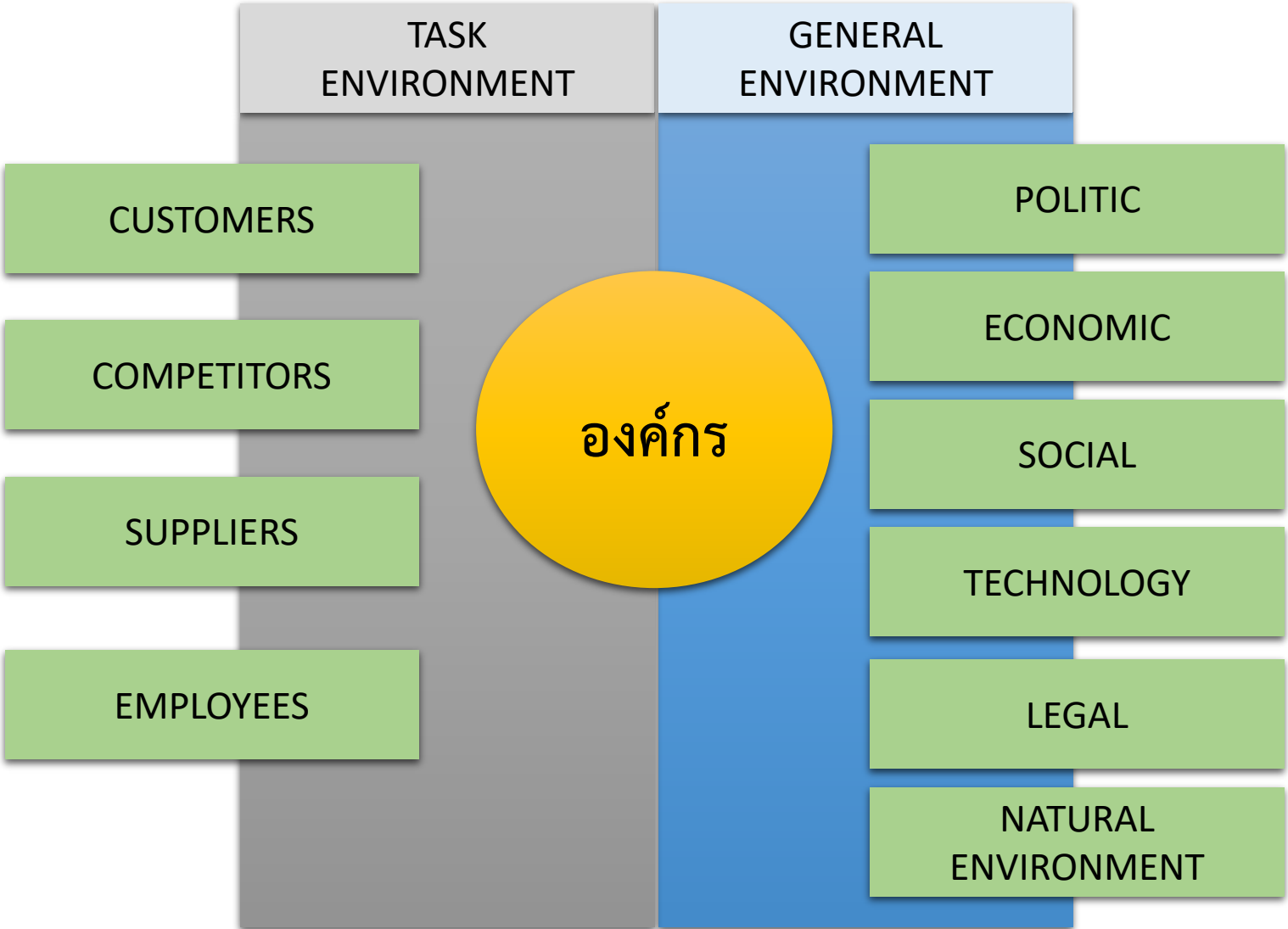


THE ENVIRONMENT AND CORPORATE CULTURE

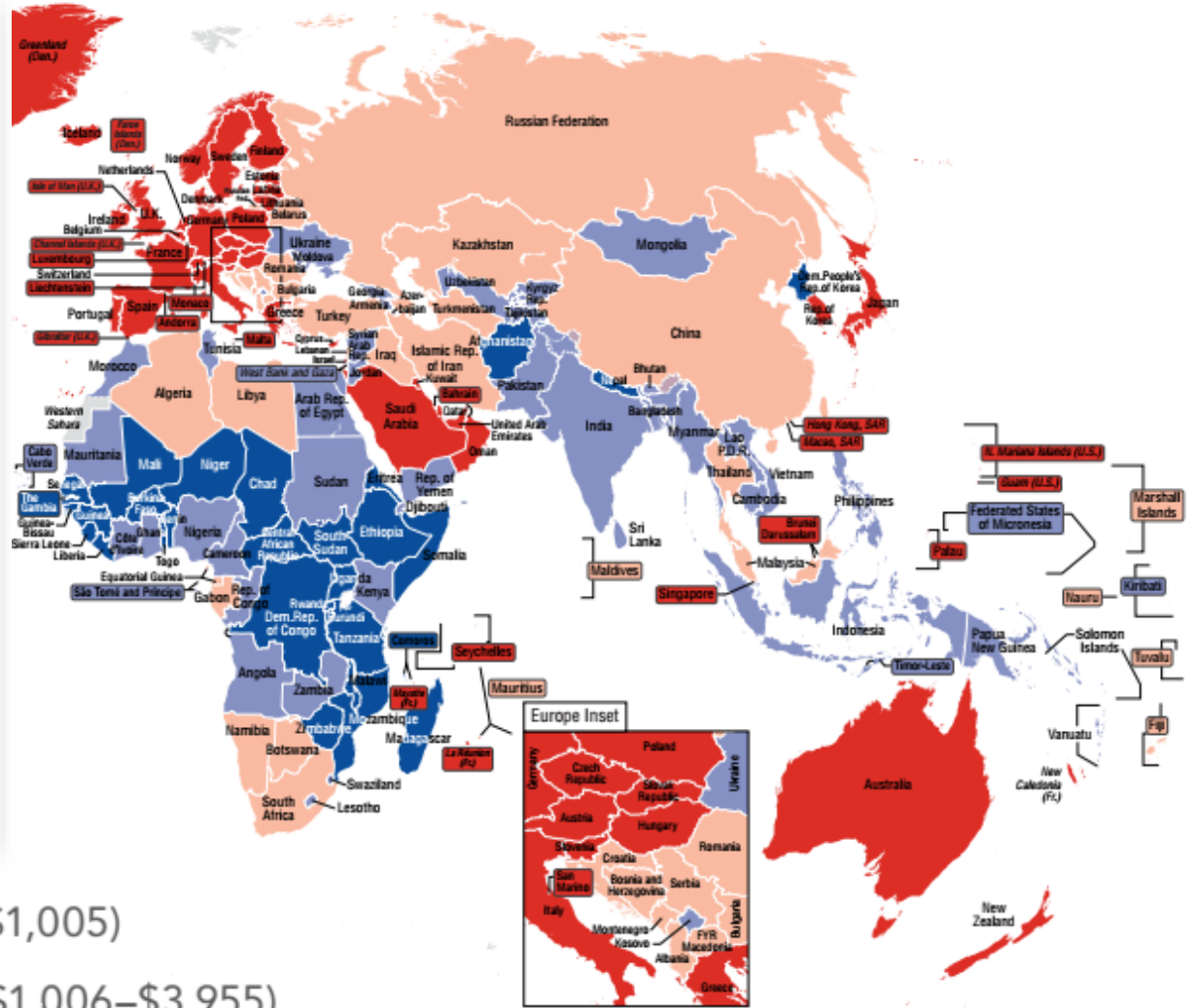
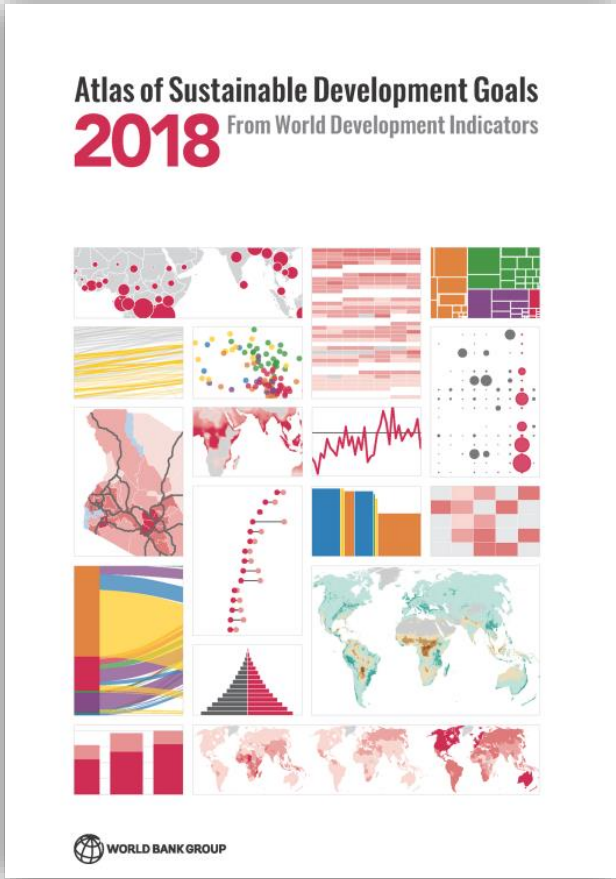
CORPORATE CULTURE





