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Global Norm Formation in Multinationals: Roles of “Globalizing Actors”

Friday, June 28, 2019
10:15 AM - 11:45 AM
Albert and Vera List Academic Center (Bldg D) - D1101

The formation of global norms that shape the nature of work is a crucial element to how multinational companies (MNCs) achieve a degree of consistency across their operations in different countries, and shape the broader international diffusion of organisational and employment practices. The process of global norm formation involves a range of steps, including creating or identifying the idea that is intended to become a norm, disseminating it and getting buy in from a wider group, implementing it in a range of operating units and divisions, and monitoring its evaluation in practice. Each of these steps is likely to be challenging and subject to disputes and conflict. This paper seeks to establish the range of types of people who are active in the process of global norm formation, a diverse group who we refer to as ‘globalizing actors’. We will assess what they do in their day-to-day work, what resources they use to exert influence on the process of global norm formation and how widespread is the influence of their activities.

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