY	197