

4 Business Context

4.1 Structure

4.1.1 Firm's decision process (2019)

Survey: firms decision processes are transparent.

RANK	COUNTRY	UNIT	INDEX
1	Denmark	7.75	100.00
1	Israel	7.75	100.00
3	Canada	7.69	98.61
4	Hong Kong	7.65	97.59
5	Switzerland	7.63	97.10
6	Netherlands	7.33	89.98
7	Austria	7.28	88.69
8	Sweden	7.25	87.97
9	Singapore	7.18	86.33
10	New Zealand	7.14	85.40
11	Belgium	7.04	82.82
12	Italy	6.87	78.79
13	Kuwait	6.85	78.26
14	Australia	6.69	74.51
15	Guatemala	6.69	74.44
16	Thailand	6.64	73.30
17	Korea	6.46	69.09
18	China	6.25	63.92
19	India	6.22	63.28
20	Slovenia	6.21	62.94
21	Panama	6.19	62.42
22	Spain	6.18	62.28
23	United States	6.15	61.44
24	Indonesia	6.14	61.34
25	Poland	6.14	61.26
26	Germany	6.13	61.00
27	France	6.05	59.17
28	Nigeria	5.97	57.08
29	Jordan	5.96	57.05
30	U.A.E	5.95	56.76
31	Russia	5.90	55.50
32	Philippines	5.88	54.99
33	Japan	5.85	54.30
34	Taiwan	5.84	54.03
35	Brazil	5.83	53.90
36	Egypt	5.79	52.84
37	Saudi Arabia	5.74	51.63
38	Greece	5.72	51.27
39	Vietnam	5.64	49.16
40	Hungary	5.52	46.27
41	Slovak Republic	5.46	44.85
42	Argentina	5.45	44.79
42	Kenya	5.45	44.79
44	Malaysia	5.44	44.54
45	Czech Republic	5.39	43.16
46	Mexico	5.36	42.41
47	Dominican Republic	5.27	40.27
48	Turkey	5.24	39.51
49	Morocco	5.08	35.70
50	South Africa	5.06	35.31
51	Bangladesh	4.96	32.89
52	Colombia	4.95	32.76
53	Croatia	4.94	32.35
54	Iran	4.85	30.32
55	Pakistan	4.79	28.88
56	Peru	4.71	26.87
57	Cambodia	3.59	0.00
-	Chile	-	-
-	Finland	-	-
-	Sri Lanka	-	-
-	Ukraine	-	-
-	United Kingdom	-	-

4.1.2 Firm's decision structure (2019)

Survey: firm's decision structure is flexible to meet market changes.

RANK	COUNTRY	UNIT	INDEX
1	Israel	7.90	100.00
2	Denmark	7.67	93.10
3	Hong Kong	7.55	89.65
4	Sweden	7.50	88.17
5	Nigeria	7.41	85.62
6	Canada	7.38	84.76
6	Kuwait	7.38	84.76
8	Singapore	7.33	83.24
9	Netherlands	7.28	81.66
10	Thailand	7.24	80.48
11	Italy	7.08	75.72
12	Switzerland	7.07	75.50
13	United States	7.06	75.12
14	Belgium	7.04	74.44
15	Austria	7.00	73.38
16	India	6.85	68.98
17	Guatemala	6.81	67.84
18	Korea	6.79	67.16
19	New Zealand	6.71	64.94
20	Slovenia	6.63	62.38
21	Taiwan	6.52	59.08
22	Spain	6.52	59.05
23	Russia	6.47	57.61
24	China	6.44	56.96
25	Panama	6.41	55.83
26	Australia	6.40	55.78
27	Philippines	6.36	54.57
28	Poland	6.35	54.13
29	Vietnam	6.32	53.22
30	Brazil	6.29	52.44
31	Indonesia	6.21	50.15
32	Czech Republic	6.16	48.58
33	U.A.E	6.14	48.04
34	Germany	6.04	45.08
35	Jordan	6.04	44.87
36	Greece	5.97	42.87
37	Hungary	5.94	41.90
38	Saudi Arabia	5.91	41.24
39	Turkey	5.91	41.20
40	Argentina	5.91	41.12
41	France	5.89	40.70
42	Mexico	5.78	37.24
43	Egypt	5.74	36.03
44	Iran	5.71	35.11
45	Slovak Republic	5.69	34.52
46	Kenya	5.68	34.40
47	Colombia	5.59	31.71
48	Peru	5.58	31.41
49	Malaysia	5.56	30.67
50	Morocco	5.54	30.16
51	Japan	5.53	29.76
52	Dominican Republic	5.50	29.03
53	Croatia	5.44	27.18
54	South Africa	5.42	26.78
55	Bangladesh	5.42	26.66
56	Pakistan	5.24	21.38
57	Cambodia	4.52	0.00
-	Chile	-	-
-	Finland	-	-
-	Sri Lanka	-	-
-	Ukraine	-	-
-	United Kingdom	-	-

