Attitudes toward globalisation

1. **What does this benchmark show?**

This benchmark indicates the degree to which local senior managers assess that there is a generally positive attitude to globalisation in society. This benchmark is based on local senior managers’ assessment of the statement “Attitudes toward globalisation are generally (negative/positive) in your society”.

2. **Why is this benchmark of relevance to a country’s international competitiveness?**

A positive attitude toward globalisation helps to promote the ability of businesses to benefit from the opportunities of globalisation, and continuously adapt to the changes that are necessary as a result of international competition.

3. **Source and methodology**

The data is extracted by IMD (Institute for Management Development) from the Executive Opinion Survey which measures how the topic in question is perceived by senior business leaders. The Executive Opinion Survey is sent to executives in top and middle management in businesses with an international dimension. Every year IMD publishes the World Competitiveness Yearbook which is one of the world’s most thorough and comprehensive annual reports on the competitiveness of nations. It benchmarks the performance of the world’s most competitive economies by measuring the multiple facets of competitiveness. Over 300 competitiveness criterions have been selected and a part of these are conducted on the basis of the Executive Opinion Survey.

For this particular benchmark the respondents (senior business leaders) were asked to assess the statement “Attitudes toward globalisation are generally (negative/positive) in your society” by indicating their answer on a scale of 1 to 6. The average value for each economy is then calculated and converted into a 0 to 10 scale. Finally, the survey responses are transformed into their standard deviation values, from which rankings are calculated.

The sample of respondents is representative of the entire economy, covering a cross-section of the business community in each economic sector: primary, manufacturing and services, based on their contribution to the GDP of the economy. IMD typically receives around 5,000 responses from approximately 60 countries worldwide.

There are no actual statistics on attitudes towards globalisation and it is a parameter that is difficult to quantify. The Executive Opinion Survey was designed to quantify issues that are not easily measured.

Source:

[IMD Executive Opinion Survey](#)