

Chapter 4

Competitiveness of International Business: Management, Economics, Technology, Environment, and Social Study of Cultural Perspective

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ABSTRACT

The world is experiencing rapid growth and change, and for a business to compete qualified, manpower must receive full training. The world economy will determine the balance of power competitive advantages. A strong management approach will increase quality and productivity. It is an important factor for the companies to gain superiority in the field of efficiency, to adapt to the technological changes, and to compete. Therefore, businesses also need to realize these advantages to provide technological changes, as well as to create competitive advantages. Management approach is necessary to create the organizational structure. Business management delivering the identified strategic objectives requires continuous effort by employees from every level. This chapter investigates international business management in terms of competitiveness combined with the effects of the cultural and social environment in understanding the management and the impact of the economy.

INTRODUCTION

Especially experienced in the post-1980 period with economic development and globalization; goods, provision of services and liberalization of capital flows and the acceleration of technological progress, countries have pushed Standards will have a greater share of the global market and has led to the prominence of the concept of international competitiveness (Benk & Akdemir, 2004). In this sense, with globalization, it has transformed into a sort of common market countries market countries has led to a variety

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of policies to maintain a competitive edge in economic activity (Terpstra et al., 2012). In other words, achieving absolute success in the market, it has evolved directly related to competitiveness. International competitiveness is an indispensable concept for the rapidly increasing importance and open economic growth and development, are discussed by many researchers and focuses on the concept of the decisive factors. Although in the absence of a common definition on international competitiveness, the concept of competitiveness can be assessed from different and wide aspects. Widely used in the literature and the export performance and market share gains in the country are examined in terms of competitiveness. In this sense, countries in international commodity markets, to obtain competitiveness, a team that price and non-price dynamics (technology, information, quality, demand and productivity and so on.) are based on the elements. High quality and innovative goods producing ability and international competitiveness can be considered as the ability to buy more goods as a result of this, the performance in the countries of industrial production, compared to other countries at lower cost and/or shows higher quality and can provide increased market share by producing goods in productivity.

Societies in the world cannot live independently from each other because of the development of civilization, differences in demographic, geographic and economic structure and they are in trade relations with each other in order to meet their needs arising from world resources at optimum level. This is the contents of the goods trade relations, capital and services is approximately two centuries in the flow of what should be the direction and intensity of thinkers, economists suggest otherwise. Thanks to geography they are in the civil society around the world as well as advantage held by commercial relationships and other factors thanks to the creativity of the advantages they have as welfare vary from each other. Prosperity benefiting from these advantages by using scientific methods and efforts should be how to increase the world production was started in 1776 by Adam Smith first (Smith, 1950). In later years, a change in the nature of trade relations, Adam Smith insufficient to explain the relationship of work, has led to a new theory put forward by carrying out new work (Ashraf et al., 2005). In particular, the twentieth century's last quarter of the rapid globalization that has occurred in the right world, firms and industries, to survive in the interior and the competition they faced in external market environment, market to gain share and this is what the advantages are necessary to maintain the share and what topics should be done to create these advantages It gave rise to concentrate on. Of firms and industries, as well as state governments have also obtain the aim to improve the welfare of their citizens by achieving competitiveness in the international arena and needed in this direction macro they concentrate on the economic as well as how policy at the micro-economic level should be monitored.

INTERNATIONAL BUSINESS

Nowadays, companies' products where will the markets they want, where and how have proliferated alternatives in matters such as they perform production and 'international business' concept began to feel more the presence (Burdon et al., 2009). In 1960, Lilienthal first suggesting its international business has been expressed during a speech. Lilienthal (1960) will operate according to the country's international word expressed the opinion that the situation is more than one (Özalp, 1998). In other words, international business, business is all of the activities that have been carried out outside the national boundaries of the firm (Hill, 2008). Businesses, gain valuable experience and knowledge about foreign markets after these events have noticed that a very important key. In this way, managers began to concentrate on training that will be required in the international sense. Skills such as international marketing, international team

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