



Mantha Mehallis, Ph.D.
Director and Professor
Environmental MBA Program

Integrated Management of Water Resources in the Americas: BUSINESS ISSUES

Objectives

- Orientation to the new business environment
- Begin determining how you can use this to your advantage
- Identify business strategies you can use

Background

The New Business World

Competing or Contributing to IWRPM?

BUSINESS

COLD WAR ERA

GLOBALIZATION

Orientation:

Divided

Integrated Networks

Leadership:

USSR & USA

No One

Activity:

Frozen

Dynamic

Documentation:

Treaty

“The Deal”

Demographics:

Rural

Urban

Measurement:

Weight

Speed

Business

Cold War Era

Globalization

Power:

Nation-states

Nation-states

Global Markets

Super-empowered
individuals

Economics:

Marx & Keynes
“Tradition”

Schumpeter
“Creative
Destruction”

System:

Closed
State-owned

Open, deregulated,
privatized

Economics

+

Power Politics =

Market
Success

+

Culture

How Do We Describe the Business Environment?

Information Arbitrage:

Unequal Costs



Information Trading

Unequal Markets



Marketing Research

How is P O W E R defined?

- Most connected
- Most creative at making “friends”
- Most networked coalitions

How can you
use globalization to YOUR
advantage?

What business are you in?

- Developing good product (s)
- Developing good services

What product/service would help clients more?

How do you value your business?

- Valuation of natural resources
- Identification of cost-benefits tangible and intangible
- Return on Investment (ROI)

How can you make your business more profitable?

- Eco-efficiency
- Make products/services “lighter”
- Identify your Value Chain Value-added
- Utilize indigenous knowledge
- Prioritize efficiency trade-offs
- Minimize risk

Strategies:

- Business Plan
- ISO 9000, 14001
- “Pull” Marketing Strategies

So What?

- How can business concepts be used in IWRPM
- How will you build action networks?