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4.1.3 Unique brands (2019)

Survey: domestic firms develop their own international brands.

RANK	COUNTRY	UNIT	INDEX
1	Denmark	7.58	100.00
2	Netherlands	7.57	99.69
3	Sweden	7.55	99.13
4	Hong Kong	7.45	96.53
5	United States	7.40	95.15
6	Switzerland	7.38	94.83
7	Belgium	7.32	93.18
8	Italy	7.24	90.98
9	Germany	7.17	89.28
10	Korea	7.09	87.10
11	New Zealand	6.94	83.33
12	Japan	6.93	82.87
13	Kuwait	6.92	82.82
14	Slovenia	6.91	82.40
15	China	6.77	78.87
16	India	6.74	78.15
17	Spain	6.70	76.93
18	Guatemala	6.69	76.69
19	France	6.68	76.60
20	Canada	6.58	73.81
21	Austria	6.56	73.37
22	Singapore	6.55	72.99
23	Philippines	6.45	70.62
24	Israel	6.45	70.51
25	Malaysia	6.44	70.36
26	Egypt	6.37	68.38
27	Thailand	6.28	66.08
28	Bangladesh	6.22	64.52
29	Russia	6.17	63.13
30	Czech Republic	6.16	62.99
31	Taiwan	6.06	60.47
32	Australia	6.00	58.80
32	Poland	6.00	58.80
34	Panama	5.97	57.98
35	Mexico	5.91	56.53
36	Vietnam	5.89	55.84
37	Brazil	5.85	55.00
38	Saudi Arabia	5.70	50.87
39	Nigeria	5.69	50.72
40	Argentina	5.67	50.12
41	Greece	5.65	49.74
42	Peru	5.65	49.56
43	Indonesia	5.64	49.50
44	Slovak Republic	5.63	49.13
45	Turkey	5.53	46.55
46	Colombia	5.41	43.42
47	U.A.E.	5.38	42.78
48	Kenya	5.36	42.23
49	Hungary	5.35	42.01
50	South Africa	5.27	39.87
51	Croatia	5.13	36.02
52	Jordan	5.11	35.56
53	Iran	5.00	32.77
54	Dominican Republic	4.97	31.90
55	Morocco	4.92	30.77
56	Pakistan	4.41	17.52
57	Cambodia	3.74	0.00
-	Chile	-	-
-	Finland	-	-
-	Sri Lanka	-	-
-	Ukraine	-	-
-	United Kingdom	-	-

4.1.4 Equal treatment (2019)

Survey: foreign and domestic firms are treated equally.