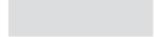




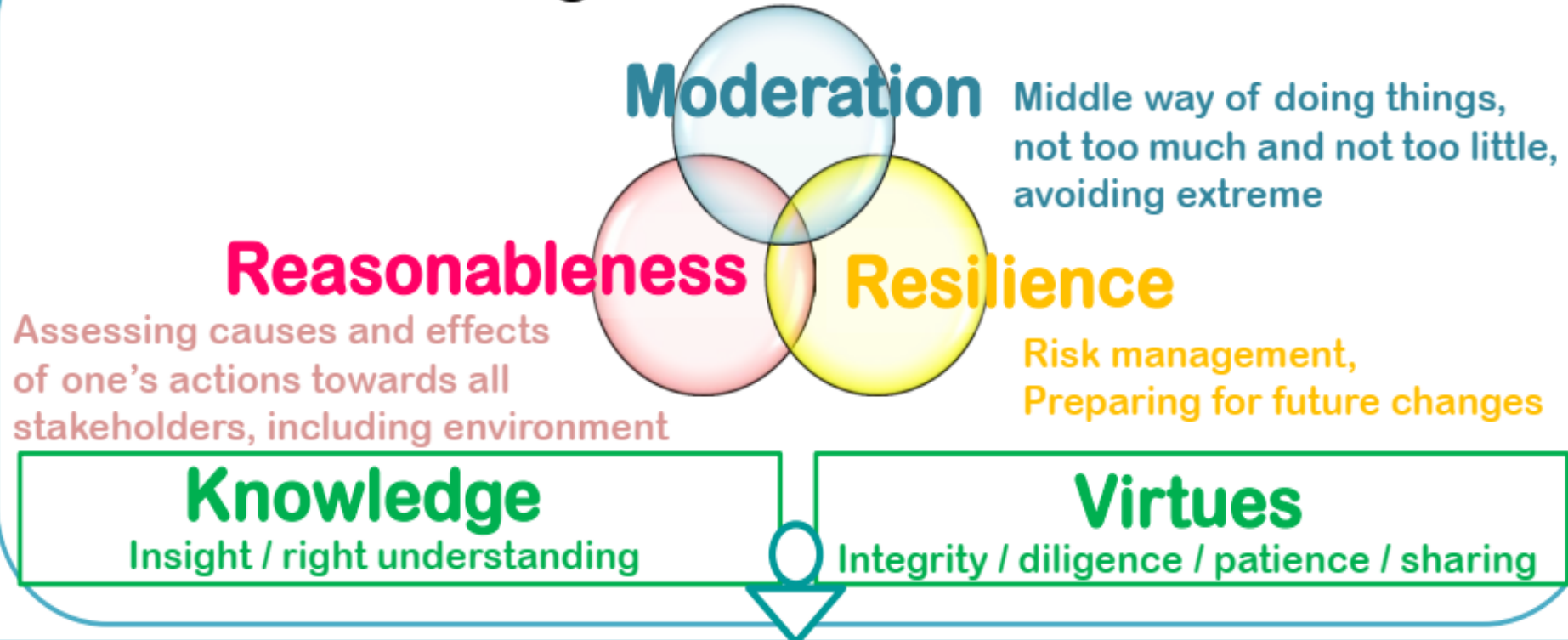


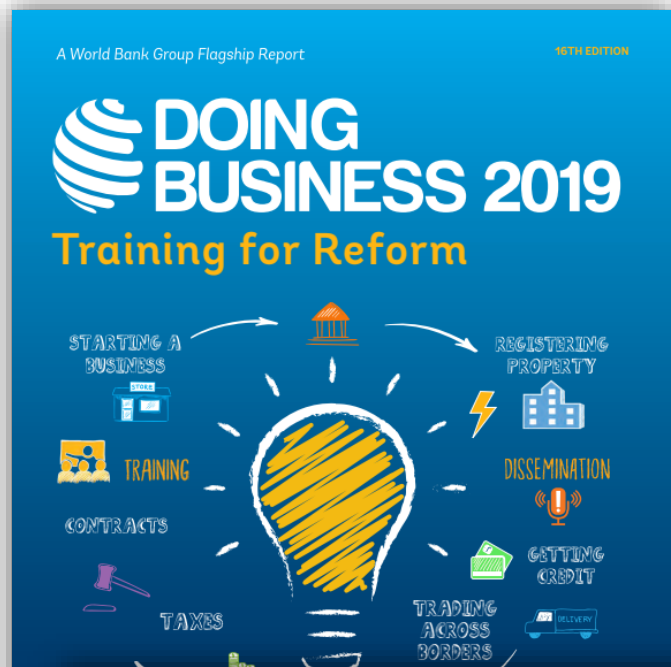
<div>1</div> <div>NO POVERTY</div> <div></div>	<div>2</div> <div>ZERO HUNGER</div> <div></div>	<div>3</div> <div>GOOD HEALTH AND WELL-BEING</div> <div></div>	<div>4</div> <div>QUALITY EDUCATION</div> <div></div>	<div>5</div> <div>GENDER EQUALITY</div> <div></div>
<div>6</div> <div>CLEAN WATER AND SANITATION</div> <div></div>	<div>7</div> <div>AFFORDABLE AND CLEAN ENERGY</div> <div></div>	<div>8</div> <div>DECENT WORK AND ECONOMIC GROWTH</div> <div></div>	<div>9</div> <div>INDUSTRY, INNOVATION AND INFRASTRUCTURE</div> <div></div>	<div>10</div> <div>REDUCED INEQUALITIES</div> <div></div>
<div>11</div> <div>SUSTAINABLE CITIES AND COMMUNITIES</div> <div></div>	<div></div> <div><div>THE GLOBAL GOALS</div><div>For Sustainable Development</div></div>			<div>12</div> <div>RESPONSIBLE CONSUMPTION AND PRODUCTION</div> <div></div>
<div>13</div> <div>CLIMATE ACTION</div> <div></div>	<div>14</div> <div>LIFE BELOW WATER</div> <div></div>	<div>15</div> <div>LIFE ON LAND</div> <div></div>	<div>16</div> <div>PEACE AND JUSTICE STRONG INSTITUTIONS</div> <div></div>	<div>17</div> <div>PARTNERSHIPS FOR THE GOALS</div> <div></div>



-  Low income (less than \$1,005)
-  Lower middle income (\$1,006–\$3,955)
-  Upper middle income (\$3,956–\$12,235)
-  High income (more than \$12,235)
-  No data

Progress with Balance





Rank	Economy	EODB score	EODB score change
1	New Zealand	86.59	0.00
2	Singapore	85.24	+0.27
3	Denmark	84.64	+0.59
4	Hong Kong SAR, China	84.22	+0.04
5	Korea, Rep.	84.14	-0.01
6	Georgia	83.28	+0.48
7	Norway	82.95	+0.25
8	United States	82.75	-0.01
9	United Kingdom	82.65	+0.33
10	Macedonia, FYR	81.55	+0.32

15	Malaysia
27	Thailand
69	Vietnam
73	Indonesia
171	Myanmar



Projected Global GDP Loss from Trade Disputes

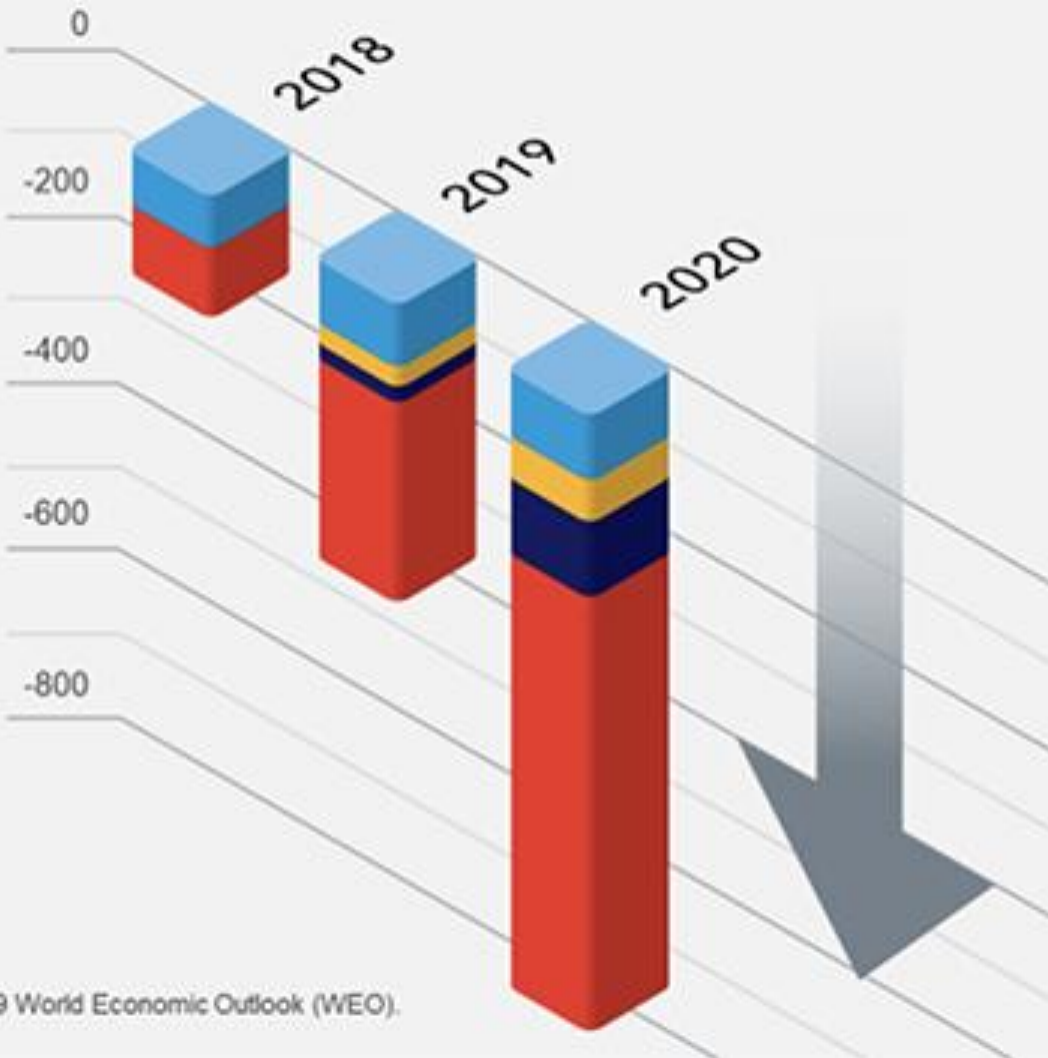
(US\$ in Billions)

