

4. Business Context

4.1 Structure

4.1.1 Firms' decision process (2021)

Survey: firms decision processes are transparent.

Rank	Country/Region	Unit	Index
1	Canada	8.11	100.00
2	Sweden	7.64	86.54
3	Denmark	7.61	85.71
4	Finland	7.57	84.70
5	Italy	7.44	80.91
6	Switzerland	7.38	79.13
7	New Zealand	7.34	78.22
8	Australia	7.29	76.73
9	U.A.E.	7.25	75.59
10	Netherlands	7.21	74.47
11	United States	7.18	73.66
12	Singapore	7.05	69.85
13	Belgium	7.00	68.50
14	Korea	6.75	61.35
15	Peru	6.73	60.77
16	United Kingdom	6.63	57.87
17	Taiwan, China	6.59	56.96
18	India	6.56	56.15
19	Chile	6.48	53.81
20	Germany	6.46	53.24
21	France	6.46	53.12
22	Austria	6.42	52.02
23	Croatia	6.41	51.71
24	Malaysia	6.38	51.06
25	Greece	6.36	50.47
26	Vietnam	6.35	50.22
27	Ukraine	6.29	48.49
28	Egypt	6.28	48.03
29	Mexico	6.27	47.72
30	Poland	6.25	47.24
30	Thailand	6.25	47.24
32	Indonesia	6.24	46.87
33	Saudi Arabia	6.19	45.41
34	Israel	6.14	44.21
35	Philippines	6.07	42.18
36	Argentina	6.07	42.05
37	Panama	6.06	41.99
38	Brazil	6.05	41.51
39	Hong Kong SAR	6.03	41.13
40	Nigeria	6.03	41.10
41	China	6.03	40.98
42	South Africa	6.03	40.97
43	Kuwait	6.00	40.16
44	Russia	5.97	39.32
45	Kenya	5.95	38.87
46	Türkiye	5.90	37.25
47	Slovenia	5.88	36.61
48	Colombia	5.85	35.80
49	Cambodia	5.79	34.08
50	Japan	5.74	32.76
51	Pakistan	5.74	32.70
52	Slovak Republic	5.64	29.85
53	Spain	5.61	28.97
54	Guatemala	5.47	25.04
55	Hungary	5.46	24.97
56	Sri Lanka	5.42	23.68
57	Jordan	5.16	16.29
58	Morocco	4.58	0.00
-	Bangladesh	-	-
-	Czech Republic	-	-
-	Dominican Republic	-	-
-	Oman	-	-

4.1.2 Firm's decision structure (2021)

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

Rank	Country/region	Unit	Index
1	United States	7.73	100.00
2	Canada	7.53	93.69
3	Netherlands	7.47	92.04
4	Belgium	7.38	88.94
4	Italy	7.38	88.94
6	Taiwan, China	7.37	88.80
7	U.A.E.	7.31	86.98
8	Denmark	7.31	86.91
9	Sweden	7.29	86.40
10	Cambodia	7.29	86.14
10	Finland	7.29	86.14
12	Switzerland	7.16	82.07
13	India	7.10	80.39
14	Peru	7.09	80.02
15	Israel	7.07	79.41
16	Greece	7.04	78.53
17	Philippines	7.04	78.29
18	Singapore	7.00	77.17
18	Vietnam	7.00	77.17
20	New Zealand	6.94	75.38
21	Malaysia	6.92	74.76
22	Australia	6.88	73.25
22	United Kingdom	6.88	73.25
24	Indonesia	6.87	73.04
25	Panama	6.84	72.11
26	Guatemala	6.83	71.94
27	Korea	6.78	70.23
28	Slovenia	6.77	69.93
29	Thailand	6.73	68.61
30	Kuwait	6.71	68.20
31	Chile	6.70	67.87
32	Brazil	6.67	66.71
32	Mexico	6.67	66.71
34	Türkiye	6.62	65.10
35	Nigeria	6.60	64.61
36	Hong Kong SAR	6.52	62.02
37	Poland	6.50	61.47
38	China	6.45	59.91
39	Colombia	6.43	59.23
40	Egypt	6.39	57.99
41	Ukraine	6.38	57.78
42	Argentina	6.38	57.69
43	Croatia	6.37	57.41
44	Austria	6.35	56.73
45	Germany	6.35	56.65
46	South Africa	6.23	52.95
47	Saudi Arabia	6.22	52.75
48	Pakistan	6.00	45.78
49	France	5.97	44.88
50	Kenya	5.96	44.41
51	Spain	5.86	41.54
52	Russia	5.82	40.24
53	Hungary	5.75	37.93
54	Slovak Republic	5.73	37.22
55	Japan	5.65	34.86
56	Sri Lanka	5.60	33.37
57	Jordan	5.59	32.90
58	Morocco	4.54	0.00
-	Bangladesh	-	-
-	Czech Republic	-	-
-	Dominican Republic	-	-
-	Oman	-	-

