

# Impact of globalisation and international institutions on organisations



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## Introduction

### **Understand the wider implications and effects of global integration on organisation**

The Business advisory service is providing its best services to the local businesses. It is also fully supporting the local businesses for finding out the best solution where ever it is required. The challenging task, which is to identify the impact of globalization, its effects on national economy and influence of the national and international institutions, further more how, the European Union is battling and providing the best plat form to the European community to build the economy and best practices in European institutions. These all above mentioned important features and factors are about to be discussed, in appropriate sequence forms.

#### **1. Globalization**

Globalization has become a smart concept in the social sciences, a core statement the prescription of specialists in management, and catch phrase for journalists and politician of every stripe. It is widely asserted that to live in the era in which the great part of social life is determined by global processes, in which national culture, national economics and national borders are dissolving. Central to this perception is the concept of a rapid and recent process of economic globalization (Paul, h and Grahame, T. 1996, p. 1).

Figure: 1

[Source]: (Impact of globalization, 2010)

#### 1. 1. 2 The Impact of Globalization on Business

According to (Myatt, 2006) Chief Strategy Officer, N2growth, who had the opportunity to transact business in various parts of Asia, the Middle East, Canada, Central and Latin America, Russia and former Eastern Bloc countries, India, and the European Community. Conducting business on a global basis has always been of great personal interest. However, the days of doing business abroad are no longer a luxury. The ability to conduct business internationally is an absolute necessity if to remain competitive in today's marketplace. Who has described in comprehensive manners in following series, (Myatt, 2006).

### 1. 1. 3 Market size

In present era marketplace/size, conducting business worldwide is both defensive and offensive play. In examining the upside of going global, consider the complete size of national and international markets and could likely be found that the most of the potential customers live across the world, So even if double, triple, revenue of the business (Myatt, 2006).

Now assume the downside of not going global, if company is not monitoring those customers competition will be, they will not only take a first mover's benefits of holding customer loyalty, brand recognition, but they will also tow-chain key partners and distribution agreements. As consumers continue to become more demanding and the world economy continues to flatten, there will soon be an expectation that you be able to serve multiple markets in a perfect and smooth fashion. Being a slow operation in the present era could eventually bring lost business (Myatt, 2006).

Example: Indeed globalization is being experienced at present arguably became most recognizable with the end of the cold war, and have continued their fast move with the development of third world countries and other emerging markets, establishment of free trade agreements like China and North American Free Trade Agreement (NAFTA) (Myatt, 2006).

#### 1. 1. 4 Technological impact

The advance development of Internet and other source of communications, the growing multi-national indentation of business, the emergence of the European Community, the maintaining impact of the Euro on global currency markets, as well as the increased liquidity of more frequently and efficient capital markets (Myatt, 2006).

“ The above referenced worldwide macroeconomic maturation, more commonly referred to today as “ Globalization,” has served to stabilize business and financial markets in such a dramatic fashion that many industry pundits have yet to reach an understanding of the depth and breadth of the impact, it has had on lowering political, financial, and economic volatility” (Myatt, 2006).

#### 1. 1. 5 Effects on Financial stability

If taking in to account the stabilizing factor, globalization has had on the world economy. Presently recession had great effects on trade downfall, oil pricing, down condition of markets, housing crisis, and overall cost of living could be challenging more than it is. Conventional economic theory would suggest that with many of the negative economic metrics in play today,

interest rate environment could more closely resemble that of 1980. In fact, when the United States went through the Great Depression it was largely a result of having an isolated economy. This would show foreign investment from the G7, and countries like China, Japan, and Dubai would see it as an opportunity to affordably acquire interests in United States companies (Myatt, 2006).

Example: “ Emerging, markets in Eastern Europe, India, Latin America, China and the rest of Asia present scenarios for higher growth, even on a risk-adjusted basis. On an aggregate basis, the statistics are impressive. For example, currently 80 percent of the world’s population accounts for 20 percent of world GDP. By 2015, 50 percent of world GDP will be accounted for by emerging markets” (Myatt, 2006).

#### 1. 1. 6 Trading demand:

The economic progress, as well as the existing global companies that bring employment oriented around intelligent and knowledgeable capital, is creating demand for modern, western style commercial real estate infrastructure, Core assets such as office, industry, retail, multi-family, etc (Myatt, 2006).

