

Globalisierungsprozesse Und Internationalisierungsstrategien - 'profit Durch Ausbeutung?': 'profit Durch Ausbeutung?' - Markus Ch. Kleinbichler

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Viele Unternehmen investieren Unsummen in das Image ihrer Marke. Gespart wird bei den Produktionsbedingungen und die Folge sind katastrophale und menschenunwürdige Arbeitsverhältnisse, Armut und die Verletzung von Menschenrechten. In Europa müssen Unternehmen heute wesentlich strengere ökologische und soziale Auflagen erfüllen als in südlicheren Ländern. Viele dieser multinationalen Unternehmen verlagern ihre gesamten Produktionsstandorte daher in Gebiete mit niedrigeren Standards. Damit wird das Umweltproblem in ärmere Länder exportiert. Viele Betroffene wissen sehr wohl, dass sie ihr Elend der Profitgier westlicher Firmen zu verdanken haben. In aktuellen Berichten findet man Boykottaufrufe gegen Firmen, die von der Ausbeutung von Menschen profitieren. Diese Boykotte zerstören oft nur Arbeitsplätze, ändern aber meist nichts an der Misere. Bereits in den Niedrigstlohnländern hat sich eine Standortkonkurrenz entwickelt, und das Argument lautet: Würde man den Mindestlohn hinaufsetzen, könnte man nicht mehr konkurrieren. Die Macht für Veränderungen liegt also 'nur' bei den Konsumenten. Im Folgenden möchte ich auf die Thematik der Kinderarbeit Zwangsarbeit, der Ausbeutung von Menschen und Ressourcen eingehen. Als Beispiel habe ich den Fall der Burma Pipeline herangezogen, um diese und andere Missstände aufzuzeigen. Ist Profit durch Ausbeutung der einzige Weg, um die Gewinne zu maximieren? Diese Arbeit soll dazu dienen, die Methoden der multinationalen Konzerne kritisch zu betrachten.

Author: Kleinbichler, Markus Ch.
Publisher: GRIN Verlag Illustration: N Language: GER Title: Globalisierungsprozesse und Internationalisierungsstrategien - 'Profit durch Ausbeutung?': 'Profit durch Ausbeutung?' Pages: 00017 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638291170 Category: Business & Economics : General

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