RANK	COUNTRY	UNIT	INDEX
1	Hong Kong	7.85	100.00
2	Israel	7.80	98.67
3	Denmark	7.79	98.45
4	Netherlands	7.38	87.52
5	Italy	7.24	83.69
6	New Zealand	7.23	83.47
7	Belgium	7.18	82.14
8	Austria	7.12	80.58
9	Sweden	7.10	80.05
10	Switzerland	7.00	77.39
11	Canada	6.88	74.32
12	Spain	6.88	74.16
13	Singapore	6.76	70.94
14	China	6.65	68.14
15	Czech Republic	6.58	66.23
16	Germany	6.50	64.09
16	India	6.50	64.09
18	Slovenia	6.37	60.68
19	Egypt	6.33	59.65
20	Hungary	6.29	58.51
21	France	6.29	58.49
22	Greece	6.26	57.60
23	Dominican Republic	6.23	56.99
24	Panama	6.16	54.94
25	Australia	6.10	53.32
26	Korea	6.09	53.12
27	Morocco	6.08	52.83
28	Jordan	6.04	51.74
29	Taiwan	6.00	50.79
30	Poland	5.95	49.55
31	Kuwait	5.92	48.74
32	Guatemala	5.91	48.29
33	Japan	5.90	48.13
34	Argentina	5.88	47.56
35	Thailand	5.76	44.40
36	United States	5.69	42.57
37	Indonesia	5.64	41.29
38	Mexico	5.63	40.83
39	U.A.E.	5.62	40.65
40	Saudi Arabia	5.52	38.06
41	Brazil	5.44	35.82
42	Philippines	5.42	35.47
43	Colombia	5.41	35.07
44	Vietnam	5.39	34.46
45	Turkey	5.38	34.36
46	Slovak Republic	5.31	32.54
47	Russia	5.17	28.62
48	Croatia	4.91	21.69
49	Peru	4.90	21.61
50	Malaysia	4.89	21.23
51	Bangladesh	4.80	18.86
52	Nigeria	4.72	16.85
53	Cambodia	4.67	15.32
54	Iran	4.53	11.67
55	South Africa	4.48	10.48
56	Pakistan	4.31	5.84
57	Kenya	4.09	0.00
-	Chile	-	-
-	Finland	-	-
-	Sri Lanka	-	-
-	Ukraine	-	-
-	United Kingdom	-	-

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4.1.5 Global standards (2019)

Survey: firms are open to global best practices.

RANK	COUNTRY	UNIT	INDEX
1	Israel	8.35	100.00
2	Netherlands	8.00	91.52
3	Hong Kong	7.95	90.31
4	Singapore	7.82	87.12
5	Austria	7.72	84.74
6	Denmark	7.67	83.45
7	Sweden	7.65	83.04
8	Canada	7.54	80.34
8	Kuwait	7.54	80.34
10	Belgium	7.50	79.41
11	Italy	7.34	75.58
12	Switzerland	7.26	73.58
13	New Zealand	7.17	71.45
14	Thailand	7.08	69.23
15	Spain	7.03	68.03
16	Philippines	7.00	67.29
17	Korea	6.99	67.08
18	Germany	6.99	66.95
19	Czech Republic	6.94	65.73
20	India	6.92	65.43
21	Poland	6.91	65.04
22	Guatemala	6.91	65.02
23	Australia	6.90	64.99
24	Brazil	6.90	64.77
25	United States	6.88	64.44
26	China	6.86	63.78
27	Indonesia	6.79	62.10
28	Malaysia	6.67	59.22
29	Panama	6.63	58.21
30	Taiwan	6.61	57.92
31	Hungary	6.58	57.14
32	U.A.E.	6.57	56.91
33	Mexico	6.53	55.96
34	Nigeria	6.45	53.93
35	Slovenia	6.40	52.65
36	Jordan	6.32	50.86
37	Egypt	6.32	50.72
38	Argentina	6.30	50.41
39	Slovak Republic	6.26	49.30
40	France	6.24	48.81
41	Russia	6.17	47.11
42	Greece	6.14	46.46
43	Colombia	6.14	46.37
44	Japan	6.13	46.10
45	Saudi Arabia	6.09	45.18
46	Peru	6.06	44.63
47	South Africa	6.06	44.54
48	Bangladesh	6.06	44.52
49	Turkey	5.91	40.93
50	Vietnam	5.89	40.32
51	Morocco	5.85	39.34
52	Croatia	5.31	26.41
53	Kenya	5.27	25.45
54	Iran	5.24	24.54
55	Dominican Republic	5.07	20.46
56	Pakistan	4.86	15.50
57	Cambodia	4.22	0.00
-	Chile	-	-
-	Finland	-	-
-	Sri Lanka	-	-
-	Ukraine	-	-
-	United Kingdom	-	-

4.1.6 Social values (2019)

Survey: social value is clear and well recognized by firms.