### **1. 2 Influence of international institutions on organisations**

#### 1. 2. 1 The role of National and International Institutions and effects

Almost every major national or international commercial business relies on subsidiaries or strategic alliances to obtain a comparable degree of influence and flexibility. As one measure of their scale, almost a third of total

international trade now occurs exclusively within these multinational businesses. With the arrival of such global firms, international conflict has, to some extent, moved from nations to these firms, with the battle no longer among nations over territory but rather among firms over their share of world markets (Intriligator, 2006, p. 25).

Figure: 2

[Source]: (The European Union, 2008)

### 1. 2. 2 IMF, World Bank and Trade

The failure of the IMF, World Bank and WTO to represent and further the interests of the developing world, through their one-size-fits-all approach, has led to the collapse of trade negotiations, widespread criticism of their effectiveness, and bitter international protest. Many countries are rejecting the neoliberal ideologies of the 'unholy trinity' with intensifying calls for their reform or decommissioning (Share the world resources, 2011).

### 1. 2. 3 Mounting IMF Debts for Countries in Crisis

The global economic crisis in 2009, which came on the heels of a food and fuel crises in 2008, forced many low-income countries to take on new debt through no fault of their own. The growing climate crises, which were once again originated in the global North, also disproportionately affects the world's poorest countries, and has resulted in new debt as countries borrow to prepare for and recover from climate-related disasters (Gurria, 2006).

In the wake of the global economic crisis, the G20 acknowledged the impact of these crises on poor countries and directed the international financial institutions to create better mechanisms to assist poor countries cope with such exogenous shocks. The World Bank's International

#### 1. 2. 4 The role of Organisation for economic co-operation and development (OECD)

The role of the OECD is to play in managing globalization – understanding it, explaining it, analyzing its effects, and making policy recommendations to maximize its benefits and to tackle its challenges. Another key aspect of the OECD today is the globalization of own activities, as it works with 70 non-member economies in particular the so-called BRICS — Brazil, Russia, India, China and South Africa (Gurria, 2006).

Figure: 3

[Source]: (OECD, 2011)

The last aspect role is to explain globalization. As to increase public concern about the process, and experience the negative side of globalization.

One of the great challenges for the policy agenda for reaping the full benefits of globalization is the so-called political economy of reform. How can governments implement the necessary reforms In many countries, well-designed reforms have failed to be implemented or sustained due to the near-term political costs that they entail, and the fact that opponents are vocal and well-organised while benefits tend to be more diffuse and delayed (Gurria, 2006)

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### 1. 2. 5 The role of G20 Reviewing globalization and economic Growth

“ A New Agenda for the G20 (September 23, 2009) One definition of crisis is “ turning point,” and that is where we find the global economy in September 2009 as G20 leaders assemble in Pittsburgh”.

This seems to be that G20 would play outstanding role to have grip on global recession. It has delivered a four-part agenda to overcome on to the recession. It is focusing on the following agenda, which might be helpful to give new economic platform, like business, academicworld and the policy community—offer their visions of how the G20 nations can put efforts together work together to renew globalization and economic growth in critical situation. Sources of growth and the role of innovation, the role of financial regulation, trade in restoring growth and Educating, a workforce for the existing century’s economy, Social and political, challenges of renewing globalization” (Atlantic Council, 2011).

The connections among these big issues are complicated. However, G20 is continuously struggling with its holistic approach. Moreover, global has great expectations produce positive results in economic progress (Atlantic Council, 2011).

### 1. 2. 6 The rise of the BRICs and the future of globalization

This is very important to high light the importance of four major countries, in economic growth of the globalization that are Brazil, Russia, India and China. Although there is lot of distance among these countries but due technological era, there is hardly gap among them. These countries are rich



from human skills and natural and technological resources. China and India are marching very smartly with self-determination, self-confidence and having vision to be the first in the world matter of concerned, as china is second and India is fourth or fifth largest countries in the world economies. Likewise, if Brazil and Russia honor with few other emerging economies such as South Africa, and large share of the world's population and a growing share of the world's economic activity (Dehejia, 2010). Western countries are considering that BRICs may cause of declination of west but this is not the case, reason being the increased international integration through business and finance, would be very fruitful by working mutually (Dehejia, 2010).