Direct Impact

- Implemented during 2018
- Implemented May 2019
- Announced August 2019

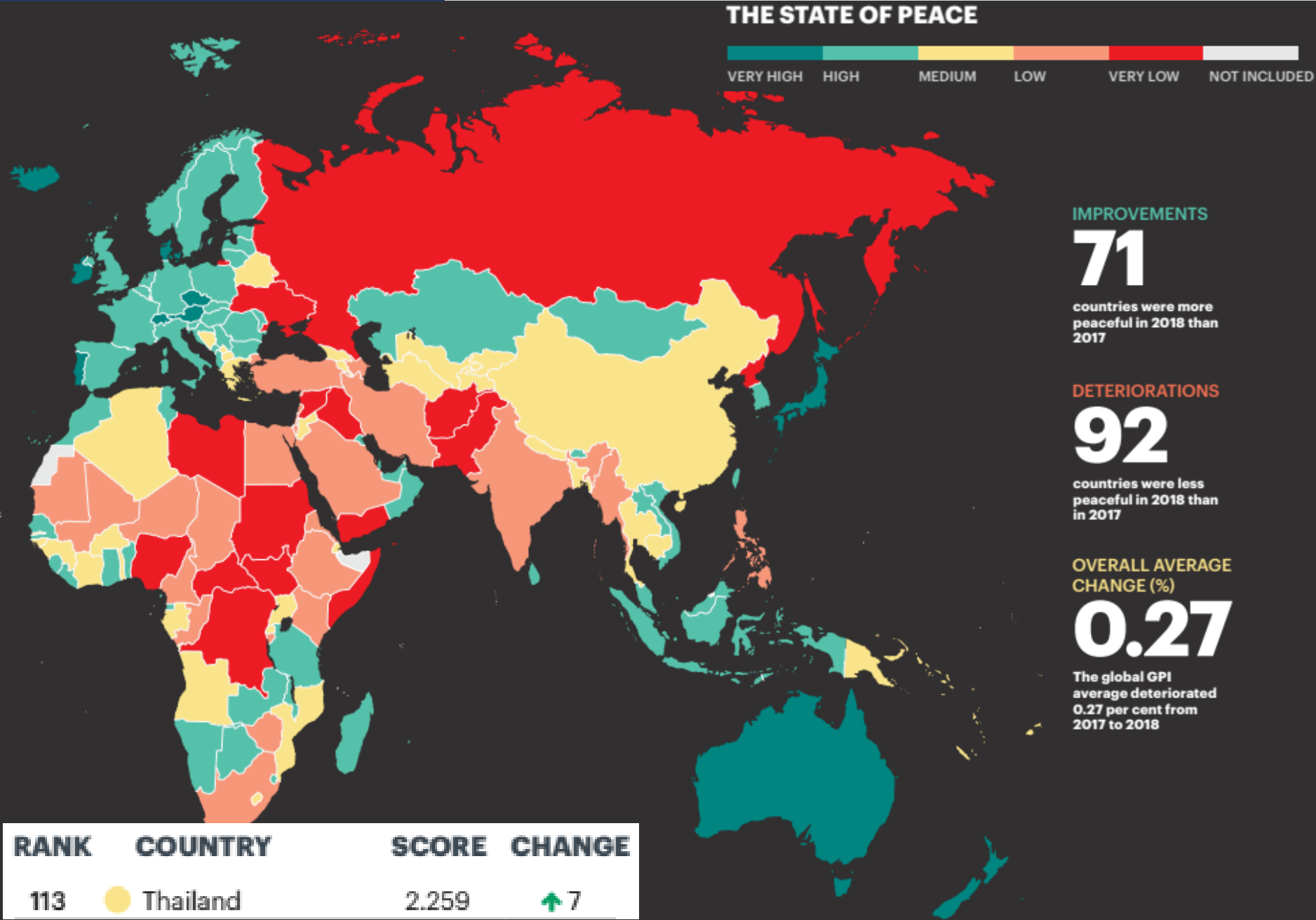
Secondary Effects

- Includes: Loss of confidence, market reaction

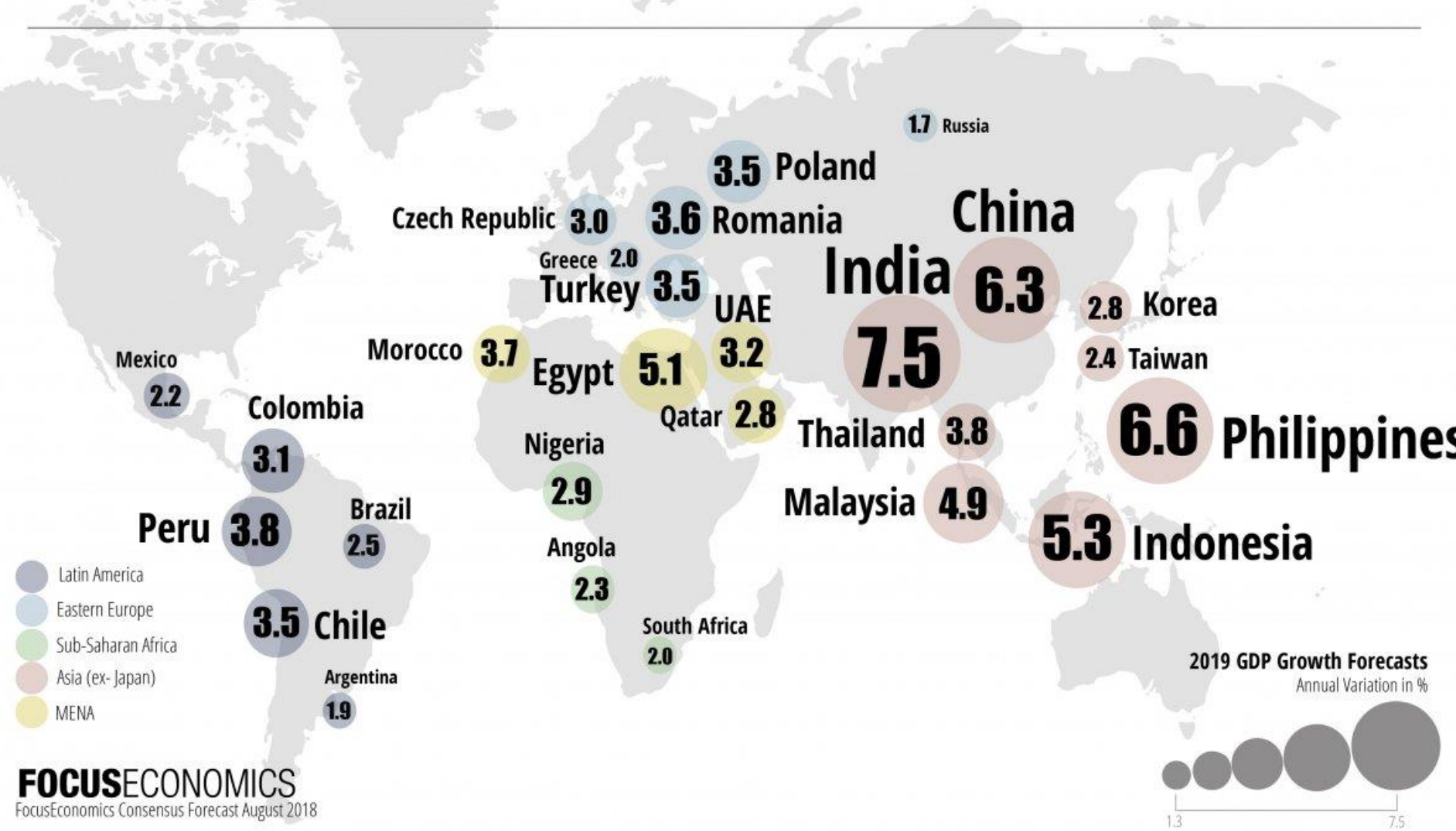


Source: IMF staff estimates. Details available in forthcoming October 2019 World Economic Outlook (WEO).
Note: Losses are estimated relative to a scenario of no tariff hikes.

