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Tips and  
inspiration in  
leadership

**A MULTICULTURAL  
BUSINESSWOMAN**

**MAGAZINE**

Ticaret Dünyası



# **SECRETS TO BUSINESS LEADERS**

**HOW TO DEAL  
WITH  
GLOBALIZATION  
FOR SUCCESS**

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## A MULTICULTURAL BUSINESSWOMAN

# HOW TO DEAL WITH GLOBALIZATION

### ➔ Sustainability challenges



The major leaders who worked on development and expansion of their companies, such as nationally or globally and based on CSR strategy, they realized how expensive it is. From business management aspect, this strategy is a high investment without rentability. On the other hand, is CSR strategy result in a positive image in a market.

From your opinion, is a positive image a criteria for stakeholders to make a decision for a partnership and association with a company?

After many research regarding globalization, sustainability and requirements of future work, I can say that we need a new and an update for an attitude and working place depending on today and the future by focussing on a sustainable development.



### ➔ Digital work and bureaucracy



Working digitally is still a new way for work. With this way, we can save time and money because not every appointment should be organized personally. There are meetings and interviews that could be conducted digitally.

Does this way of working save us many steps, which we were been obliged to, traditional working ways?

## HEALTHY LEADERSHIP

By Mrs. Meriem Falah-Morali

By engineering, we realize how significant analysis is for developing specific solutions from time to time. Here, we learn a competency of application scientific regulatories and make it real that may take more time then expected for conducting a specific task. This area is characterized with try and fail until success. Those steps as follow analysis, sketching, testing and applying.

I can remember when I was promoted as a team leader, this process was my strengths and the most important competency which I used by analyzing operations of each department and finding out our needs in consultation and any services that may supported us to fulfil our gaps on process level in this time. After a time of working I paid attention that I need completely new competencies from those which I acquired in engineering area.

### ➔ Value and profit for sustainable development



Most criteria for making decision depend on time, costs and quality with the target to evaluate the percentage of benefit as a main target that is difficult to realize and applicate depend on the law structure of the company.

stakeholders influence decision making of leaders and oblige them to make decisions which may evaluated from sustainability aspect as unhuman and don't comply with environment working conditions. Family organizations are the most hardworking for applying and aiming sustainability targets in addition to reaching profit.

In your opinion, how can organizations who are funded by investors keep up their image in the market by applying the criteria of sustainable development?

Thankfully, my study of MBA in business management was facilitated that offered me the possibility to study the organisation departments from different aspects, such as organisation, and legal, and new attitude which depend on many alternatives that are evaluated from time, costs and quality. Also the weight of each option and the way of making arguments by conveying those information systematic to stakeholders who usually influence decision making of leaders and responsables.

With those competencies and my willingness to realize tangible changes at team level and revenue of the company then analysis, evaluation and making decision are the main techniques in addition to the willingness of team for changes. Of course, we made also decisions for stopping work with some employees who was working for a long time for the company and they were a prevention for developing company thereby team.

I made the same experience during the study of the most global business relationships because the significant attitude base on compliance to law. Of course global business relationships require intensive care and dealing consciously under specific framework that can return with benefit for an organization as an expensive investment which take more effort and expenses then local investments.

The main task for global business relationships shouldn't be just making profit but also supporting a sustainable development by offering workplaces with humanic working conditions, expansion of business fields and fulfilling gaps of a specific country and much more possibilities which brings globalization.

### Healthy leadership