### **1. 3 Role and responsibility of European Union membership on the workforce**

#### **1. 3. 1 Policies and best practices of the European Union**

The European Union is a collaborative effort between 27 European countries to form a mutually beneficial economic and policy community. Since 1993, the EU has worked to increase economies and spread human rights advances worldwide. The goals of the European Union include uniting Europe toward common goals and providing aid to developing nations, (conjecture corporation 2003 - 2011).

The European Union member countries have authorized some of authorities in some policy area, fisheries, culture, which can be seen in the following shape for the better improvement and change (Europa, 2011).

#### **1. 3. 2 Education, Training, Youth**

Top-quality education and training are vital if Europe is to develop as a knowledge society and compete effectively in the globalizing world economy. Education policy as such is decided by each EU country, but together they set common goals and share best practices. In addition, the EU funds numerous programs allowing its citizens to make the most of their personal development and the EU's economic potential by studying, training or doing voluntary work in other countries (Europe, 2011).

### 1. 3. 3 Protecting, preserving and improving the world environment

“ The European Union is considered to be the unique environment standards in the world, developed over the long time to address a wide range of issues. The priorities are fighting against the climate change, preserving biodiversity, reducing health problems from pollution and using natural resources more responsibly. While aimed at protecting the environment, these goals can contribute to economic growth by fostering innovation and enterprise” (Europa, 2011).

### 1. 3. 4 Employment and Social Affairs

“ In the era of this new economy are based on lot of knowledge rather than raw materials or physical labor. To do well in the competition from new rising economies, Europe must create the jobs needed by a dynamic, knowledge-based society. This requires investments in education and science, as well as in employment policies geared to keep up with the pace of change and see the EU through the global economic crisis. EU countries work closely together to meet these challenges, sharing objectives and policies which are mutually supportive” (Europa, 2011).

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### 1. 3. 5. Economic stability and growth globally

“ Within a single market and major trading bloc like the EU, it makes good sense to coordinate national economic policies. This enables the EU to act rapidly and coherently when faced with economic challenges such as the current economic and financial crises. Sixteen countries have pushed coordination even further by adopting the euro as their currency” (Europa, 2011).

### 1. 3. 6 A European Economic Recovery Plan

Since in the mid of 2008, the occurrence of recession, European Union has been engaged itself with an economic recovery plan aimed at proposing both European and global solutions. On one side, the plan proposes short period action at the level of businesses, individual and banks. On the other side, it aims, in the longer period, to develop a clean economy with low carbon dioxide emission that is capable of boosting up the future growth (Europa, 2011).

The European Economic Recovery Plan is a response to the global economic crisis that affected the actual economy in 2008. It sets out the large lines of a coordinated European approach, which involves:

Quickly, inspiring, demand; Supporting the most susceptible people, affected by the economic downfall; Europe to take star in t competitive leg; Taking advantage of this period of disruption, in order to make faster the establishment of a cleaner economy, with more worries, for the environment (Europa, 2011).

The European Commission proposes that Member States and the European Union agree on an immediate budgetary impetus amounting to EUR 200 - 13824. The plan is intend to operate at both European and global platform (Europa, 2011).

### 1. 3. 7 Solutions at financial market and macro-economic level

The instability in the financial markets triggers the crisis in the real economy. It is important that the banks should re-focus on their primary activities of providing liquidity and supporting investment in the real economy. The European investment Bank will increase its yearly interventions guidelines in the European Union by some EUR 15 billion in the form of loans, impartial, guarantees and risk-management method financing, as well as investment from private sources (Europa, 2011).

Expenditures policy will have a role to play in steadfast economies and stable demand. This recovery will take place within the framework of the Stability and Growth Pact and the priorities of the Lisbon Strategy (Europa, 2011).

### 1. 3. 8 Solutions at global level

The Plan aims to reinforce collaboration between the European Union and its internationalpartners in economic and climate matters.

The European Union must also maintain its commitments to developing countries in the context of the Millennium Development Goals (MDGs) and Overseas Development Assistance (ODA), in particular by developing new

instruments to help those countries deal with the direct consequences of the crisis whilst maintaining sustainable development (Europa, 2011).