สงครามการค้าระหว่างสหรัฐกับจีน จะส่งผลให้เศรษฐกิจของโลกชะลอตัวลงอย่างรวดเร็ว อันจะทำให้ประเทศต่างๆทั่วโลกจะต้องเร่งปรับตัวเพื่อรองรับผลกระทบอันนี้ และจะนำไปสู่การปรับตัวขององค์กรธุรกิจครั้งใหญ่ด้วย

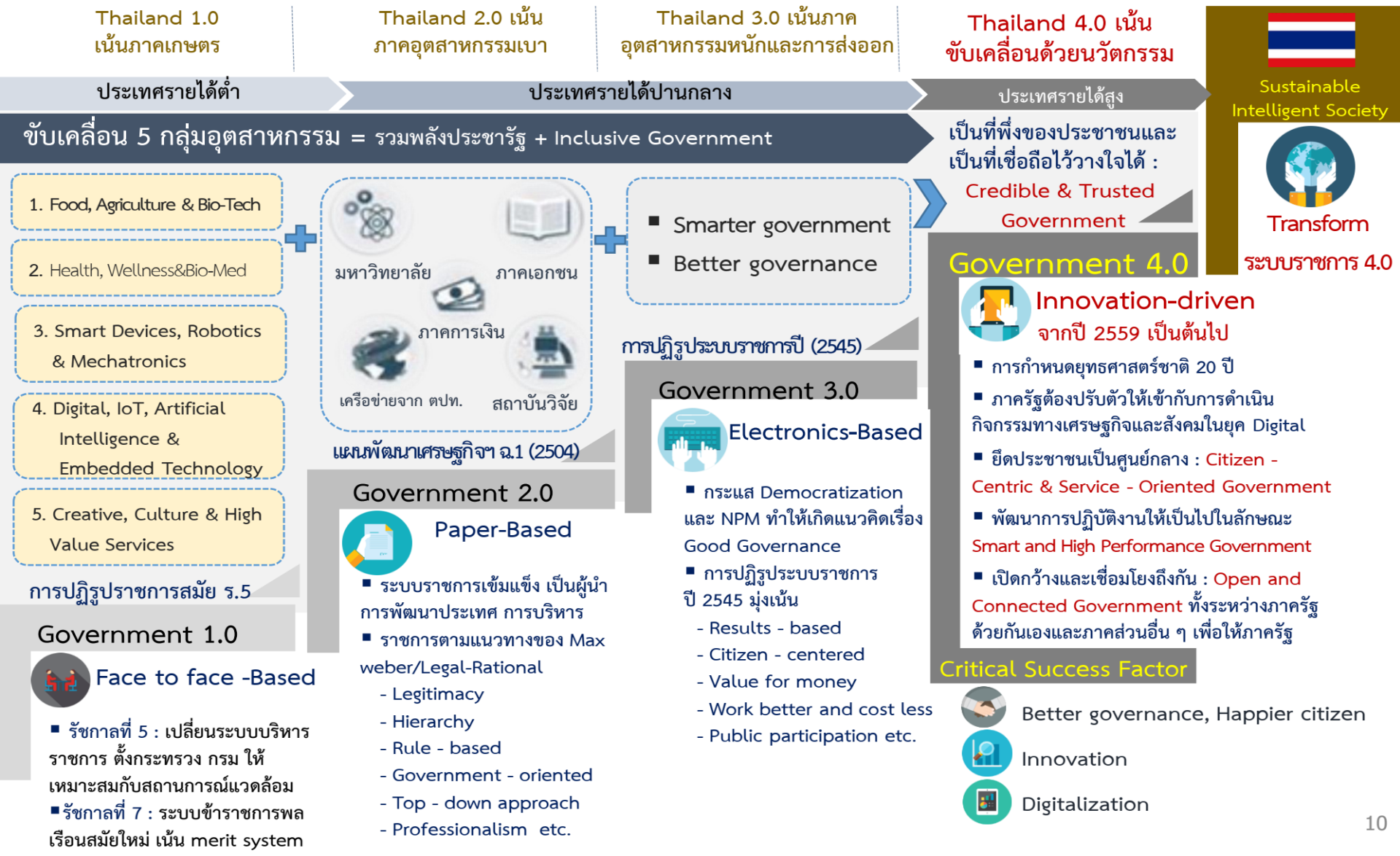


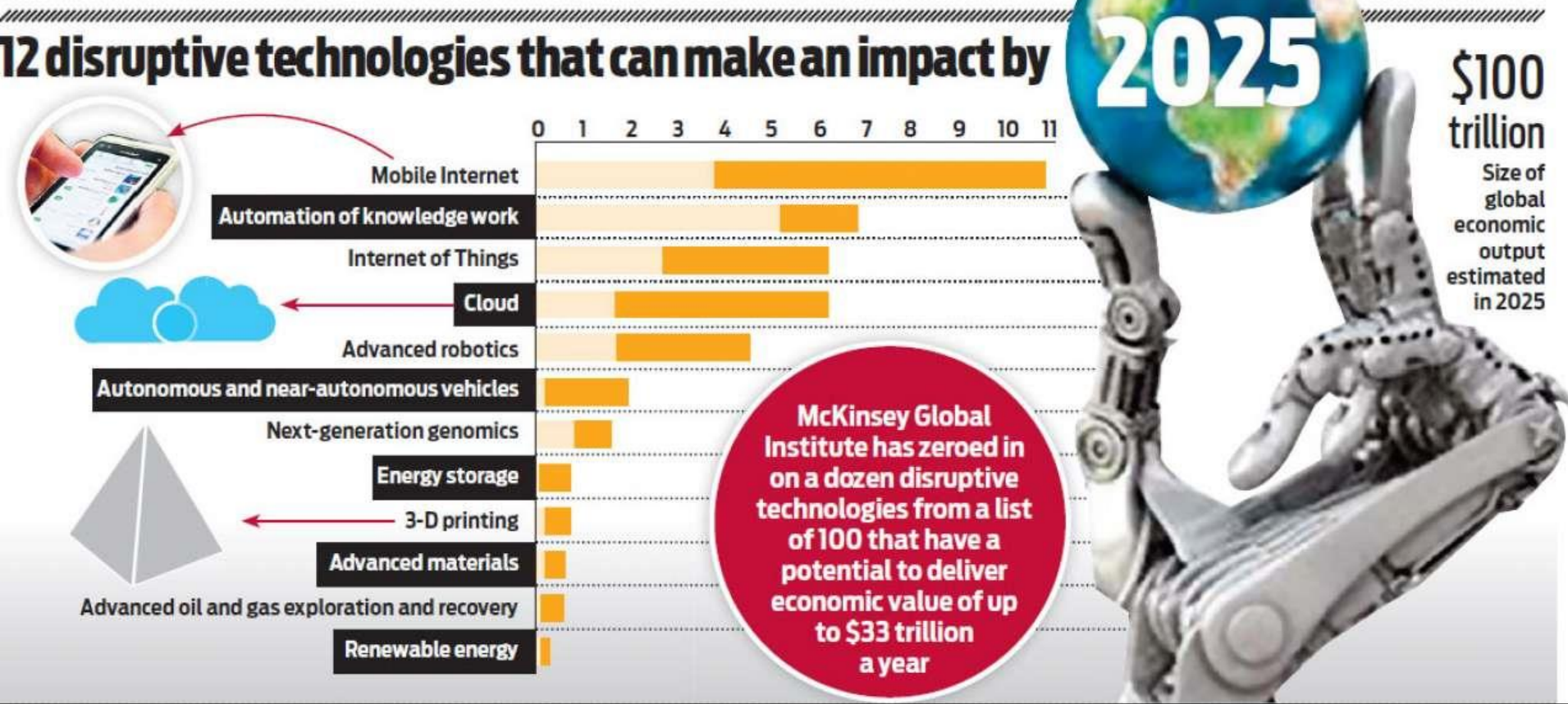
EMERGING MARKET ECONOMIES IN 2019

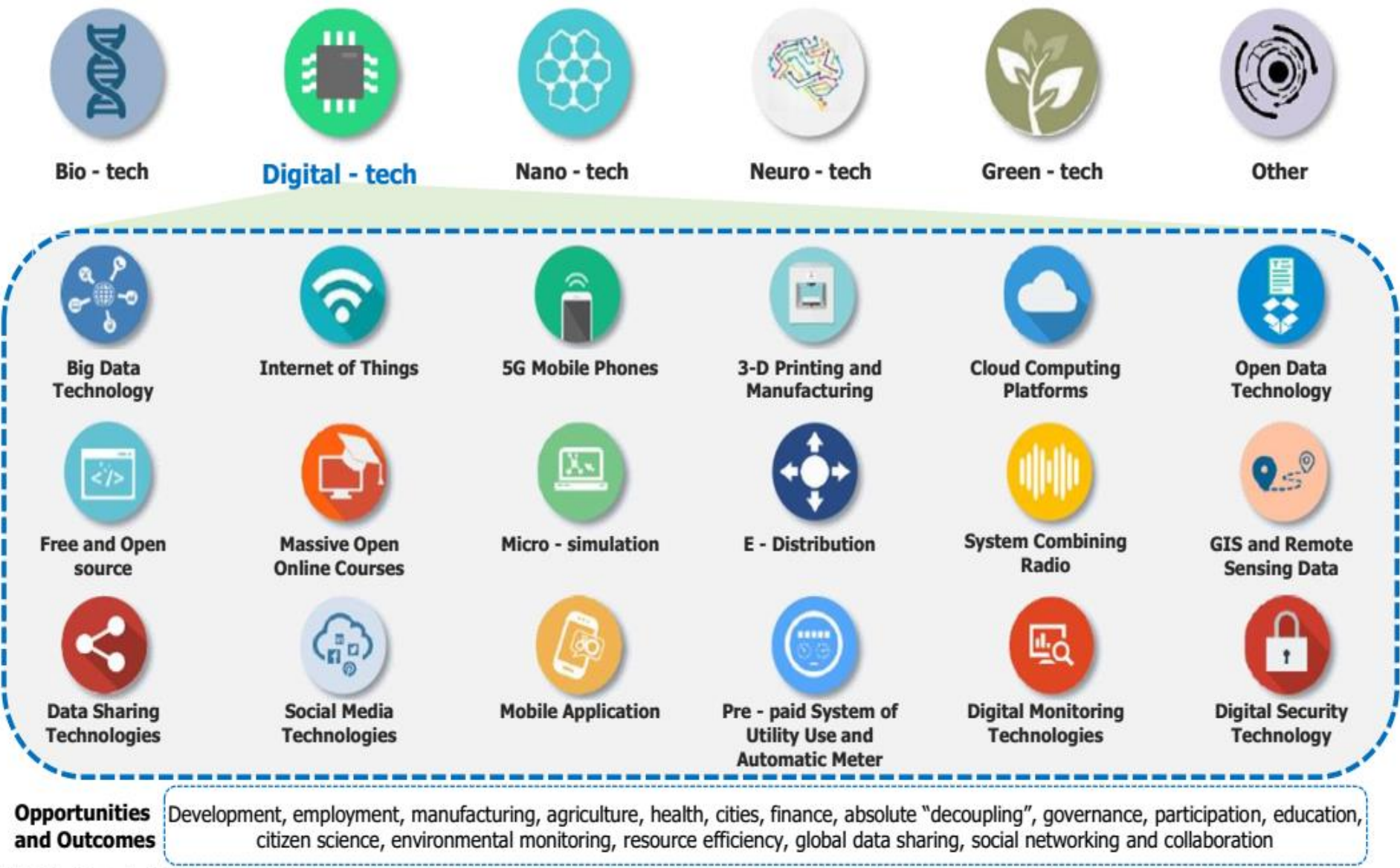




Thailand 4.0 & Government 4.0







GLOBAL INNOVATION INDEX 2019

Innovation performance of select economies

Ranking of Philippines in the seven GII areas

(1 is highest possible ranking)



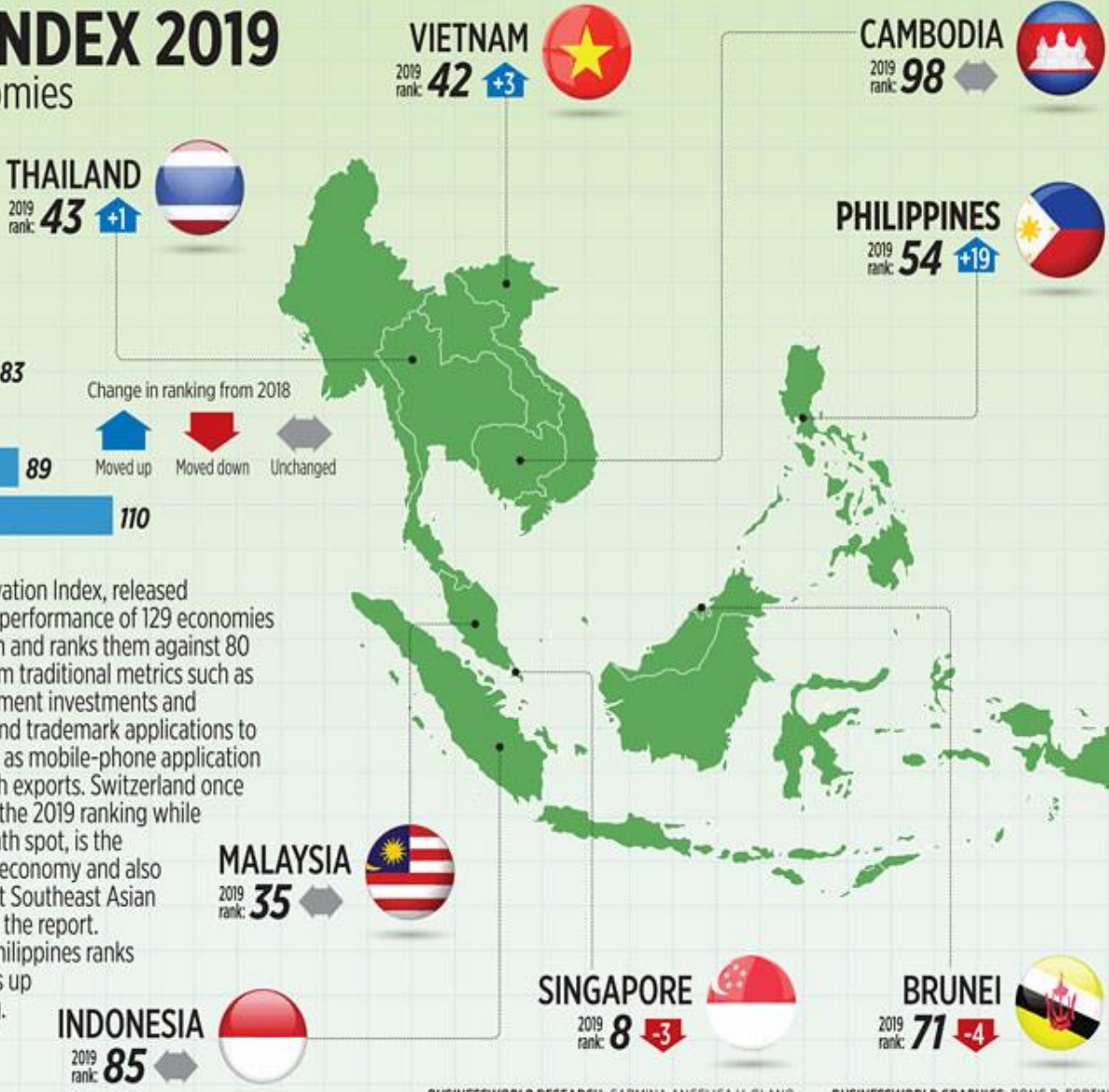
Global Top 10

2019 rank		Change in ranking from 2018
1	Switzerland	
2	Sweden	
3	USA	
4	Netherlands	
5	United Kingdom	
6	Finland	
7	Denmark	
8	Singapore	
9	Germany	
10	Israel	

