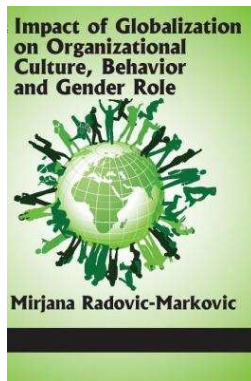


## IMPACT OF GLOBALIZATION ON ORGANIZATIONAL CULTURE, BEHAVIOR AND GENDER ROLE

**Mirjana RADOVIC-MARKOVIC, *Impact Of Globalization on Organizational Culture, Behavior And Gender Role*, Institute of Economic Sciences, January 2012, Information Age Publishing, Inc. ISBNs: Paperback: 978-1-61735-695-7, Hardcover: 978-1-61735-696-4, E-Book: 978-1-61735-697-1, 150 pages, 134, Charlotte, North Carolina, USA.**

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The "new" in new economy means a more stable and longer growth, with more jobs, lower inflation and interest rates, explosion of free markets worldwide, the unparalleled access to knowledge through the Internet and new type of organization which affects organizational change. Organizational change is the adoption of an organizational environment for the sake of survival. Namely, the old principles no longer work in the age of Globalization. Businesses have reached the old model's limits with respect to complexity and speed. At the same time, the challenge which new economy brings to small businesses managers is the use of new business approach and the strong will for organizational changes and adaptation to global market demands. There are several types of organizational changes that can occur- strategic changes, organizational cultural changes; involve organizational structural change, a redesign of work tasks and technological changes. In line with these changes, there is strong expectation of employee to permanent improve their knowledge and become an integral part of successful business formula in order to respond to the challenges brought by the global economy. It means a request for learning organization which is characterized as an organization creating, gaining and transferring the knowledge, and thus constantly modifying the organizational behavior. Reader will refine their theoretical understanding of globalization by studying its concrete manifestations in three domains: organizational culture, behavior, and gender.

This book underlines old principles become not to give meaningful solutions to the problems which arise in the global age. The business area is one of the areas in which there is a search to restructure the organizational demands through globalization. This is a need to reach success for organizations and companies. On the other hand, companies are convicted to be unsuccessful because of misunderstanding the rules of the global age. Therefore, this book emphasizes how to be a winner in the global age among millions of the organizations.

Learning is one of the key concepts to be a winner. It brings competitive advantages in the market both the individuals and the companies. It is important to spread the knowledge the whole of the organization from the managers to the workers to be successful.

**This book also explains how to share the knowledge among persons. The better way is to use modern technologies, the Internet dominantly.**

**The Internet gains its place in daily life usage among persons especially in developed and developing countries. People use the Internet for different communication purposes in their daily life. They may use it for sending emails, watching the news, reaching bank accounts, gathering lifelong education contents etc. Since the people use this communication environment, it is an eligible medium to spread and share the knowledge in the organizations and companies.**

**The internet is also useful to reach the persons wherever they are in the world. People have knowledge in synchronous or asynchronous communications with text-based or audio-visual methods. This is another reason to use the Internet among the prospective learners who need to have beneficial knowledge.**

**This book is divided four parts to explain globalization on organizations.**

- **First part is Organizational Culture. Organizational culture is an important factor since its understanding is a key role when managers are willing to know the organization better. This knowledge directs them to manage the global organizations successfully. In global organizations, there are different cultures among workers and managers have to find solutions to manage people from different cultures to achieve the goals of the organizations.**
- **Second part is Organizational Behavior. Global organizations bring diverse people together. These diverse persons have different values, beliefs, and ethics. Besides, there are gender, age, race, ethnicity differences among them. (This part is connected to the first part of the book as a spectrum of cultural issues). Management of diverse people gives new roles to the leaders in the organizations. This part of the book also explains the leadership of the women as global players.**
- **Globalization and Gender Role is the third part. Knowledge economy, information society, informal sector and learning society with gender roles are the keywords of this part. There are many factors on gender roles in the world. With the knowledge sharing, globalization may have some positive effects on gender roles.**
- **Education for Global Tasks is the last part. Entrepreneurship is a valuable position in the global economy. Moreover, new skills in changing business environments are important. Enhancing learning skills are also important in the global world and the Internet become important to educate the people from distant. This part of the book highlights the position of e-learning in the globalization.**

**In the end, this book explains the ways to take correct decisions in the global age. Thinking, organizing, changing, responding and training globally is underlined in the book. It is very helpful for the people who want to understand how organizations can be global. Guiding principles are shown in the book to the managers, leaders and organizations who prefer to be global than the local.**

**This book is recommended for professionals, researchers and students who are willing to comprehend better the globalization of organizations. Besides it is very useful for people who want to understand women leadership in global area. Moreover, persons seek further information on the Internet and e-learning in the global world should read this book.**

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### BIODATA and CONTACT ADDRESSES of the BOOK AUTHOR



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Mirjana **RADOVIC MARKOVIC**, B.Sc., M.Sc., Ph.D., D.Sc. (hon.), D.Litt. (hon.), F.R.S.A. Full Professor Mirjana Radovic-Markovic PhD was born in Belgrade. She gained complete expert education from the Faculty of Economics in Belgrade, where she got her PhD in 1987. After her dissertation completing, she continued her advanced studies in the Netherlands, USA and Russia, where she specialized in 1988 at Lomonosow on the multidisciplinary studies department. Since she was twenty-five she is a scientist. Her scientific career started at the Economics Institute in Belgrade and continued later at the Institute of Economic Sciences, also in

Meanwhile, she was full-time and part-time engaged as a lecturer and professor for entrepreneurship and management at the Faculty for Management BK in Belgrade, at the Faculty Farleigh Dickinson University in the USA, Akamai University US, Lacrosse University USA, Pebble Hills University International, EU, CalCampus, US. She is an author of programs as follow: "Women's Entrepreneurship", "Human Resource Management", "Small Business Management", "Entrepreneurship for Genealogists", "Organizational Behaviour", "E-Business" and "Principles of Management". Since 2004, prof. Dr. Mirjana Radovic-Markovic has employed full time at the Institute of Economic Sciences. She is Chairman of Scientific Board, Head of Center for Economic Researches and member of the Managing Board of the Institute of Economic Sciences. Also, she is Editor-in-Chief of peer Journals: Economic Analysis and Women's Entrepreneurship and Education and the editor of five international peer journals, of which one is on the Thomson Reuters list. She was elected to the position of full professor in a number of universities- She teaches "Entrepreneurship" at the University of Kragujevac, as well as the "Applied Business Economics and Entrepreneurship" at the Irish University Business School, London, "Management and Entrepreneurship" at the Pebble Hills University International, EU, "Female entrepreneurship" at Akamai University, and "Entrepreneurship and female entrepreneurship" at the International College of Management and Technology (ICMT)-Center for Women and Gender Studies. In addition, she has taught worldwide classes as "Women as Entrepreneurs", "Global Challenge" (GVF) at the Faculty Farleigh Dickinson University, New Jersey, US. By invitation, she has given a number of lectures abroad. Recently, she had presentation during the meeting of OECD experts (March, 2010) and gave a lecture at Said Business School (June, 2010), Oxford University, UK. Professor Radović-Marković has written twenty books and over one hundred peer articles. Professor's new book is WOMEN IN BUSINESS: Theory, Practice and Flexible Approaches, published by Adonis & Abbey Publishers Ltd, June 2010. London, UK.. Prof. Dr Mirjana Radovic-Markovic is elected to the World Association of International Studies (WAIS), Stanford University, USA. Dr. Mirjana RADOVIC MARKOVIC  
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