## **Importance of responsible corporate governance in organisations**

### **2. 1 The Effective Corporate Governance**

The assigned task being the compliance manger at British Broadcasting Corporation (BBC), there are certain responsibilities that are to be full-filled with their all-respective dimensions. The efforts have been made to make sure the Board of corporate governance is performing effectively and bringing the BBC the best organisation in global. The efforts again been put forward to look deeply into the area of improvement and make sure the board is fully aware of their roles and responsibilities. The focus would be on purpose, boardresponsibility, transparency, objectives, integrity, ethical behavior, organizational culture, stakeholders' interest, and controls of the effective governance and best practices. These all above-mentioned factors are likely to discuss and can be the best turning point for the bitterness of British Broadcastings Corporation. The British Broadcasting Corporation (BBC) counted, to be the largest organization on the global platform. The organization is the public service broadcasters, which provide the worldwide broadcast service on radio and satellite (BBC, 2011).

#### **2. 1. 1 Corporate governance**

Corporate governance is the easement, which refers at large level to the rules, policies, procedures, system and laws by which, businesses are run effectively and controlled. The expression can refer to micro factors defined

by the officers concern or compliance manager, stockholders of the corporation, as well as to macro forces such as consumer groups, clients, and government regulations like local council, pressure groups etc. In year recent, corporate governance has increased its attention because of high-profile outrage, involving abuse of corporate power and, in some cases, alleged illegal activity by corporate officer (Chartered Institute of Internal Auditors, 2011).

Source: (rsm. aajassociates. com. 2011)

## 2. 1. 2 Principles of the effective corporate governance

However, to observe the effective corporate governance is essential to practice the certain principles. Develop the capacity and usefulness of the governing body. Agreed and encourage value, hold talks with stakeholders. Be fair and impartial defending the people's rights. Conduct yourself as ethical citizen. Set strategic purpose and best results. Spot out and manage threat. Make transform and clear decisions. Observe performance. Keep every-thing open so that accountability is effective. Act in accordance with law. Describe roles and responsibilities (Chartered Institute of Internal Auditors, 2011)

Example: effective corporate governance

The 1992 Cadbury Report include a policy of Best to do for companies. It is build for the Principles of accountability, goodness and clearness. These principles, along with the concept of impartiality, became the yardstick for good corporate governance. It is corporate by public sector. From these

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basics, other organizations have developed their own ideas of what superior corporate governance looks like (Chartered Institute of Internal Auditors, 2011).

Example: The effective, practices of corporate governance. Development organization for economic co-operation and development (OECD) has earned the worldwide credit as an international yardstick for good corporate governance (Donald, 2004, P. 17)

### 2. 1. 3 The Effective Corporate Governance of BBC

Corporate Governance within BBC, is being run by desire to support and guard the values, At the spirit of the BBC brand, both in the United kingdom and globally, and details of BBC values are set out in the How it does business segment. Mutually with the facts that are a company entirely owned by a public body, this means that BBC has a unique and comprehensive governance structure.

However, In September 2009, the BBC Trust published the results of the Commercial Review of BBC's global activities. Among the conclusions was a requirement that BBC globally's governance structure should be review to provide greater transparency and compliance with the collective rules.

Besides, BBC also exercising the principles contained within the Royal Charter of July 2006, which is the constitutional basis for the BBC (BBC Annual reviews, 2009). This section looks at both corporate and commercial governance structures and implementation

## **2. 2 Regularity requirements the shapes the corporate governance**

### **2. 2. 1 The Operating angles of the (BBC) Globally**

However, the Chairman leads the Board, setting its plan and ensuring that each Director is able to deliver effective decision-making. The Chairman is not involved in the routine business of the BBC Worldwide Group of companies (the ' Group'). The Chief Executive holds day-to-day management responsibility for the Group's businesses, forming and implementing Group tactic, as settled by the Board. This forming of responsibilities between the Chairman and Chief Executive has been set out in writing and agreed by the Board.