The 2019 Global Innovation Index, released on July 24, tracks the performance of 129 economies in fostering innovation and ranks them against 80 indicators ranging from traditional metrics such as research and development investments and international patent and trademark applications to newer indicators such as mobile-phone application creation and high-tech exports. Switzerland once again tops the list for the 2019 ranking while Singapore, at the eighth spot, is the highest-placed Asian economy and also leads among the eight Southeast Asian economies covered in the report. By comparison, the Philippines ranks 54th globally, 19 places up from the 2018 ranking.



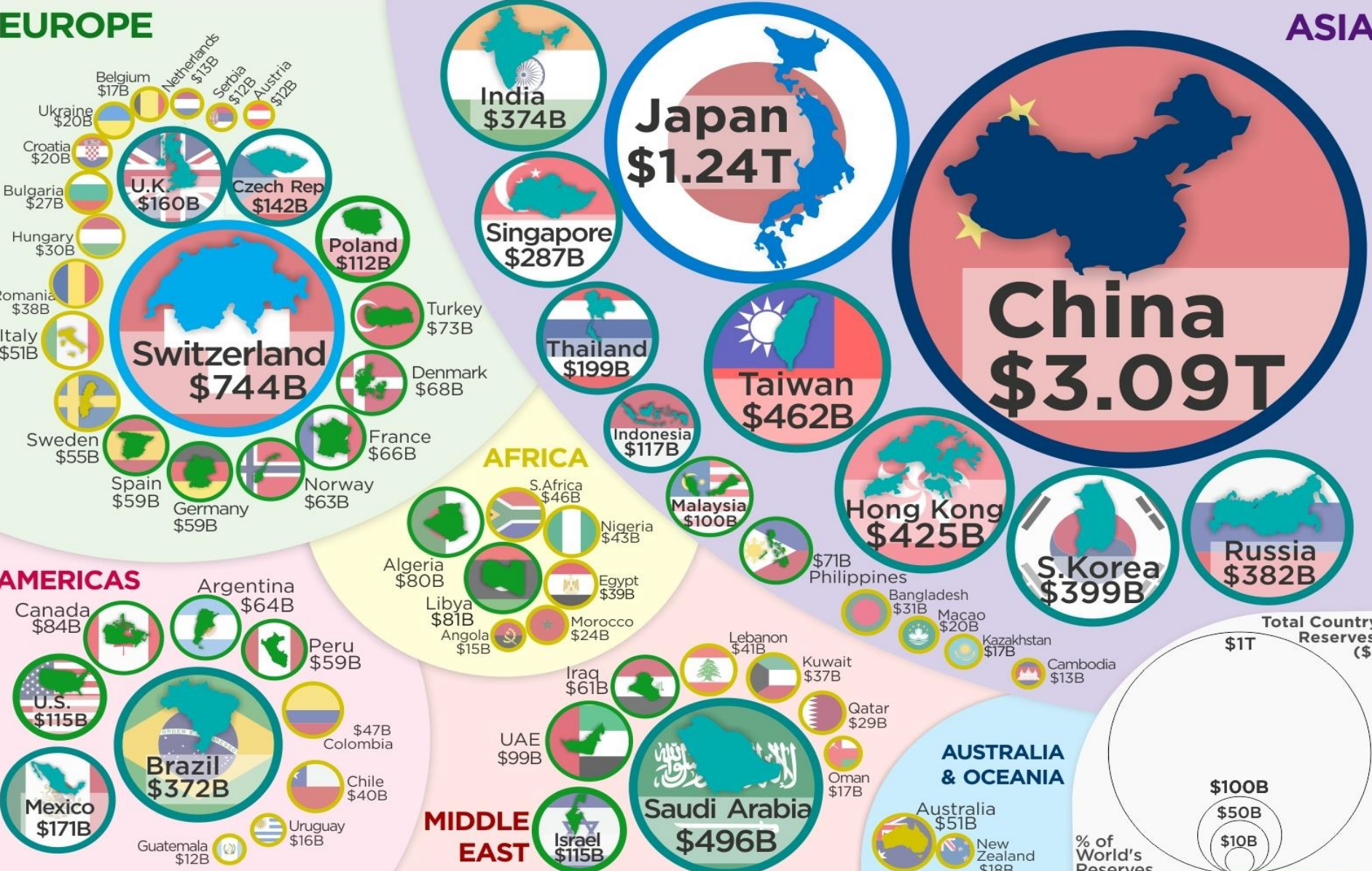
SOURCE: GLOBAL INNOVATION INDEX 2019 by CORNELL SC JOHNSON COLLEGE OF BUSINESS, INSEAD, and WORLD INTELLECTUAL PROPERTY ORGANIZATION



