

# **LIBERALISATION OF INTERNATIONAL MARKETS AND EXPLOITATION OF LABOR RIGHTS A CASE STUDY BASED ON MC DONALDS**

**By**

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**APPROVAL FOR EXAMINATION**

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 13% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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## ABSTRACT

**Purpose:** The purpose of my study is to find out impact of liberalisation towards labour exploitation. Labour exploitation in terms of job safety, worker mobility, equivalent compensation for equal work, discrimination, employment terms, working hours, health and safety, relationship between worker and employer. Basic idea is to find out the reasons because of which labour are facing these issues.

**Methodology/Sample:** This research only focuses on a single MNC that is McDonald. The research was conducted by asking close ended questions. Closed end questions comprises of different variables that support the argument of the thesis which includes labour wages, prices of products, incentives for employees, quality standards, employee mobility. The frequency analysis is used in order to find out respondents view. This research is based on quantitative approach.

**Findings:** The result shows that liberalisation has its impact on the MNC's like McDonald. With increasing liberalisation, labour rights are exploited. MNC's follow their own established strategies regarding employees. In Pakistan, MNCs are encouraged to carry operations but they neither enhance labour wages nor encourage labour mobility. They follow same pricing strategies but not focus on same level of employee wages. Country wise comparative analysis has been done to see the impact of liberalisation on McDonald. Product Pricing strategies and its strategies for its employees are totally different.

**Significance of the study:** The importance of liberalisation is understood by every country. Liberalisation enhances market access & provides comparative advantage to countries. Giant companies introduce their franchises all around the globe and capture the international market. Among all these positive aspects still the liberalisation has a negative impact that we are trying to highlight in this research paper.

Normally this aspect is overlooked by everyone. Liberalisation of international markets leads to exploitation of labour rights. The contradiction is that these MNCs are charging almost same standardized price everywhere but as far as labour compensation, mobility and rights are concerned they do not provide equivalent wages, restrict them to move, they are exploiting labour of developing

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