### **2. 2. 2 Responsibilities of the effective board members**

The responsibilities of BBC's Board embarked in the Matters kept back for the Board and briefly encompass. Surroundings the strategic courses of actions of the business growth map. To forming up the annual business plan, Supervising the commercial performance and business motions. Estimating the performance through a range of financial tools like, the annual budget, monthly management an account, quarterly re-forecasts and the growth plan. Suggest the sharing policy to the shareholder. Keep up internal controls and risk-management processes . developing and maintaining a supportive relationship with the shareholder (Chartered Institute of Internal Auditors, 2011).

### **2. 2. 3 The responsibilities of the Nominations, Audit, Committees' (BBC)**



These are embark in continuously reviewing the structure, size and risk management, required of the Board and making recommendations to the Board on any suitable changes, Planning the sequence of Directors and other senior executives. Spot out and nominating, for the Board's approval, applicant to fill board vacancies. The Audit Committee is responsible set out in its terms of reference and includes; observing the reliability of the financial statements including serious accounting course of action and performance. Reviewing the effectiveness of system in place for identifying and mitigating emerging risks facing the business assessing the effectiveness of systems for internal control and reporting (BBC, 2010).

#### 2. 2. 4 The responsibilities of the (external) Worldwide Executive Committee

These are set out in its terms of reference and include; managing operational matters delegated to it by the Board, within clearly defined approval limits. Aging the operations of the company. Devising and implementing strategy agreed by the Board. Identification, and management of risk, and providing assurance to the Board (BBC annual review, 2010).

#### 2. 2. 5 Accountability and Internal Control

The BBC Worldwide Board has overall responsibility for maintaining an adequate system of internal control and for reviewing its effectiveness. Such a system is designed to manage, rather than eliminate, the risk of failure to achieve business objectives and can provide only reasonable, but not absolute, assurance against material misstatement or loss is currently being rolled out to ensure that all trading businesses comply with local laws and regulations (BBC, 2010).

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## **2. 3 The impact of regularity requirements on corporate stakeholders' interests in an organisation**

### **2. 3. 1 Risk management**

The Board has responsibility for the identification and management of risks facing the business. An assessment of the exposure to risk, and the extent to which these risks are controlled, including implementation of actions to mitigate risk is updated and presented to the Audit Committee every three months. Each operating unit and major region monitors risks on an ongoing basis, providing their assessments to the Risk Management and Internal Control Committee (RMIC) quarterly (reporting (BBC, 2010)).

### **2. 3. 2 Controls monitoring**

The BBC's Business Assurance department provides an internal audit function in respect of BBC Worldwide on behalf of the BBC. The audit plan is based on a continuing assessment of key risks and monitoring compliance of key systems and processes and is approved by the Audit Committee. The results of testing reported at each meeting of the Audit Committee, which scrutinizes the operation of controls throughout the year. BBC Business Assurance's authority and independence ensured by its joint independent reporting relationship to the BBC's Executive Audit Committee and to the BBC's Director-General. The scope of BBC Business Assurance includes the examination and evaluation of the adequacy and effectiveness of the systems of internal control and the quality of performance in carrying out assigned responsibilities. BBC Worldwide also calls on BBC Business Assurance and external accounting firms for advice on internal controls and programmed governance as needed (BBC, 2010).

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### 2. 3. 3 Protection of Ethic's data

BBC Worldwide is putting their efforts, respect the confidentiality of its customers, listeners, workers and contributors. As part of the BBC's data-protection compliance structure, BBC Worldwide is committed to holding personal data in accordance with the provisions of the Data Protection Act 1998. Where BBC Worldwide operates in jurisdictions outside the UK, it may also be subject to the additional requirements of local laws needed (BBC, 2010).

### 2. 3. 4 Relationship with Suppliers, Rights Holders and Producers stakeholder

The BBC Worldwide team is trying its best to ensure that goods and services are gained in a fair way with a clear emphasis on risk management, quality, service, cost and improvement. In addition, BBC takes with critical and strategic suppliers to drive a constant improvement program that ensures security of supply whilst maintaining Total Cost of Ownership Approach in sourcing decisions (BBC, 2010).