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4.1.3 Unique brands (2021)

Survey: domestic firms develop their own international brands.

Rank	Country/ Region	Unit	Index
1	Sweden	7.82	100.00
2	Finland	7.57	91.20
3	Switzerland	7.56	90.89
4	United States	7.55	90.29
5	Netherlands	7.53	89.63
6	Canada	7.37	84.12
7	France	7.23	79.23
8	Korea	7.19	77.89
9	U.A.E.	7.19	77.80
10	Belgium	7.13	75.62
11	Taiwan, China	7.07	73.84
12	Denmark	7.07	73.66
13	Israel	7.04	72.50
14	Japan	7.00	71.26
14	Singapore	7.00	71.26
16	Indonesia	6.95	69.42
17	Italy	6.94	69.08
18	Germany	6.85	65.89
19	Peru	6.82	64.91
20	United Kingdom	6.75	62.53
21	Slovenia	6.74	62.21
22	Greece	6.70	60.64
23	India	6.69	60.52
24	Croatia	6.63	58.33
25	Philippines	6.61	57.55
26	Nigeria	6.60	57.30
27	China	6.59	57.05
28	Thailand	6.58	56.65
29	Austria	6.53	55.02
30	Guatemala	6.53	54.97
31	Australia	6.53	54.90
32	New Zealand	6.51	54.31
33	Panama	6.48	53.24
34	Spain	6.34	48.30
35	Vietnam	6.29	46.49
36	Türkiye	6.23	44.41
37	Mexico	6.21	43.83
38	Colombia	6.16	41.87
39	Sri Lanka	6.12	40.41
40	Kuwait	6.08	39.26
41	Saudi Arabia	6.07	38.94
42	Hong Kong SAR	6.07	38.76
43	Poland	6.06	38.54
44	Egypt	6.00	36.36
44	Pakistan	6.00	36.36
44	Slovak Republic	6.00	36.36
47	Russia	5.94	34.30
48	Argentina	5.93	34.03
49	Cambodia	5.86	31.37
50	Ukraine	5.85	31.22
51	Malaysia	5.85	30.99
52	Kenya	5.83	30.29
53	South Africa	5.69	25.39
54	Jordan	5.58	21.66
55	Brazil	5.52	19.74
56	Chile	5.48	18.38
57	Hungary	5.36	13.92
58	Morocco	4.96	0.00
-	Bangladesh	-	-
-	Czech Republic	-	-
-	Dominican Republic	-	-
-	Oman	-	-

4.1.4 Equal treatment (2020)

Survey: foreign and domestic firms are treated equally.

