

FIRMS AND THEIR GROWTH IN THE GLOBALIZATION ERA

GRIGORE CIPRIAN

Faculty of Sociology and Social Work, University of Bucharest

One firm's design and production activities and also marketing functions took place under the same roof a few decades ago. In the 1970's, as multinational corporations started to locate labor-intensive activities in developing countries, this situation changed. Soon, due to the production and technological flows involved, it has become obvious that the organization's internal structure is less important than the structure of the value chain in which the organization is only a node. Nowadays, different functional areas of the organization are not analyzed in their organizational context, but in a globalized business environment which is characterized by a network of interconnected organizational structures.