





- karPajPatSll FmBakBhTAngkrNen\riyabfKnsll Fm'. ]TahrN<sup>3</sup> bNgrbsRkm  
h<sup>h</sup>)arkgkarPajPatSll Fm'. cNkÉ karSiccitpofkdnakg  
karrrkkltanry<sup>3</sup>karl kBYmanépkgeTA[ GkrRbECg KwaGMBIénkarPajPatEpksll Fm'.

dNalRsaykgkarKbRgRkmsll Fm' <sup>3</sup>

enAkugkarGnutkarKbRgRkmsll Fm' GkrKbRgRtU

} manCmrEbbRtkmnn

} edalRsayedaykarykcitpikdakblit nig

} mankartstU

edh,smc)annleKal bNng GkrKbRgRtUTV sAl smaFRkmsll FmEdI manmkel kü

ehysmaFenHnalmaneTbTsll Fm'.

smaFRkmsll FmEdI manmkel GkrKbRg <sup>3</sup>

} eKal edAsmkSat,taj

} karPyxæc

} eKal edApal xü

} karRbKYRbECg

smkSat,taj → eKal edA → kUal k;

↓  
smaF → TTV ykvFankarBmUmansll Fm'

↓  
pl klt

Gnutpy<sup>3</sup>eBl xBbestCag

smkSat,tajmansll FmRtUTV sAl cNuxagerkam<sup>3</sup>

} GkrKbRgKYsYsNYsll FmenAeBl eFkarSiccitp

} enAkugkareFkarSiccitpYBcarNæTael ktpesg<sup>2</sup>EdI eTAhYseKal edAPam<sup>2</sup>.

$bK\bar{A} \longrightarrow eK\bar{A} \text{ ed}\bar{A} \longrightarrow k\bar{a}T\bar{U}at;nig \text{ k}\bar{a}r\bar{e}l \text{ k}T\bar{h}c\bar{i}t\bar{p}$   
 $\downarrow$   
 $smaF \longrightarrow T\bar{T}V \text{ y}k\bar{v}F\bar{a}n\bar{k}a\bar{r}K\bar{p}ns\bar{I} \text{ Fm}'\text{-}n\bar{i}y\bar{a}y\bar{b}\bar{M}\bar{P}\bar{s}B\bar{G}t\bar{h}b\bar{e}y\bar{a}C\bar{n}_-$   
 $rb\bar{s}p\bar{l} \text{ i}t\bar{p} \text{ e}d\bar{m},b\bar{e}g\bar{h}b\bar{r}i\bar{m}\bar{a}N\bar{e}n\bar{k}\bar{a}r \text{ I } k;$   
 $smaF \longrightarrow bK\bar{A} \text{ k}d\bar{e}T\bar{e}F\bar{U}R\bar{s}c\bar{E}t\bar{c}i\bar{t}\bar{p}\bar{o}s\bar{x}\bar{h} \text{ d}\bar{h}C\bar{a} \text{ e}F\bar{k}\bar{a}C\bar{a}k\bar{m} \text{ b}\bar{h}n\bar{p}$   
 $n\bar{i}y\bar{a}y\bar{f}\bar{a}e\bar{n}H\bar{C}\bar{a}k\bar{a}r\bar{g}\bar{a}r\bar{b}\bar{s}\bar{x}\bar{h}$   
 $smaF \longrightarrow bK\bar{A} \text{ k}d\bar{e}T\bar{m}\bar{a}n\bar{k}\bar{a}rG\bar{n}u\bar{t}\bar{p}\bar{x}\bar{S}\bar{a}y \text{ d}\bar{h}C\bar{a}G\bar{t}\bar{G}\bar{a}g\bar{E}t\bar{E}g \text{ G}\bar{k}d\bar{e}T$   
 $m\bar{i}n\bar{e}k\bar{i}t.$

