YOU ARE INVITED TO ATTEND

A Research Seminar by

PROF. COSKUN SAMLI

PROFESSOR OF MARKETING & INTERNATIONAL BUSINESS
UNIVERSITY OF NORTH FLORIDA

“Globalization Process and Quality of Life in Third World Countries: The Need for a Second Wave”

1:00 PM, Friday 25 April 2003
336 North Business Complex

Globalization is a very powerful process. It can be very useful but also can be devastating. The way it is shaping up, globalization is creating a much greater gap between the haves and have-nots in the world. This is because globalization is unchecked, has the trickle-down approach, and it advocates “the winner takes all” philosophy.

There is a need for a second wave of globalization. The pivotal forces in such a case are entrepreneurial small companies that are following, not a top-down, but a bottom-up orientation. This wave begins with small international partnerships. These partnerships could expand into networks and trading blocks. The paper discusses some of the alternatives in this process.

Dr. A. Coskun (Josh) Samli is Research Professor of Marketing and International Business at the University of North Florida. He received his bachelor's degree from Istanbul Academy of Commercial Sciences, his MBA is from the University of Detroit and his Ph.D. is from Michigan State University. As a Ford Foundation fellow, he has done post doctoral work at UCLA, The University of Chicago and as an International Business Program fellow at New York University.

His most recent book on globalization is in process to be published by Quorum. Currently, he is involved in a project dealing with marketing in the third world countries. His book titled “Empowering the American Consumer” was considered one of the most outstanding books in the U.S., by Choice Magazine for the year 2001.