BUSINESSWORLD RESEARCH: CARMINA ANGELICA V. OLANO
BUSINESSWORLD GRAPHICS: BONG R. FORTIN

International Liquidity by Country

Total Reserves excluding Gold, U.S. Dollars




The principles

The trading system should be ...

- without discrimination — a country should not discriminate between its trading partners (giving them equally “most-favoured-nation” or MFN status); and it should not discriminate between its own and foreign products, services or nationals (giving them “national treatment”);
- freer — barriers coming down through negotiation;
- predictable — foreign companies, investors and governments should be confident that trade barriers (including tariffs and non-tariff barriers) should not be raised arbitrarily; tariff rates and market-opening commitments are “bound” in the WTO;
- more competitive — discouraging “unfair” practices such as export subsidies and dumping products at below cost to gain market share;
- more beneficial for less developed countries — giving them more time to adjust, greater flexibility, and special privileges.

The basic structure of the WTO agreements: how the six main areas fit together — the umbrella WTO Agreement, goods, services, intellectual property, disputes and trade policy reviews.

<i>Umbrella</i>	AGREEMENT ESTABLISHING WTO		
	Goods	Services	Intellectual property
<i>Basic principles</i>	GATT	GATS	TRIPS
<i>Additional details</i>	Other goods agreements and annexes	Services annexes	
<i>Market access commitments</i>	Countries' schedules of commitments	Countries' schedules of commitments (and MFN exemptions)	
<i>Dispute settlement</i>	DISPUTE SETTLEMENT		
<i>Transparency</i>	TRADE POLICY REVIEWS		



WORLD TRADE ORGANIZATION

Search

Home

About WTO

News and events

Trade topics

WTO membership

Documents, data and resources

WTO and you

GOODS

Agriculture

- Agriculture negotiations
- Cotton

Anti-dumping

- Rules negotiations

Balance of payments

Customs valuation

GATT & the Goods Council

Goods schedules

Import licensing

Information Technology Agreement

Market access for goods

- Market access negotiations
- Quantitative restrictions

Rules of origin

Preshipment Inspection

Safeguard measures

Sanitary & phytosanitary measures

State trading enterprises

Subsidies & countervail measures

- Rules negotiations
- Fisheries subsidies

Tariffs

Technical barriers to trade

Textiles

Trade facilitation

Trade-Related Investment Measures (TRIMs)