$k\bar{a}r\bar{b}K\bar{t}\bar{h}R\bar{b}E\bar{C}g \longrightarrow eC\bar{a}K\bar{C}y\bar{e}n\bar{A}e\bar{l} \text{ I}t\bar{p}\bar{S}\bar{a}r$   
 $\downarrow$   
 $smaF \longrightarrow \backslash r\bar{i}y\bar{a}b\bar{f}K\bar{p}ns\bar{I} \text{ Fm}'\text{-}R\bar{o}k\bar{a}R\bar{y}\bar{a}b\bar{G}t\bar{i}f\bar{C}n\bar{f}\bar{a}p\bar{l} \text{ i}t\bar{p} \text{ r}\bar{b}\bar{s};$   
 $x\bar{h}i\bar{n}g\bar{e}c\bar{j} \text{ n}\bar{a}e\bar{l} \text{ q}\bar{a}b^2\bar{i}.$   
 $\downarrow$   
 $p\bar{l} \text{ c}\bar{h}N\bar{j}$   
 $\downarrow$   
 $e\bar{d}m,\bar{Q}\bar{h}G\bar{k}R\bar{b}E\bar{C}g.$

$k\bar{a}rP\bar{y}\bar{x}\bar{a}c \longrightarrow )\bar{a}t\bar{b}g\bar{k}\bar{a}r\bar{g}\bar{a}r$   
 $\downarrow$   
 $smaF \longrightarrow \backslash r\bar{i}y\bar{a}b\bar{f}K\bar{p}ns\bar{I} \text{ Fm}'\text{-}e\bar{R}\bar{o}R\bar{y}\bar{a}b\bar{G}t\bar{i}f\bar{C}n\bar{f}\bar{a}p\bar{l} \text{ i}t\bar{p} \text{ r}\bar{b}\bar{s};$   
 $x\bar{h}i\bar{n}g\bar{e}c\bar{j} \text{ n}\bar{a}e\bar{l} \text{ q}\bar{a}b^2\bar{i}.$   
 $\downarrow$   
 $b\bar{n}\bar{M}\bar{i}f\bar{C}n$

$k\bar{a}rG\bar{n}u\bar{t}\bar{p}\bar{k}\bar{i}t\bar{p}\bar{S}\bar{a}r\bar{b}\bar{s}; \text{ MNCs } \text{ I } k\bar{a}rN^3\bar{T}\bar{U}at;nig \text{ k}\bar{a}r\bar{e}l \text{ k}T\bar{h}c\bar{i}t\bar{p}$

- }  $\text{I } k\bar{p}\bar{l} \text{ i}t\bar{p} \text{ e}d\bar{l} \text{ k}\bar{u}R\bar{o}e\bar{T}\bar{s}\bar{r}\bar{b}\bar{s}\bar{x}\bar{h} \text{ m}\bar{i}n\bar{s} \text{ U}\bar{R}\bar{t}\bar{u}\bar{k}\bar{a}r \text{ e}T\bar{A}[\bar{B}\bar{l} \text{ r}\bar{d}\bar{e}n\bar{A}\bar{R}\bar{o}e\bar{T}\bar{s}\bar{m}\bar{i}n\bar{s}\bar{U}\bar{l} \text{ I } \bar{l} \text{ a}\bar{s};$   
 $]T\bar{a}h\bar{r}N\text{-}\bar{B}\bar{a}N\bar{C}\bar{k}\bar{m}\bar{p}\bar{a}r\bar{l}R\bar{t}\bar{U})\bar{a}n\bar{h}\bar{a}m\bar{X}\bar{a}t\bar{e}n\bar{A}\bar{G}\bar{a}m\bar{r}\bar{i}c \text{ e}h\bar{t}G\bar{k}\bar{m}\bar{h}\bar{t})\bar{a}r\bar{G}\bar{a}m\bar{r}\bar{i}c\bar{p}\bar{S}\bar{a}y$   
 $e\bar{n}\bar{A}k\bar{m}\bar{G}\bar{a}.$
- }  $\text{I } k\bar{p}\bar{l} \text{ i}t\bar{p} \text{ e}d\bar{l} \text{ h}\bar{a}n\bar{X}\bar{a}t\bar{e}n\bar{A}e\bar{l} \text{ I}t\bar{p}\bar{S}\bar{a}r\bar{b}\bar{o}e\bar{T}\bar{s}\bar{R}\bar{k}\bar{R}\bar{k} \text{ I}T\bar{a}h\bar{r}N\text{-}\bar{B}\bar{a}N\bar{C}\bar{k}\bar{m}\bar{p}\bar{a}r\bar{l}R\bar{t}\bar{U})\bar{a}n\bar{h}\bar{a}m\bar{X}\bar{a}t\bar{e}n\bar{A}\bar{G}\bar{a}m\bar{r}\bar{i}c \text{ e}h\bar{t}G\bar{k}\bar{m}\bar{h}\bar{t})\bar{a}r\bar{G}\bar{a}m\bar{r}\bar{i}c\bar{p}\bar{S}\bar{a}y$   
 $e\bar{n}\bar{A}k\bar{m}\bar{G}\bar{a}.$
- }  $\text{I } k\bar{p}\bar{l} \text{ i}t\bar{p} \text{ e}d\bar{l} \text{ n}\bar{a}l\bar{l} \text{ m}\bar{a}n\bar{k}\bar{a}r\bar{e}R\bar{o}R\bar{y}\bar{a}b\bar{G}t\bar{i}f\bar{C}n\bar{f}\bar{a}p\bar{l} \text{ i}t\bar{p} \text{ r}\bar{b}\bar{s};$   
 $x\bar{h}i\bar{n}g\bar{e}c\bar{j} \text{ n}\bar{a}e\bar{l} \text{ q}\bar{a}b^2\bar{i}.$