## **3. 1 The Economics of adapting the policy of environmental awareness and ethical organisations ethical responsibilities of British Airways**

### 3. 1. 1 Introduction

Being a senior manager of British Airway, is the sole responsibility for preparing the best article, in which the efforts, are put together to discuss the important issues related to the organization. In this article, the major issues to be brought, into consideration like, climatic change, biodiversity, carbon emission, environmental degradation, overpopulation, pollution, corporate responsibilities, and organization's policies according to legal <https://assignbuster.com/impact-of-globalisation-and-international-institutions-on-organisations/>

legislation. Moreover, The European Union and United Kingdom environmental legislations, the social, cultural, ethical and moral issues will also remain under discussion.

### 3. 1. 2 What Is Business Environment?

It is the combination of two words business and environment. The word business means the human being works or makes actions to earn, produce, and buy or sale the good. On other, hand the word environment means surroundings. Therefore, this would not be wrong to say that economical, legal, social, and institutional, which beyond the control in nature and have impacts and effects on the functioning of the business organization. There are two types of environment microenvironment and macro environment. Micro deals with internal environment of the organization, like manpower, material, capital, and management etc. whilst macro environment acts as external, which is not under control of the organization, Such as political, sociological, demographical and Government rule and regulations (The Gemini Geek, 2011).

Moreover, marketplace support would involve the customers and suppliers in same goal, to encourage and dedication to corporate responsibility and will help British airways to build a more sustainable big business (European Union, 2011).

[Source]: (Computer Sciences Corporation, 2011)

The British Airways established in august 25th 1919, with name of Aircraft transport and travel limited. British Airways is the UK's largest leading

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international airline, providing flight services, about 550, different destinations in the world at their best. The first daily international air service was launched between London and Paris (British airways, 2011).

### **3. 2 Environmental issues of British Airways and impact on economy and necessary actions**

The British Airways is trying to shape the best practices, which could be very useful to build the economic conditions of the organization as follow;

#### **3. 2. 1. Climate change policy:**

The organization is putting their efforts, by participating in mission of reduction of carbon dioxide emission globally. To cut the emission company has to adopt one of the options,

Example: organization has to buy the low cost emission technology.

Alternatively, to buy the allowance from other companies of their non-exceeded, allowance. Above mentioned both be taken as completely (British Airways, 2011).

#### **3. 2. 2 Carbon emission trade against Green taxes:**

The British Airways is putting extra taxes on their customer to utilize the investment for reducing the emission, with name of Green taxes. However, research has highlighted that Green taxes had minor effects on reducing the carbon emission. Therefore, Green taxes have not been so successful.

However, it is emphasize, that organizations should adopt the low emission technology practice (British airways, 2011).

However, there is need to take positive steps like, global agreement, International air transport association, UK sustainable Aviation groups, which are working on this mission. Furthermore, European Union carbon-trading scheme, have been taken into aviation industry by 2011 (British airways, 2011).

### 3. 2. 3 Waste and its impact on environment and actions:

To counter the waste problems and its worst effects, like diseases, landfill, etc. The organization is trying to practice and find out the ways like; all workers will make use of internet and computers. The airplanes arriving on airport, the newspapers are recycled. There are several other recycle centers (British Airways, 2011).

### 3. 2. 4 Noise, its impact and actions:

The noise had always been worst effects on environment. The population, which is living near the airports, has great concern about the noise.

The British Airways is trying their best to complete the goal by reducing the noise track by 15% by 2015. The International Civil Aviation Organization (ICAO) will be managing this approach.

However, tow ways are to be experienced to reduce the noise. For take-off to use the single engine taxi, airspace management, airport management, and design the use of aircraft secondary, power units Same as for landing, the efforts are continue like gentle landing approach with constant speed (British Airways, 2011). This is also to put into consideration that

Nighttime's movements avoided. It is trying to maintain the procedure to avoid take-off at night. However, it should focus while adopting the new scientific methods to deal with problem.

### **3. 3 Measure that exist to improve workplace and health safety practice**

#### **3. 3. 1 European environmental legislation and developing economic conditions**

The European Union is trying to use more alternates instead of many existing resources, for examples recycling. However, prices needed to be changed, to attract and reflect the environmental cost. It has to provide, the best incentives to the consumers and to use the resources more effectively, will make better economic conditions. Which will create more work opportunities, the provision of green technologies and services, in renewable energy provision, eco-industries and recycling, for example Resource efficiency will profit other policies as well wiser use of resources reduces greenhouse gas emissions and many other environmental and health problems (European Union, 2011).