RANK	COUNTRY	UNIT	INDEX
1	Netherlands	7.86	100.00
2	Switzerland	7.83	99.40
3	Denmark	7.75	97.30
4	Belgium	7.61	93.70
5	Hong Kong	7.60	93.52
6	Canada	7.58	92.94
7	Sweden	7.55	92.26
8	Austria	7.48	90.50
9	Israel	7.45	89.74
10	Singapore	7.33	86.80
11	New Zealand	7.20	83.44
12	Kuwait	7.15	82.28
13	Germany	7.10	80.92
14	Thailand	7.00	78.40
15	Australia	6.98	77.80
16	United States	6.91	76.18
17	China	6.89	75.52
18	Japan	6.88	75.25
19	Italy	6.87	75.08
20	India	6.83	74.20
21	Nigeria	6.83	74.06
22	Philippines	6.79	73.05
23	Korea	6.76	72.43
24	Spain	6.76	72.29
25	Guatemala	6.72	71.31
26	Brazil	6.56	67.38
27	U.A.E.	6.52	66.40
28	Panama	6.44	64.23
29	Russia	6.43	64.12
30	Slovenia	6.37	62.58
31	Indonesia	6.36	62.20
32	Malaysia	6.33	61.60
33	Taiwan	6.26	59.70
34	Poland	6.19	57.89
35	Egypt	6.16	57.18
36	Mexico	6.15	56.94
37	France	6.13	56.52
38	Greece	6.10	55.82
39	Hungary	6.03	54.01
40	Saudi Arabia	5.96	52.10
41	Morocco	5.92	51.26
42	Argentina	5.88	50.15
43	Czech Republic	5.81	48.32
44	Colombia	5.77	47.47
45	Vietnam	5.75	46.90
46	Jordan	5.71	46.00
47	Dominican Republic	5.60	43.12
48	Peru	5.58	42.63
49	South Africa	5.52	40.98
50	Bangladesh	5.30	35.56
51	Slovak Republic	5.29	35.20
52	Iran	5.26	34.67
53	Turkey	5.24	33.93
54	Pakistan	5.17	32.34
55	Croatia	5.03	28.79
56	Kenya	5.00	28.00
57	Cambodia	3.89	0.00
-	Chile	-	-
-	Finland	-	-
-	Sri Lanka	-	-
-	Ukraine	-	-
-	United Kingdom	-	-

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4.1.7 Ethical practices (2019)

Survey: ethical practices are well implemented by firms.