- } eKal neya)ayBaNCkmpingrbsrdal .
- } Dumping <sup>3</sup> pl itenAch -efBI kmpak beCk/CATmb; ehlyykmkl kenAPskExp edm,pj RkmhukgRsk.
- } Ekqkey <sup>3</sup> bBaneQh nig c,abkmsit\$
- } Grey marketing <sup>3</sup> I kpl itpl KpnkarFanaRqadngc,ab;]TahrN\_ <sup>3</sup> Tij BsgbD ykmkl kenAExpedayKpnkarFanadRkmhuedm.

### smErbSGkBaBkkel I MNCs <sup>3</sup>

- } kareqlytbeTAngtMkarenGkeRb)aspl itpl rbsxh
- } kareqlytbeTAngkarrBgtkrbskthueTael IROI
- } karTUatCamlyng hanP%Caech
- } edm,ITV )annUkarKb,KghibaftthanRbsitPab
- } kareRb)aspl RbeyaCnBkarGneKaBngd I Rsbc,ab;[Gs;I TPab
- } RbsitPabkugkarRbECgenAel ItpSar

### Rkmsl Fm/ (Code of Ethics) <sup>3</sup>

- ebIsnCaGkBaBkkelRbKbKgnpCatiGk <sup>3</sup>
- } RtUkarBc,ab;nigbTbBaRbsRbeTsmaspH
- } kMFU[xtsKPaB nigsutPabGkeRb)as;
- } kMqot»kaseRb)ascINtexSayenc,abrbsRbeTsmaspH
- } RtUCaGkmanRotkmpncBabBaingCydl rdal kaBarkaI kpl itpl KpsutPab
- } KYkMRb)as;Tmak;TMgsit sal EdI RkmhunanCamlyrdal edm,EFUJ xsc,ab;

### Fundamental International Rights:

- The right to physical movement
- The right to ownership of property
- The right to freedom from torture
- The right to a fair trial
- The right to nondiscriminatory treatment
- The right to physical security
- The right to freedom of speech and association
- The right to minimal education
- The right to political participation
- The right to subsistence

### Seven Moral Guidelines for MNCs

- Inflict no intentional or direct harm
- Produce more good than bad for the host country
- Contribute to host country's development

- Respect the human rights of their employees
- Pay their fair share of taxes
- Respect local cultural beliefs that do not violate moral norms
- Cooperate with the government to develop and enforce background institutions

### karedaRsayeTbTsll Fm<sup>3</sup>

Rkbox<sup>3</sup>TDan -karskSBKltitngTeglbbsmnss emll eTael IfaetImnssKYsllg\riyabf  
yagdttemp. kgrkbox<sup>3</sup>lbnH mnnssGacmanBIRbePT<sup>3</sup>

