Pendulum View

Global – domestic + international

Globalization and forces

Semiglobalization

Collectivism/Individualism

TRIAD / BRICS (emerging economies w/25% global GDP)

Gross Domestic Product & Purchasing Power Parity

Competitive Theories

* Institution Based (external)
  + Formal vs. Informal
  + Language – lingua franca and English dominance, Why?
  + Low vs. High context cultures
  + Ethics and Strategies to approach ethics
* Resource Based (internal)
  + Tangible/Intangible
  + Value Chain
  + Outsourcing, Onshoring, Reshoring
  + VRIO

Trade definition – services and goods

* Deficit/Surplus

Import/Export

Absolute Advantage

Tariff barriers

Nontariff barriers

Ethnocentrism and Cultural Intelligence