RANK	COUNTRY	UNIT	INDEX
1	Switzerland	7.95	100.00
2	Hong Kong	7.90	98.78
3	Israel	7.75	95.28
4	Belgium	7.71	94.44
5	Canada	7.69	93.93
6	Netherlands	7.67	93.33
7	Singapore	7.58	91.21
8	Sweden	7.45	88.28
9	Austria	7.28	84.31
10	New Zealand	7.20	82.44
11	Australia	7.17	81.67
12	Kuwait	7.15	81.37
13	Denmark	7.13	80.69
14	Thailand	7.00	77.78
15	Japan	6.93	76.03
16	Italy	6.89	75.32
17	China	6.82	73.66
18	Nigeria	6.69	70.54
19	Spain	6.61	68.59
20	Taiwan	6.58	67.99
21	Philippines	6.58	67.88
22	Germany	6.57	67.78
23	Guatemala	6.53	66.84
24	Korea	6.46	65.09
25	India	6.45	64.91
26	Russia	6.40	63.78
27	Poland	6.35	62.58
28	United States	6.31	61.65
29	Indonesia	6.29	61.11
30	Czech Republic	6.19	58.96
31	U.A.E.	6.19	58.89
32	Brazil	6.08	56.39
33	Egypt	6.00	54.44
33	Panama	6.00	54.44
33	Saudi Arabia	6.00	54.44
33	Slovenia	6.00	54.44
37	Argentina	5.97	53.74
38	France	5.89	51.99
39	Greece	5.87	51.36
40	Malaysia	5.78	49.26
41	Vietnam	5.73	48.08
42	Colombia	5.68	47.02
43	Morocco	5.62	45.47
44	Hungary	5.58	44.66
45	Mexico	5.53	43.56
46	Slovak Republic	5.49	42.44
47	Turkey	5.47	42.09
48	Jordan	5.46	41.94
49	Iran	5.44	41.41
50	South Africa	5.36	39.60
51	Peru	5.23	36.38
52	Pakistan	5.10	33.52
53	Bangladesh	5.08	32.98
54	Dominican Republic	5.07	32.67
55	Croatia	4.91	28.92
56	Kenya	4.68	23.69
57	Cambodia	3.67	0.00
-	Chile	-	-
-	Finland	-	-
-	Sri Lanka	-	-
-	Ukraine	-	-
-	United Kingdom	-	-

4.1.8 Health, safety, and environmental concerns (2019)

Survey: firms adequately address health, safety, and environmental concerns.

RANK	COUNTRY	UNIT	INDEX
1	Switzerland	8.29	100.00
2	New Zealand	8.17	97.66
3	Hong Kong	7.80	90.04
4	Belgium	7.68	87.55
5	Denmark	7.63	86.46
6	Netherlands	7.62	86.33
7	Israel	7.60	85.94
8	Canada	7.54	84.68
9	Singapore	7.52	84.20
10	Australia	7.45	82.92
11	Austria	7.44	82.66
12	Sweden	7.40	81.84
13	Japan	7.35	80.82
14	Italy	7.26	79.04
15	Kuwait	7.23	78.37
16	Nigeria	7.21	77.89
17	Germany	7.10	75.69
18	Guatemala	6.91	71.72
19	United States	6.90	71.53
20	China	6.86	70.67
21	Spain	6.85	70.54
22	U.A.E.	6.81	69.74
23	Korea	6.68	67.17
24	Thailand	6.68	67.08
25	India	6.64	66.29
26	Russia	6.63	66.13
27	Taiwan	6.48	63.06
28	Egypt	6.47	62.86
29	Philippines	6.33	59.98
30	Mexico	6.25	58.30
31	Slovenia	6.23	57.91
32	Panama	6.19	56.99
33	France	6.18	56.92
34	Indonesia	6.14	56.07
35	Saudi Arabia	6.13	55.82
36	Greece	6.11	55.44
37	Argentina	6.06	54.39
38	Brazil	6.02	53.57
39	Poland	6.00	53.15
40	Jordan	5.96	52.41
41	Czech Republic	5.90	51.16
42	Slovak Republic	5.89	50.80
43	Colombia	5.86	50.35
44	South Africa	5.85	50.04
45	Hungary	5.81	49.18
46	Dominican Republic	5.80	49.05
47	Peru	5.77	48.52
48	Malaysia	5.67	46.31
49	Turkey	5.38	40.48
50	Croatia	5.28	38.41
51	Morocco	5.15	35.80
52	Vietnam	5.14	35.44
53	Bangladesh	5.12	35.11
54	Pakistan	4.66	25.58
55	Kenya	4.55	23.33
56	Iran	4.38	19.99
57	Cambodia	3.41	0.00
-	Chile	-	-
-	Finland	-	-
-	Sri Lanka	-	-
-	Ukraine	-	-
-	United Kingdom	-	-