Industrial Relations Research Unit / OHRM
Warwick Business School
University of Warwick
Seminar Series

Wednesday 26th April 2017

2.00-3.30 pm, 3.002d, Warwick Business School

Tony Edwards, School of Management and Business, King’s College London and
Gregor Murray, School of Industrial Relations, University of Montreal

‘Globalizing actors in multinational companies’

Abstract

This paper seeks to build a conceptualisation of the role of ‘globalizing actors’ who we define as those individuals within MNCs who have some authority in the creation, diffusion and implementation of global norms that affect work and as such are centrally involved in processes of integration in multinational companies. We do this through the development of a framework which is constructed around three specific questions. First, how can we conceive of the spaces within which these globalizing actors operate? In doing so, we must avoid the simple dichotomy between individuals who work either in the HQ or in a subsidiary and instead recognise that many actors operate within a range of cross-border structures and global teams. Second, can we identify different types of globalizing actor? Given that the roles of creation, dissemination and implementation themselves are quite different from one another, it is likely that the roles of actors will differ too. Thus we seek to establish how the roles will vary according to the position of actors within the structure of the multinational. Third, if globalizing actors have the capacity and authority to create, disseminate and implement norms, how can we conceptualize these norms and the processes that they go through to become established? We argue that understanding the way in which the spaces that globalizing actors occupy are structured, and the range of roles that actors take on, requires a conceptualisation of norms that is lacking in relevant literatures. In particular, we will explore the processes through which norms develop, the relationship of norms to institutions, and the possible impacts they can have.

Please contact Val Jephcott: val.jephcott@wbs.ac.uk for further information