

GLOBALIZATION EFFECTS ON THE CULTURE NORMS OF PAKISTAN

TALBEEDAH BASIT

MS Scholar Finance, Army Public College of Management Sciences, Islamabad, Pakistan

ABSTRACT

Globalization brought new challenges to Pakistani society. This is particularly true in technology and organization. The electronic and print media are at the service of those attempting to bulldozing local culture and values. Due to this changing culture we are facing problems in our homes regarding our children s education day by day increase domestic violence bad attitude of females. These are real problems, not only for Pakistan, but for humanity at-large. The downside of globalization is therefore a source of real challenge for Pakistan.

KEYWORDS: Globalization, Political Instability. Business Ethics