- } smhPaBniym<sup>3</sup> karsMccitpkel ll kN<sup>3</sup>vicgénsll FmEdl manml dæeTael l  
l Tpl énsBaknsbsya. vaEpkeTael Ekall karN\_{PaRbesbpltsMbmnnssPaK  
eRchbplts}. ebmanRoeyacndl mnnssPaKech KWI ¥ ]TahrN<sup>3</sup> katbnRybKAl k  
mYcMhedm,bFI[Rkmhmanl TPaBkugkarclNay. karsMccitpFVLgedayemll  
eTael GnaKt -TsSn<sup>3</sup>emll eTAGnaKtkal !.
- } plikarniym<sup>3</sup> karsMccitmanml dæeTael IfaetIvartmRtUedrbeT?. ml dænenH KW  
RtU)anbegileLgtanry<sup>3</sup>karyl dgrbsmnssdltCaemll beFllaneKBmn. karsMcc  
citpFVLgedayEpkeTael Ekall karNEdl )anbegileLgCaRvtpsa®p-TsSn<sup>3</sup>emll  
eTAGtitkal !.

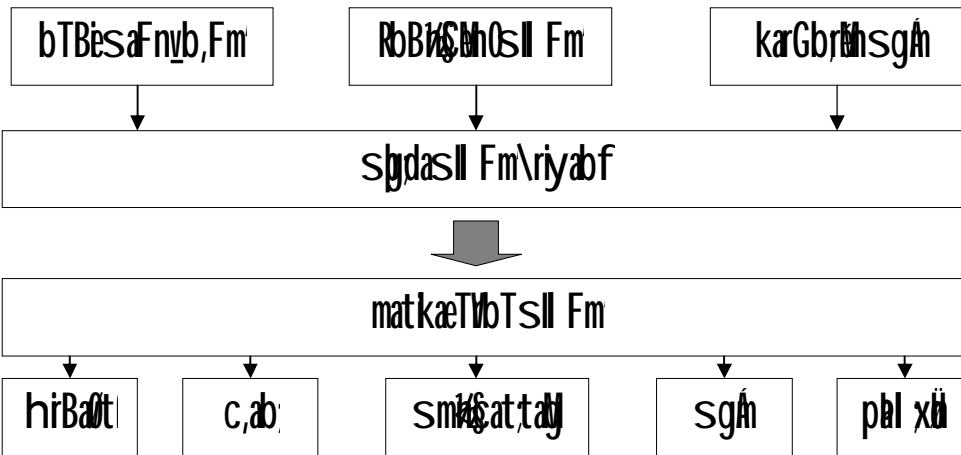
### bBañycM<sup>3</sup>

- } cBalmnsssmhPaBniym<sup>3</sup> Tmly<sup>3</sup> bBañPaByutFm faetRtUsMbsM kltNa  
cBalkarkateTasmnssPaKtic enAkugcMabGamNrbbsmnssPaKech?. TBr<sup>3</sup>  
bBañpl RoeyacntanCMhObKAl -mnnssGacbBañBañ [eCCakfaBkeKTTV )an  
pl RoeyacnechBkarsMccitpCagGldl ekltmanCakEsugkarBit.
- } cBalmnssplikarniym<sup>3</sup> Tmly<sup>3</sup> karltbtbpbkariyaFbetyü-c,absmbeFkar  
smccitpivFanepSg<sup>2</sup>!. TBr<sup>3</sup> bMæecal bKAl niym.

### vFarbsGkRb/KgGalkmp<sup>3</sup>

- } cBalmnsssmhPaBniym<sup>3</sup> emll eTael IfsSn<sup>3</sup>faetIvFanenahl bGaKk;. vamanml  
dæeTael ItMkar cMNg;nigkarbgR)afarbsGkRb/Kg.
- } cBalmnssplikarniym<sup>3</sup> emll eTael IfsSn<sup>3</sup>faetIvFanenarTmRtUominRtmRtU. vaman  
ml dæeTael InnskarbsGkRb/Kg.