SERVICES

Services negotiations

Services schedules

I-TIP services

INTELLECTUAL PROPERTY

Specific TRIPS issues

DISPUTE SETTLEMENT

Disputes chronologically

Disputes by country/territory

Disputes by agreement

Disputes by subject

Find disputes cases

Dispute Settlement Body

Appellate Body

REGIONAL TRADE AGREEMENTS

Transparency Mechanism

RTA Database

DOHA DEVELOPMENT AGENDA

Subjects treated

Trade Negotiations Committee

Groups in the negotiations

BUILDING TRADE CAPACITY

Aid for Trade

Development

ECampus

Enhanced Integrated

TRADE MONITORING

Trade monitoring reports

Trade policy reviews

MORE TOPICS

Accessions

Civil aircraft

Competition policy

Electronic Commerce

Environment

- Climate change
- Environmental Database

Government procurement

Investment

Trade finance

Women and trade

1 OPPORTUNITIES FOR DISADVANTAGED PRODUCERS



2 TRANSPARENCY & ACCOUNTABILITY



3 FAIR TRADE PRACTICES



4 FAIR PAYMENT



5 NO CHILD LABOUR, NO FORCED LABOUR



6 NO DISCRIMINATION, GENDER EQUITY, FREEDOM OF ASSOCIATION



7 GOOD WORKING CONDITIONS



8 CAPACITY BUILDING



9 PROMOTE FAIR TRADE

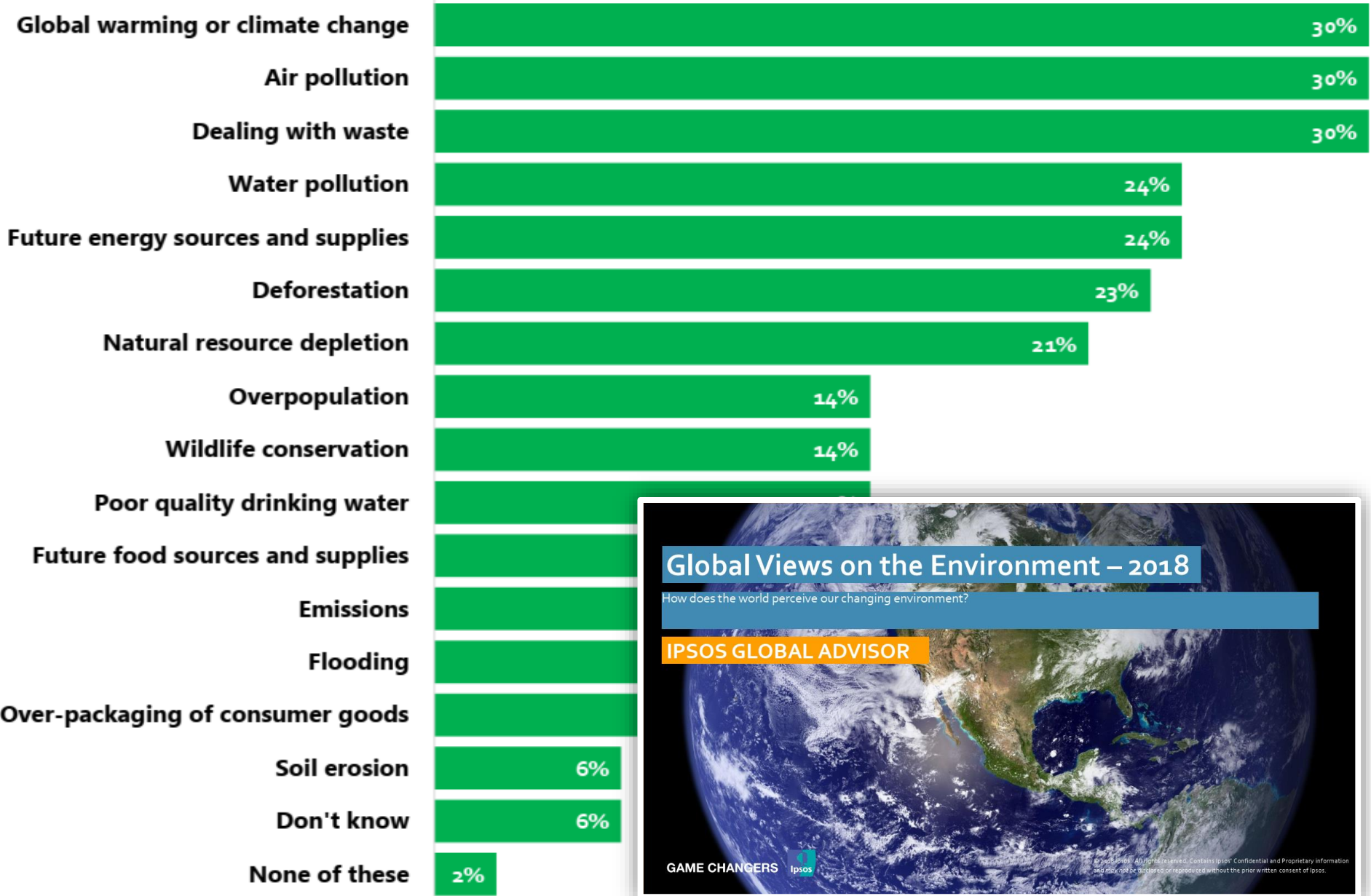


10 RESPECT FOR THE ENVIRONMENT



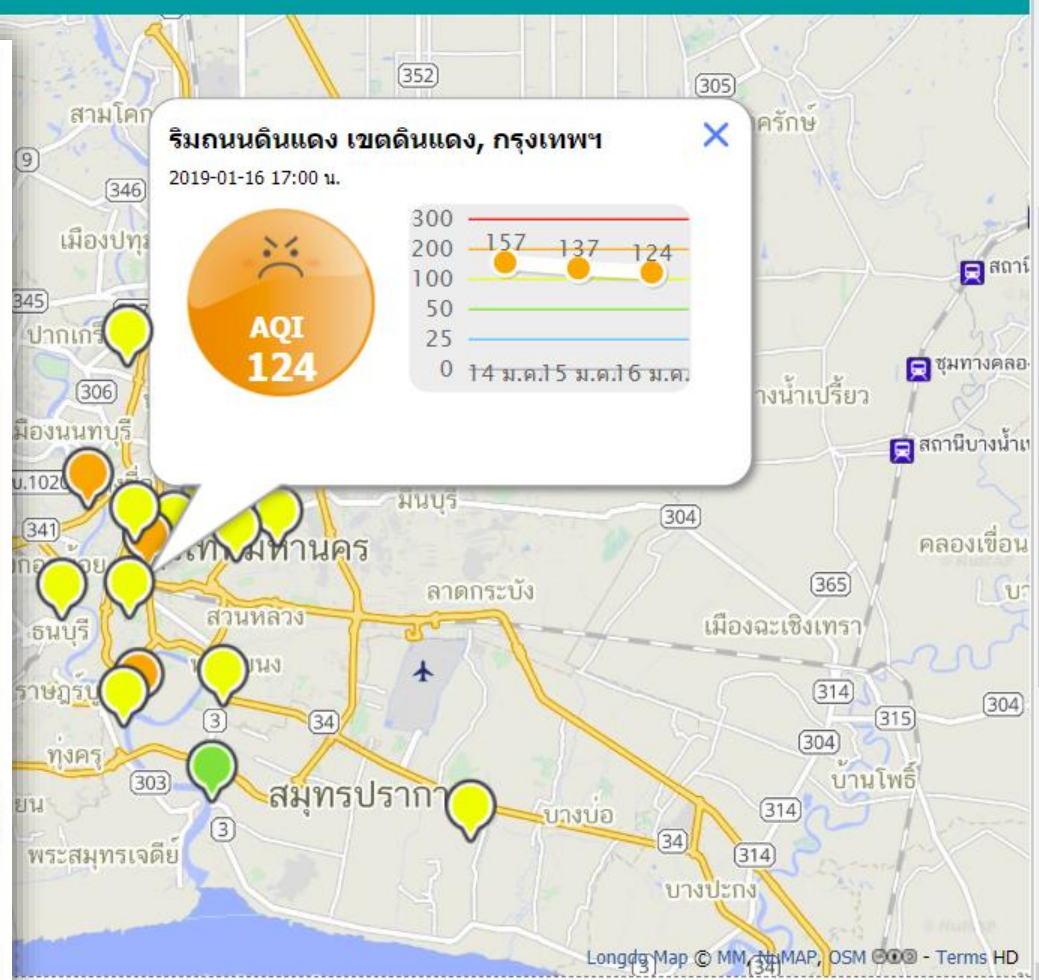
TEN PRINCIPLES OF FAIR TRADE





■ [TOPIC] is a top three environmental issue





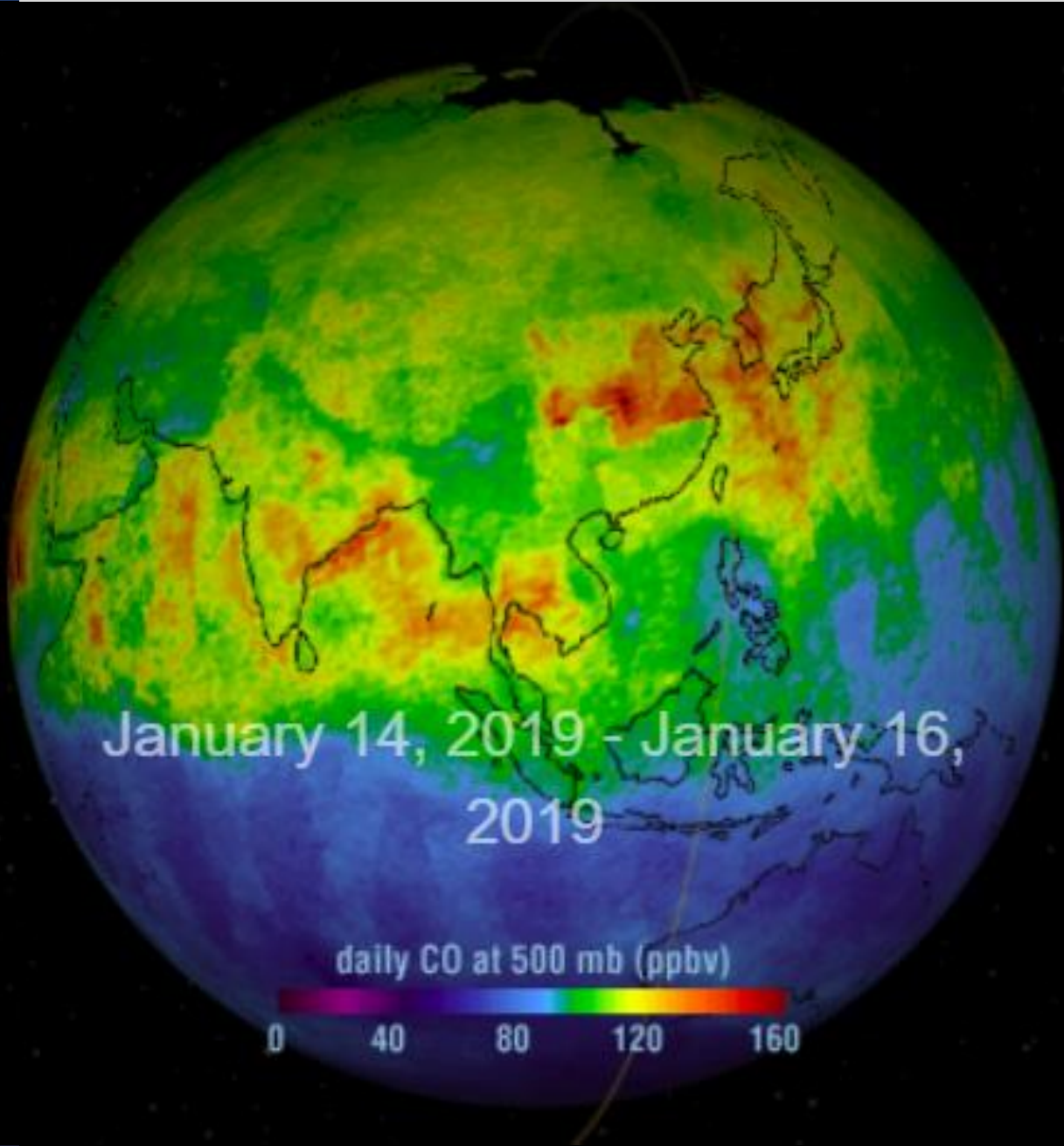


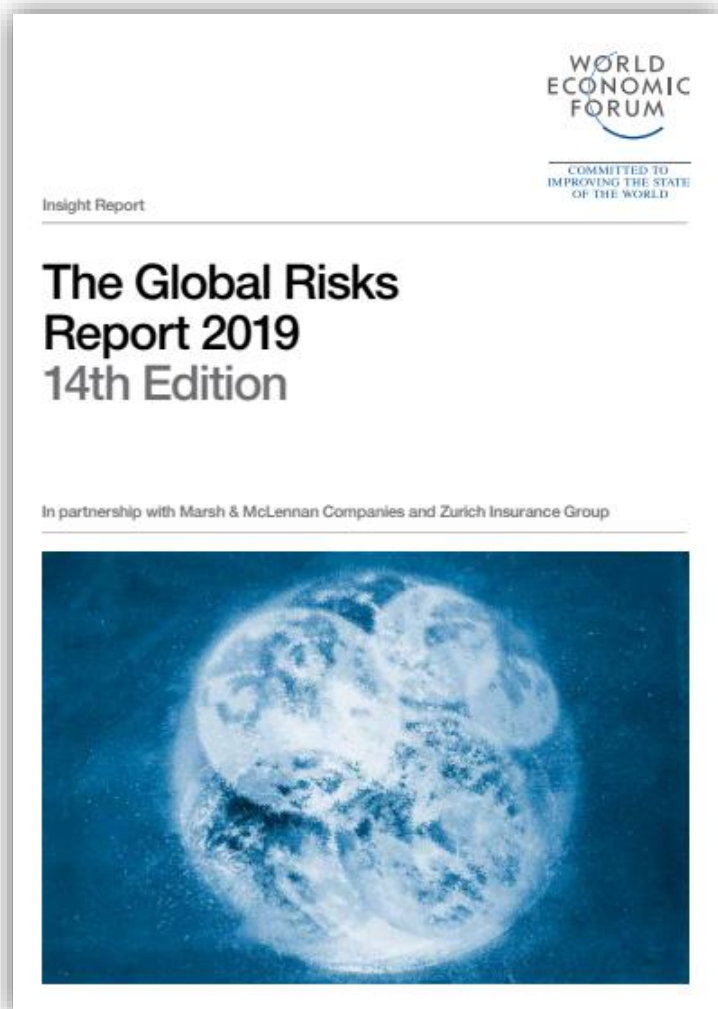
EARTH NOW
beta

VITAL SIGNS

Carbon Monoxide ^

AIRS Carbon Monoxide
Average at 18,000 Feet



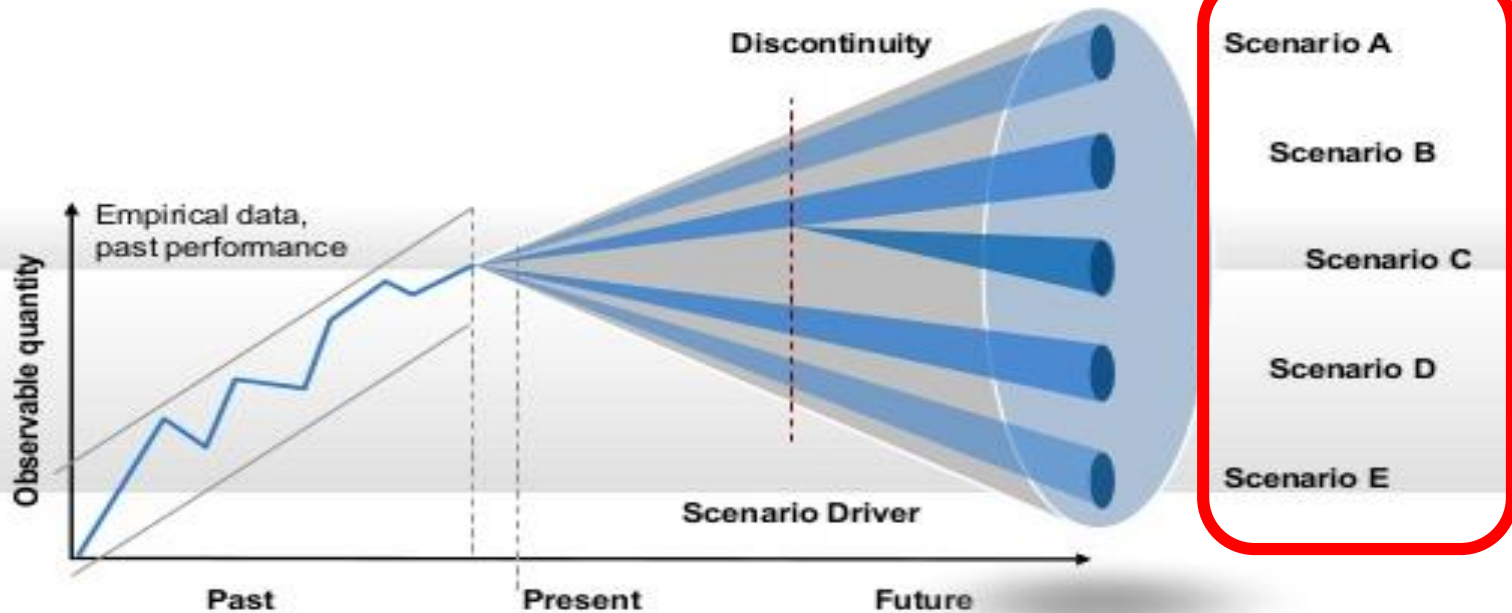


Top 10 risks in terms of Likelihood

- 1 Extreme weather events
- 2 Failure of climate-change mitigation and adaptation
- 3 Natural disasters
- 4 Data fraud or theft
- 5 Cyber-attacks
- 6 Man-made environmental disasters
