Success in Globalized Economy Requires New Attitude

Trey Denton

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/savannah

Recommended Citation

This article is brought to you for free and open access by the Business, College of - Publications at Digital Commons@Georgia Southern. It has been accepted for inclusion in Business in Savannah Articles by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.
Success in globalized economy requires new attitude

Editor’s note: Part One of this two article series presents a brief look at why the U.S. is a “late adopter” when it comes to seeing and seizing the economic opportunities offered through globalization. Part Two, coming in the next issue of BiS, will propose a new mindset that will better prepare U.S. citizens and companies for success in the new global marketplace.

In its most recent measurement of global attitudes regarding trade, the Pew Research Center, as part of their Global Attitudes Report, found that 67 percent of people in the U.S. thought “trade and business ties” are either “very good” or “someewhat good” for the country. While many would think that two-thirds support is fairly strong, the U.S. came in dead last in positive overall attitudes toward trade among the 21 nations included in the report. When you look at only those who feel trade is “very good” for the country, slightly less than one in five people in the U.S. fell into this category.

What this means is that compared to our global trading partners, the United States is quite ambivalent about the value and role of international trade in our economy. It’s as if our national mindset regarding trade has not caught up with the reality of the globalized economy.

In other words, even though we enjoy a standard of living greatly improved by inexpensive and diverse products sourced from abroad and even though increasing numbers of U.S. companies are succeeding largely due to global trade, we remain defensive rather than offensive in our thinking about whether trade represents a threat or an opportunity.

And because the American people are undecided about trade, those who should be leading educational and economic initiatives related to trade, those who should know what is at stake if we do not better prepare our citizenry for global competition (i.e. politicians), are staying away from trade-related discussions en masse.

The reasons for U.S. obstinacy regarding acceptance of globalization of the economy are many.

1. The U.S. has always had a strong isolationist philosophical bent. Most early U.S. colonists who came to the New World voluntarily were escaping some form of entanglements in Europe ... religious persecution, forced service in military adventures/ misadventures, ethnic strife, economic servitude. Today we remain suspicious of all things international.

2. Our large size (land mass and population) and abundant natural resources lessen our need for developing foreign sources of supply and demand.

3. Our relative geographic isolation means most Americans have not had much experience dealing with foreign cultures.

4. The dominance of our economic, cultural and military might produces a form of ethnocentrism, a sense of superiority and righteousness, perhaps as strong as any encountered in the world. We are just not that interested in the rest of the world.

5. Our educational system has failed to impart the geographical, historical and language fluencies that are necessary for success in international markets. One example: How many U.S. citizens are conversationally fluent in any second language despite mandatory foreign language training in most high schools?

6. There are well-organized and highly vocal opponents of economic globalization in both of the major political parties. This is one area where those on both the hard left and right agree. Organized labor, environmentalists, cultural and economic isolationists all oppose globalization.

7. There is a meme — an idea shared and spread among a population that has persistence regardless of its basis in fact — promulgated by the mainstream media that coverage of international trade issues sells when the news is negative.

Stories of job losses, outsourcing, environmental degradation due to trade, labor exploitation, and so on are in the news on an almost daily basis. Somehow the success of U.S. companies in foreign markets is never as appealing.

As a result, many people in the U.S. only experience fear and anxiety related to “all things global.” What do we not understand tends to scare us, and this fear gets in the way of people seeing globalization as an opportunity that the U.S. is actually well prepared to seize.

In Part Two of this series, I will offer one perspective on how a new mindset might better prepare us to compete in the globalized economy.

Trey Denton is a professor of marketing and the director of the Center for Global Business at Georgia Southern University. He can be reached at identon@georgiasouthern.edu.

From left, Megan Kittrell, Davon Cleary, Derek Edens, Jeremy Hefner and Jeffrey Meeker (not pictured), electronic and computer engineering technology students at Savannah Technical College, were set to attend a robotics competition on March 15-18 at the IEEE Southeast Conference 2012 in Orlando, Fla.

Some of the most active and successful members of the Savannah Area Chamber of Commerce will share their reasons for being members with other non-member businesses over the next 12 weeks.

The Forward Savannah Campaign, formerly the Savannah Area Chamber’s annual membership campaign, is scheduled to kick off the first week of April with an estimated 40 teams and 120 recruiting team members. Cathy Hill, vice president of the coastal region for Georgia Power and Rick Monroe, owner/CEO of Monroe Marketing, will serve as this year’s campaign chairs.

“We are thrilled to have such outstanding chairs for this year’s campaign,” said chamber chairman and Gulfstream marketing vice president Bill Shira. “Both have served on our board of directors for many years and understand the dynamics of our organization. Each has previously worked with the campaign in different capacities, so they understand our goals and time frame for this project.