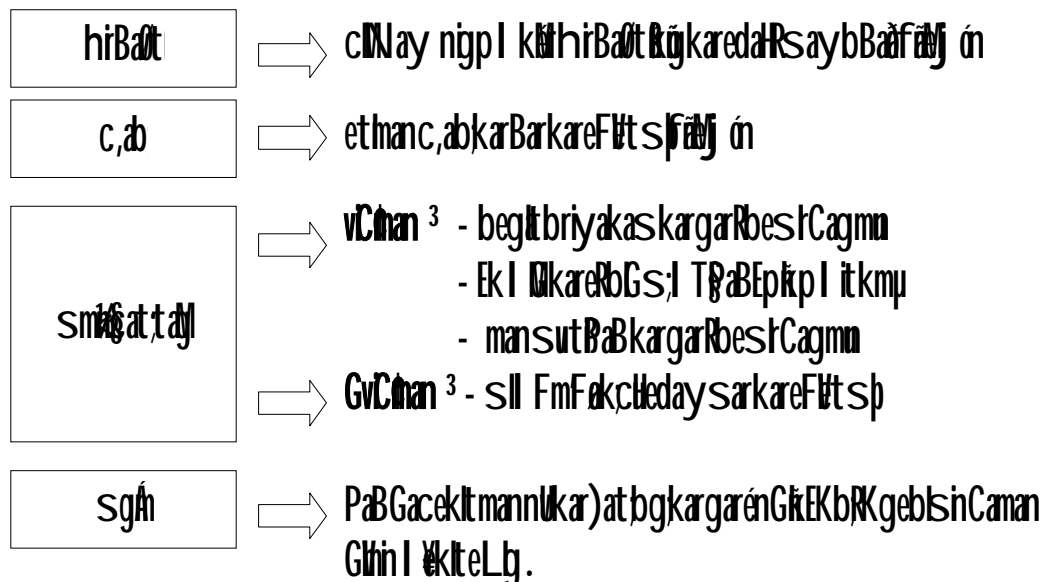
karPaKsll FmkjkarSllCcittnGkKbKq



**vPaKshPaB** (Situational Analysis)



**matkaeTVbTsll Fm** (Content of Managerial Dilemma)



## Shjdassll Fmñ\riyabf (Moral Standards of Behavior)

mnissSllg\riyabfedayemll eTael Shjdassll Fm. karvnic\riyabfmnissS Gars\yeTA  
el InnisSminc,as;l as;ERoRoV eTAtambKÁ xis<sup>2</sup>Kā nigsonPaBxis<sup>2</sup>Kā. varg\TBI BRb  
Bñsll FmEdI ekeCCak;.

## Robñsll FmñCMAO (Ethical Systems of Belief)

vaCaekal karNENnasMokareFkarsMccitp

c,abxageKA	⇒	karbergmEpkisasnabgøj BShjdassll FmEdI bKÁ KYTTY yk
bñhgEckyupfm	⇒	bñhgEckesKānpI Roeyacñ.
esrPaBpñl xñ	⇒	esrPaBecnkñkareCCserls CMñ [manpI itPaBsgñ

## karbQmmrbsGñKbKgsakI (Global Managers-Confrontation)

- } PaBxisKānvb,FmCatēpSg<sup>2</sup>
- } PaBxisKānRoBñsMñ0
- } RoBñsMñCñRoETsrbsxñminsKāngRoBñsMñCñRoETsmāspñ
- } etbñNaRsayNanymanRoeyacñkñkaredaRsaybBañsll Fm? bBañdCa<sup>3</sup>  
karsK)an;nig karbñ Epndhigbriyakas.

dñNaRsaysmñPaBniym KñdñNaRsaydñestsMñbedarSaybBañsll Fm.  
segbCñNcsMan;<sup>2 3</sup>

1. Rkmsll Fm'KWakarskSGBñsll FmñgshjdañTegñbssmniss. karyI ðñgGBRkmsll Fm'  
mansa<sup>3</sup>sMan/NaskñkarskSGBkarKbKgnpCatieBalfa\riyabfñsll FmChkal man  
PaBxisKāRoETsmñyeTARoETsmñy. \riyabfñyEdI eKñtñfaktñRtñbssmñsbenAkñgRo  
eTsmñy GacñgmñRtñRtñbssmñsbenAkñgmñyeTot. TegñdI R)ascaksll Fm'GaceFI  
RkmññbñgñB)atbgpI RoeyacñCaerch. enARoETsCbñnaeBI fñ erGñGarsñEpkñneya  
)ayñgEpkñGacñgmñgñkarel celgññkñRñññTTV ykCñCatPaktñ [efkar )anbegñt  
cñNabGampñNeTael ItñkñkñgñkñBcarNaGBñBañsll Fm'ñg\riyabfTTV xñsRtññbñ



- hec b i a d f g----