- 7 Large-scale involuntary migration
- 8 Biodiversity loss and ecosystem collapse
- 9 Water crises
- 10 Asset bubbles in a major economy

Scenario Analysis

Visions, utopias and future plans



UNCERTAINTY

เหตุการณ์ในอดีตช่วยให้เราสามารถคาดเดาหรือพยากรณ์แนวโน้มที่อาจจะเกิดขึ้นได้ในระยะสั้นๆ และทำให้เราทราบถึงว่ามีปัจจัยอะไรบ้างที่เป็นตัวขับเคลื่อนสำคัญของเหตุการณ์ที่จะเกิดขึ้นในอนาคต อย่างไรก็ตามในระยะปานกลางหรือระยะยาว เราอาจจะไม่สามารถพยากรณ์ได้ว่าอะไรจะเกิดขึ้นได้อย่างแน่นอนนัก แต่เราก็พอจะสามารถคาดเดาอย่างมีระบบได้ว่าน่าจะมีอะไรเกิดขึ้นได้บ้างในอนาคต

“Organizational culture can be viewed as a system of shared values defining what is important, and norms, defining appropriate attitudes and behaviors that guide members' attitudes and behaviors.”

—Charles A. O'Reilly and
Jennifer A. Chatman





Visible
Organizational
Culture

Invisible
Organizational
Culture



องค์ประกอบสำคัญของวัฒนธรรมที่ทำให้สมาชิกในองค์กรสามารถรับรู้ได้และนำมาซึ่งการสร้างวัฒนธรรมขององค์กรประกอบด้วย

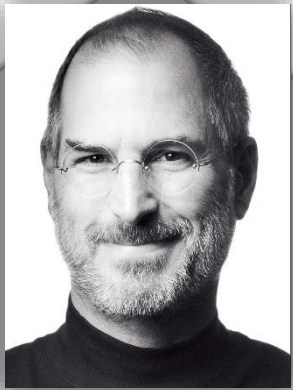
- Symbols (สัญลักษณ์)
- Stories (เรื่องราว)
- Heroes (คนต้นแบบ)
- Slogans (คำขวัญ)
- Ceremonies (พิธีการ)

Fortune's 2018 World's Most Admired Companies

1.		6
2.		7



SYMBOL



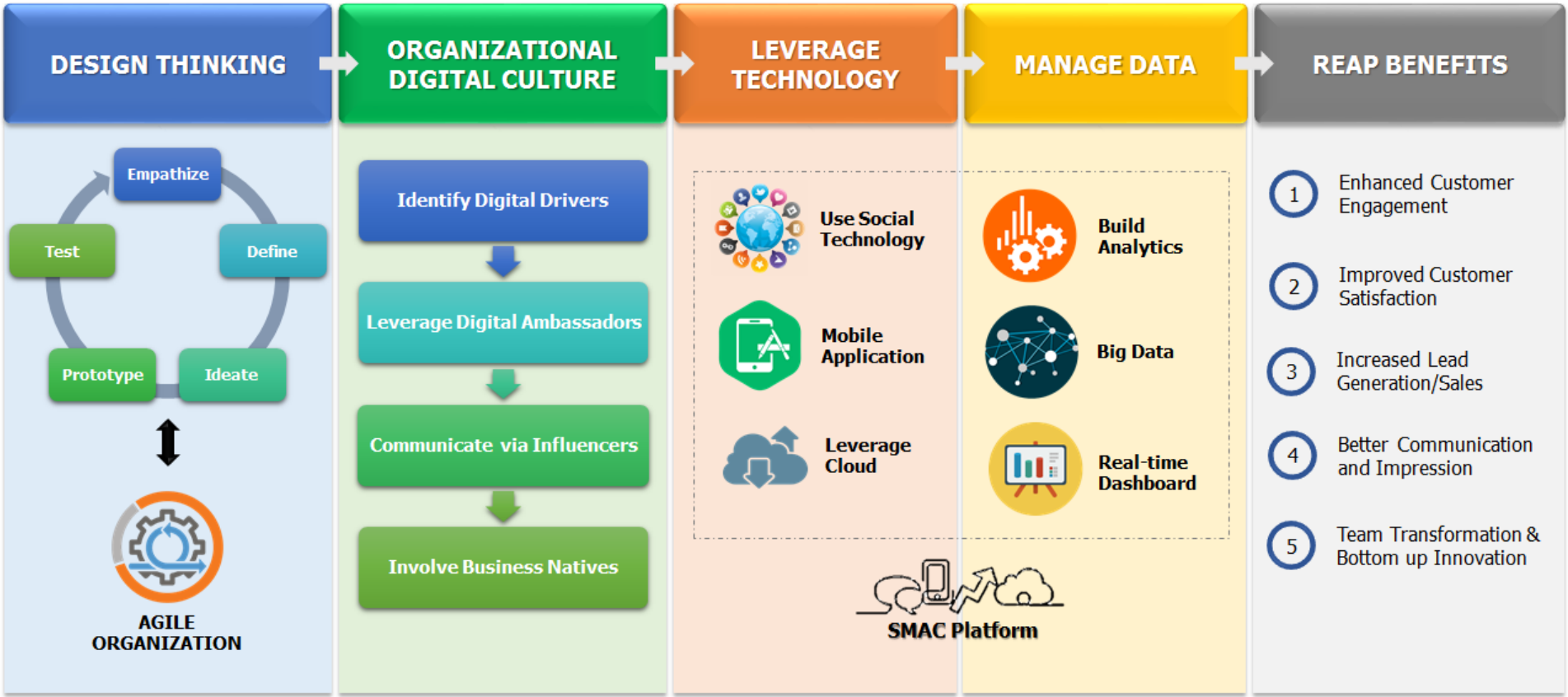
HEROES



SLOGAN



CEREMONY



ขั้นตอนหลักๆในการเปลี่ยนผ่านองค์กรไปสู่องค์กรดิจิทัลนั้น ควรเริ่มจากการออกแบบองค์กรโดยคำนึงถึงความต้องการของลูกค้าและผู้รับบริการตลอดจนผู้บริหารและผู้ปฏิบัติการเพื่อให้เกิดการทำงานและการบริการที่เป็นเลิศ และต้องมีการปรับวัฒนธรรมองค์กรให้สอดคล้องกับการเป็นองค์กรดิจิทัล ซึ่งเมื่อเริ่มนำเทคโนโลยีดิจิทัลเข้ามาใช้ในการทำงานแล้ว จำเป็นที่จะต้องมุ่งเน้นถึงการบริหารจัดการข้อมูลและสารสนเทศให้เกิดประสิทธิภาพสูงสุดเพื่อนำไปสู่การสร้างคุณค่าให้แก่ผู้รับบริการและองค์กรอย่างยั่งยืน

THE ENVIRONMENT AND CORPORATE CULTURE