#### **3. 3. 2 Improvement in health and safety, at work place**

The organization is committed to provide the best health and safety services, and is highly engaged to provide support at work place and remain in touch with liaison Officers and station commander. The Health and Safety section enthusiastically monitor all actions, hazards, assessments and tasks (Annual report, p44). The Operational Intelligence section continues to provide very useful support to frontline Firefighters by capturing risk information that may be risky to the safe conclusion of operational happenings. The organization

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also has dedicated its services to the Community Safety. The Community Safety Directorate has responsibility,

For Youth commitment, Demand Reduction Innovations and Partnerships Service Delivery

However, the efforts together for fire safety in the Built Environment, This process involves the broadcasting of information in relation to new buildings and any other building to

Which material changes have been made?. Organization is also running the Health and Safety related training courses and continues to satisfy its legal requirements to provide the best health and safety services (British Airways, 2010. P4).

#### **4. 1 Social, Cultural, Ethical and Moral issues at work place**

Although Organization is committed to provide the job opportunities, to any ethnical group like, gay, lesbian and transgender workers. There is another issue that can be cater is conflict and harassment resolution. There are numbers of advisors and peacekeepers working across British Airways to create a culture, where decorum and self-esteem are hallmarks of relationships at work place, and where aggravation or discrimination are not permitted to be tolerated (British Airways, 2010. P4).

#### **4. 2 Diversity of the British Airways**

However, Diversity team has launched Inclusion Strategy, which has two plain goals, first that everyone knows why diversity has importance in the organization; second, to observe that diversity is incorporated into every part



of the organization. The main point of impact is to rotate the employees in job rotation to gain more experience and beat the challenges.

The discussions, could be more useful that how, harassment issue can be resolved. How awareness, is be raised Furthermore, it is also is to be considered why and how bullying takes place. There is only one way that mediation can resolve these issues.

The consultation of disabled group of employees has identified, disability issues, which help while launching new product and services. The main issue of the disabled employees is traveling; the new disability strategy has been introduced for the next four years which is called ' Building Ability towards 2012' (British airway, 2011).

#### 4. 3. 1 Leadership development

Leadership is a noteworthy main concern. There is a day plan for all managers, called ' Leading the Business', which focuses on the forth coming challenges of modify, engaging employees and achieving and delivering results to support business strategy. The website been developed for training, equipment to support managers with all dimensions of their roles (British airway, 2011).

#### 4. 3. 2 Relationship with stakeholders

The British Airways is more concern about to bring in to the knowledge environmental issues with its associates and suppliers, and backing them up to practice alike policies. While considering and negotiating on

environmental agenda with customers, employees, and outer stakeholders.  
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The important features of environmental progress clearly endorsed. The Group promotes the submissions of good environmental practice within the organization and its manufacturer, and monitors acquiescence with this policy (British Airways, 2010).

#### 4. 3. 3 Customers' opinions, recommendations and organization actions

The customers' opinions and views observed strictly through 'Think customer survey. This is self-governing market research involving large numbers of customers on monthly basis. The organization also pins down the customer views on organization presentation with rival, as well as universal airlines. The customers are the backbone of any business organization (British airways, 2011).

However, the target, which was set out in 2009/10, not achieved. Because of the slightly decrease in satisfying the customer for change catering services. The need is to make strong bridge, between British airways and mighty customers. This will be more fruitful for both of them. It will bring more business to the organization and great satisfaction to the customers (British airways, 2011).

#### Conclusion

This has come into conclusion that in this highly demanding competitions era globalosation has great impact on the economy, the role of national and international organisation remains under criticism and argumentive.

However, European Union have launched some of the policies and boosting the economy of Europe in so many sectors. The corporate governance of the

BBC is trying to achieve its objectives, by implementing the effective policies and principles. The British Airways environmental and ethical responsibilities have met the international standard of the same organizations. Even then, lot of improvement is required in the areas of improvement, like working on emission, waste, biodiversity, ethical issues, and stakeholders' interest/satisfaction in the overall organization's business.

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