Rank	Country/ region	Unit	Index
1	Finland	7.71	100.00
2	U.A.E.	7.56	95.67
3	Netherlands	7.37	90.13
4	Denmark	7.34	89.46
5	Belgium	7.19	84.97
6	Switzerland	7.16	84.08
7	Sweden	7.15	83.82
8	Israel	7.11	82.68
9	Cambodia	7.07	81.66
10	Italy	7.06	81.41
11	Australia	7.00	79.63
12	Canada	6.84	75.12
13	Peru	6.82	74.44
14	Germany	6.81	74.14
15	Singapore	6.76	72.84
16	New Zealand	6.74	72.29
17	Croatia	6.74	72.23
18	United States	6.64	69.25
19	Austria	6.63	69.01
20	Chile	6.63	68.93
21	Vietnam	6.45	63.98
22	Korea	6.45	63.87
23	Poland	6.44	63.58
24	Colombia	6.42	63.11
25	Spain	6.32	60.11
26	United Kingdom	6.31	60.02
27	Greece	6.29	59.42
28	Taiwan, China	6.26	58.50
29	France	6.23	57.62
30	China	6.14	55.08
31	Ukraine	6.06	52.78
32	Pakistan	6.05	52.60
33	India	6.05	52.57
34	Türkiye	5.97	50.37
35	Kenya	5.91	48.62
36	Thailand	5.91	48.51
37	Slovenia	5.90	48.39
38	Indonesia	5.84	46.60
39	Hong Kong SAR	5.72	43.24
40	Mexico	5.67	41.60
41	Argentina	5.63	40.65
42	Russia	5.59	39.36
43	Japan	5.57	38.70
44	South Africa	5.46	35.62
45	Egypt	5.44	35.26
45	Saudi Arabia	5.44	35.26
47	Kuwait	5.36	32.95
48	Malaysia	5.31	31.36
49	Slovak Republic	5.27	30.36
50	Guatemala	5.27	30.19
50	Nigeria	5.27	30.19
52	Brazil	5.24	29.37
53	Philippines	5.21	28.69
54	Sri Lanka	5.07	24.57
55	Panama	5.00	22.58
56	Hungary	4.96	21.56
57	Jordan	4.68	13.57
58	Morocco	4.21	0.00
-	Bangladesh	-	-
-	Czech Republic	-	-
-	Dominican Republic	-	-
-	Oman	-	-

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4.1.5. Global brands (2021)

Survey: firms are open to global best practices.

Rank	Country/ Region	Unit	Index
1	Canada	8.11	100.00
2	Finland	8.07	98.53
3	Sweden	7.71	84.96
4	U.A.E.	7.69	84.28
5	Switzerland	7.59	80.80
6	Netherlands	7.58	80.25
7	Denmark	7.57	79.97
7	Singapore	7.57	79.97
9	United States	7.55	79.01
10	Belgium	7.44	75.00
10	Italy	7.44	75.00
12	Peru	7.41	73.95
13	Australia	7.25	68.04
14	Israel	7.21	66.72
15	United Kingdom	7.13	63.40
16	Nigeria	7.10	62.47
17	Taiwan, China	7.07	61.51
18	New Zealand	7.06	60.88
19	India	7.03	59.71
20	Guatemala	7.00	58.76
21	Korea	6.98	58.03
22	Philippines	6.93	56.11
23	Indonesia	6.92	55.83
24	Chile	6.89	54.64
25	Greece	6.83	52.31
26	Vietnam	6.81	51.58
27	Hong Kong SAR	6.76	49.80
28	Mexico	6.73	48.87
29	Spain	6.71	48.02
30	Croatia	6.70	47.77
31	Austria	6.65	45.82
32	Germany	6.62	44.49
33	Thailand	6.61	44.42
34	Cambodia	6.57	42.86
35	Colombia	6.56	42.53
35	Poland	6.56	42.53
37	Saudi Arabia	6.56	42.27
38	Panama	6.55	42.00
39	China	6.55	41.93
40	South Africa	6.49	39.68
41	Brazil	6.48	39.32
42	France	6.43	37.56
43	Slovenia	6.41	36.77
44	Malaysia	6.38	35.92
45	Türkiye	6.31	33.07
46	Kenya	6.30	32.94
47	Egypt	6.19	28.87
48	Sri Lanka	6.14	26.95
49	Pakistan	6.13	26.53
50	Hungary	6.11	25.63
51	Ukraine	5.97	20.56
52	Russia	5.94	19.47
53	Slovak Republic	5.91	18.28
54	Argentina	5.80	14.23
55	Japan	5.70	10.35
56	Jordan	5.66	8.95
57	Kuwait	5.52	3.98
58	Morocco	5.42	0.00
-	Bangladesh	-	-
-	Czech Republic	-	-
-	Dominican Republic	-	-
-	Oman	-	-