This year’s campaign goals are to gain $40,000 in new memberships — approximately 126 new members — and $12,000 in new sponsorship dollars.

The campaign is a huge part of the Chamber’s annual budget. We rely on this campaign to bring in the funds used to produce some of our most popular and active chamber programs.

Recruiters will be approaching people they do business with on a regular basis and presenting benefits of being chamber members, such as the networking opportunities, website exposure, referrals and more.

Recruiters will earn incentives for their work, and top producers may win additional prizes.

We sincerely appreciate the initiative taken by these first teams joining the Forward Savannah Campaign and look forward to working together on another successful campaign.

The campaign is scheduled to launch April 5, and will last until the end of June. Recruiters will enjoy reward sessions every two weeks at area restaurants and venues during the campaign to view goal achievement picks, up prizes and build camaraderie.

For more information on having a team in the 2012 Forward Savannah Campaign or on joining the Savannah Area Chamber, contact Tina Hinson at THinson@SavannahCham ber.com or 912-644-6407 or visit www.SavannahChamber.com.

Bill Hubbard is the president and CEO of the Savannah Area Chamber of Commerce. He can be contacted at 912-644-6421 or hubbard@ savannahchamber.com.

CAMPAIGN SUPPORTERS

Teams that already have agreed to participate in the Forward Savannah Campaign include: AT&T, BB&T, Certus Bank; Coldwell Banker Platinum Partners; Colony Bank; First Chatham Bank; Georgia Ports Authority; Georgia Power; Gulfstream Aerospace; Hussey, Gay Bell & DeYoung; International Paper, JCB, Inc.; J.T. Turner Construction; Prince-Hotel Bush Group; Savannah Hilton Head Airport; Savannah Magazine/Savannah Morning News; Savannah Technical College; Seacrest Partners Simons and Associates; StayinSavannah.com; The Coastal Bank; The Savannah Bank; Thomas & Hutton; and Wells Fargo.

Savannah Tech team designs, builds robot

A team of five electronic and computer engineering technology students at Savannah Technical College have designed and built a robot for competition. The robot — B.R.I.A.N. (Beginning Realm of Intelligent Artificial Navigation) — competed in a robotics competition on March 15-18 at the IEEE Southeast Conference 2012 in Orlando.

Savannah Tech team members Megan Kittrell, Davon Cleary, Derek Edens, Jeremy Hefner and Jeffrey Meeker created the robot to traverse a maze-like course, analyzing electrical signals and other information along the way.

The signals and information allow BRIAN to make decisions in order to follow the proper path. Robots like BRIAN could be used for practical purposes such as inspecting a ship’s hull and exploring the far reaches of space.

Bill Hubbard

Some of the most active and successful members of the Savannah Area Chamber of Commerce will share their reasons for being members with other non-member businesses over the next 12 weeks.

The Forward Savannah Campaign, formerly the Savannah Area Chamber’s annual membership campaign, is scheduled to kick off the first week of April with an estimated 40 teams and 120 recruiting team members. Cathy Hill, vice president of the coastal region for Georgia Power and Rick Monroe, owner/CEO of Monroe Marketing, will serve as this year’s campaign chairs.

“We are thrilled to have such outstanding chairs for this year’s campaign,” said chamber chairman and Gulfstream marketing vice president Bill Shira. “Both have served on our board of directors for many years and understand the dynamics of our organization. Each has previously worked with the campaign in different capacities, so they understand our goals and time frame for this project.”

This year’s campaign goals are to gain $40,000 in new memberships — approximately 126 new members — and $12,000 in new sponsorship dollars.

The campaign is a huge part of the Chamber’s annual budget. We rely on this campaign to bring in the funds used to produce some of our most popular and active chamber programs.

Recruiters will be approaching people they do business with on a regular basis and presenting benefits of being chamber members, such as the networking opportunities, website exposure, referrals and more.

Recruiters will earn incentives for their work, and top producers may win additional prizes.

We sincerely appreciate the initiative taken by these first teams joining the Forward Savannah Campaign and look forward to working together on another successful campaign.

The campaign is scheduled to launch April 5, and will last until the end of June. Recruiters will enjoy reward sessions every two weeks at area restaurants and venues during the campaign to view goal achievement picks, up prizes and build camaraderie.

For more information on having a team in the 2012 Forward Savannah Campaign or on joining the Savannah Area Chamber, contact Tina Hinson at THinson@SavannahChamber.com or 912-644-6407 or visit www.SavannahChamber.com.

Bill Hubbard is the president and CEO of the Savannah Area Chamber of Commerce. He can be contacted at 912-644-6421 or hubbard@savannahchamber.com.