

Global Network Firms and Global Networks of NGOs : Towards a New Mode of Regulation ?

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Abstract:

The paper argues that global networks of NGOs (non-governmental organizations) can provide a foundation for building a new firm-level mode of regulation in the global economy. The concept of a mode of regulation is borrowed from the French regulation school to discuss the notion of corporate social responsibility in a global context. First, the demise of firm-level Fordist modes of regulation in developed countries is analyzed against the background of the rise of new competitive and organizational dynamics in global network firms, expanding beyond national boundaries and reconstructing value chains across a variety of suppliers and places. Second, drawing on the case of an NGO campaign against Puma in the early 2000s, the distinctive strategic and organizational characteristics of global NGO networks and the ways in which such characteristics fit, and might contribute to regulate, those of global network firms are highlighted.

Key words: Global firm – network – NGO – regulation – PUMA – clothing

Paper presented at ILS Research Conference on “Decent Work, Social Policy and Development”, 29 November – 1 December, 2006, International Labour Organization, Geneva, Switzerland.