TEAM MNC ANALYSIS

MGMT 102

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Team:

- Cathalina Rivera Leon
- Brenda Loaiza Delgado
- Joaquin Azcue

Assignment:

Identify and conduct a research on a MNC that has operations in the New York.

Write a 4-5 page paper and make a presentation about:

- Background of the Corporation: Joaquin Azcue
- Globalization Activities of the Firm: Cathalina Rivera.
- Global Context the Firm Competes in: Brenda Loaiza Delgado.
- Corporate Social Responsibility: Joaquin Azcue.

Time Warner Inc.

Introduction:

Time Warner Inc. was formed in 1989 through the merger of Time Inc. and Warner Communications. Time Warner Inc. is an American multinational media corporation headquartered in the Time Warner Center in the Heart of New York City. Since mid-2010, it is the second largest media and entertainment conglomerate in terms of revenue (behind The Walt Disney Company), as well as the world's largest media conglomerate.

With approximately 34,000 employees worldwide, Time Warner Inc. consists of four divisions: Home Box Office Inc. (HBO), Turner Broadcasting System Inc., Warner Bros., and Time Inc. Time Warner previously owned AOL, Time Warner Cable and Warner Music Group, but these have all been spun off into independent companies. In March 2013, it was announced that Time Inc. would be spun off as well, completing Time Warner's evolution into a pure-play global entertainment company.

Company Mission:

Connect people and businesses with information, entertainment and each other. Give customers control in ways that are simple and easy.

Company Values:

- Creativity.
- Customer Focus.
- Excellence.

- <u>Inclusion.</u>
- <u>Team Work.</u>
- <u>Diversity.</u>
- <u>Integrity.</u>

Most Famous Productions:

- Tom and Jerry.
- Superman.
- Batman.
- Harry Potter film series.
- The Matrix series.
- Sherlock Holmes.
- The Lord of the Rings trilogy.
- Rush Hour.
- The Mask.

Time Warner Inc. is an innovator in technology, products and services, and not only a collection of brands owned under one roof.

Corporate Social Responsibility:

Enviroment:

✓ Go Green Approach: Time Warner Cable is committed to using fewer natural resources and generating less waste in our business through initiatives that we call, collectively, "Go Green."

- ✓ Carbon Management: We are committed to lowering our 2012 carbon emissions by 15 percent on an intensity basis, which is calculated as a ratio of carbon output over data throughput (the industry standard for measuring carbon intensity), by the end of 2014.
- ✓ Transportation: reducing mobile source carbon emissions is among the most significant ways we can reduce our environmental impact.
- ✓ Energy Efficient Buildings

Philanthropy and Community:

We've demonstrated our commitment to community in a myriad of ways – from bringing Internet access and digital literacy training to underserved areas to quickly mobilizing employees to help in the wake of a natural disaster. To maximize our philanthropic impact, in 2009 we began to focus the majority of our efforts on one critical social issue that can most benefit from the combined resources of our company. Through our five-year, $100 million cash and in-kind signature philanthropic initiative, Connect a Million Minds® (CAMM), we leverage our core competencies as a technology and media company to address America's declining proficiency in the areas of science, technology, engineering and math (STEM), which puts our children at risk of not competing successfully in a global economy.

Globalization:

Time Warner has global operations in over 200 countries and above 45 languages. Its business has a presence in Asia, Australia, Europe, Middle-east, South-African, Latin America, and North America. The firm divided its business in three segments which are Networks, Film and TV Entertainment and Publishing; all of them have an international presence where

Networks and Film and TV Entertainment are the ones that operate internationally. The business distributes services and products of its channels, TV, video games and movies; it research in news and new discovers and then it manufacture the magazines and news programs; finally, the business licenses its intellectual property. For example, we can find a Time Warner logo in video games or DC comics.

In United States Times Warner is the third largest entertainment industry, according to Fortune 500. Offering its television program to more than 80 million householders in the U.S, Times Warner have contribute as a supplier in its economy. Also, it products and innovation had increase since many other competitors and medias resources release in the past years. In a social aspect, the company has adapted to the diverse society that U.S posed now. Encouraging an enriching diversity in its workplace, the company supports Business Resource Groups such as Time Warner Corporate's gay, lesbian, bisexual and transexual network, Warner Bros.' Asian Pacific American network, Time Inc.'s Black employee network, or Time Warner's women's network. Time Warner tries to build a good political reputation (proactive) offering its annual report each year according to Private Securities Litigation Reform Act of 1995 and following it financial statement in US GAAP model. In a technological environment, Time Warner has also evolved its products, innovating everyday as new technologies release. New film format such as 3D, IMAX, HD, and Blue-ray have integrated to the company now, increasing profits. However, new internet platforms that offer free movies have hurt the business and its intellectual properties.

Times Warner operations and presence in China is a big business for the company. In the past years China has become the world's second largest economy with an incredible economic growth offering huge opportunities to business. Thus, Times Warner didn't leave the opportunity to operate in this country that has become so relevant to the world. Also, china it's the most populated country in the world; then, Chinese society is a strategic placement where the company can offer products to a massive market and consumers. China lately has characterized for its advance and innovator technologies country; Time Warner can use it Chinese alliance as keeping an eye in the world's new technology release, being ahead of its competitors. Even though the language barrier can signify a difficulty, US posed the advantage of being one of the countries that has the largest immigration, so it isn't hard to found bilingual Chinese and English. Furthermore, good political relationships between U.S and China have made it less complicated for U.S business to be accepted in China's territory to operate their business.

Motivation techniques of employees.

Time Warner is a firm who motivates their employees even before they work there. If we go to Time Warner's website we can find the benefits and help Time Warner will give their employees. Time Warner's benefits are *"We value our employees and provide high-quality, comprehensive employee benefits programs to support their well-being."* and *"Time Warner is committed to helping employees feel valued and inspired. We aim to attract, retain, empower, and motivate our employees and to create an inclusive environment where all feel welcome."* This shows how Time Warner motivates their employees so that they feel comfortable and enjoy their work.

Another techniques to consider are Importance and Optimism, Time Warner treat their employees with optimism by telling them stories about their channel's success. They think that sharing the success of the firm with them will motivate them to work better or to do a better job. This will inspire them to work with optimism in the future.

Finally another technique used in Time Warner is "Naptime". Naptime as children take in nursery school, is a break any worker can have to take a nap. Time Warner has a nap room where any employee can sleep for a bit in order to "*recharge the batteries*" and keep on working.

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