4.1.6 Shared value (2021)

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

Rank	Country/ region	Unit	Index
1	Canada	8.58	100.00
2	Finland	8.50	97.87
3	Switzerland	7.78	78.46
4	United States	7.64	74.55
5	Sweden	7.62	74.05
6	Belgium	7.59	73.40
7	New Zealand	7.54	72.03
8	Netherlands	7.53	71.58
9	Australia	7.50	70.87
9	U.A.E.	7.50	70.87
11	Denmark	7.41	68.54
12	Peru	7.38	67.66
13	Vietnam	7.19	62.60
14	Italy	7.19	62.43
15	Israel	7.18	62.19
16	Germany	7.12	60.49
17	Singapore	7.10	59.94
18	United Kingdom	7.00	57.37
19	Austria	6.98	56.74
20	Taiwan, China	6.96	56.37
21	Nigeria	6.87	53.77
22	Korea	6.79	51.60
23	France	6.77	51.20
24	Philippines	6.75	50.62
25	Colombia	6.63	47.42
26	Indonesia	6.61	46.71
27	Saudi Arabia	6.56	45.37
28	China	6.55	45.28
29	Mexico	6.53	44.77
30	Poland	6.47	43.03
31	Chile	6.46	42.83
32	Greece	6.46	42.75
33	Croatia	6.44	42.37
34	Spain	6.42	41.74
35	India	6.38	40.76
36	Kuwait	6.35	39.72
37	Guatemala	6.33	39.37
38	Thailand	6.27	37.74
39	Türkiye	6.23	36.60
40	Cambodia	6.21	36.16
41	Pakistan	6.21	36.06
42	Panama	6.19	35.60
43	Slovenia	6.19	35.56
44	Japan	6.13	33.89
45	South Africa	6.06	31.92
46	Egypt	6.06	31.87
47	Slovak Republic	6.00	30.37
48	Kenya	5.96	29.20
49	Brazil	5.95	29.09
50	Ukraine	5.94	28.78
51	Sri Lanka	5.93	28.49
52	Malaysia	5.92	28.30
53	Hong Kong SAR	5.83	25.72
54	Argentina	5.80	24.97
55	Russia	5.74	23.23
56	Hungary	5.32	12.05
57	Jordan	5.29	11.19
58	Morocco	4.88	0.00
-	Bangladesh	-	-
-	Czech Republic	-	-
-	Dominican Republic	-	-
-	Oman	-	-

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4.1.7 Ethical and legal practices (2021)

Survey: ethical practices are well implemented by firms.

Rank	Country/Region	Unit	Index
1	Finland	8.43	100.00
2	Canada	8.26	95.45
3	Australia	7.72	80.48
4	Sweden	7.68	79.32
5	Switzerland	7.66	78.76
6	New Zealand	7.63	78.00
7	Belgium	7.59	77.05
8	Netherlands	7.53	75.19
9	Denmark	7.48	73.99
10	Italy	7.44	72.75
10	U.A.E.	7.44	72.75
10	United Kingdom	7.44	72.75
13	United States	7.36	70.72
14	Singapore	7.24	67.27
15	Israel	7.21	66.61
16	Taiwan, China	7.15	64.79
17	Austria	7.02	61.36
18	Vietnam	6.94	58.95
19	Germany	6.92	58.61
20	Peru	6.91	58.22
21	Philippines	6.89	57.77
22	Malaysia	6.85	56.49
23	India	6.77	54.37
24	Korea	6.74	53.58
25	Poland	6.59	49.55
26	Colombia	6.57	48.94
27	Croatia	6.56	48.50
28	Indonesia	6.55	48.42
29	France	6.51	47.36
30	Saudi Arabia	6.44	45.44
31	China	6.41	44.57
32	Mexico	6.40	44.22
33	Japan	6.39	43.98
34	Panama	6.35	42.98
35	Spain	6.34	42.63
36	Argentina	6.30	41.47
37	Thailand	6.30	41.35
38	Egypt	6.22	39.33
39	Chile	6.19	38.32
40	Ukraine	6.18	38.08
41	Pakistan	6.16	37.57
42	Kuwait	6.14	36.97
43	Nigeria	6.10	35.97
44	Slovak Republic	6.09	35.72
45	South Africa	6.09	35.58
46	Türkiye	6.08	35.34
47	Guatemala	6.07	35.06
48	Brazil	6.05	34.53
49	Greece	6.04	34.37
50	Cambodia	6.00	33.22
51	Hong Kong SAR	5.86	29.43
52	Kenya	5.83	28.44
53	Sri Lanka	5.79	27.47
54	Russia	5.68	24.33
55	Slovenia	5.62	22.65
56	Jordan	5.47	18.75
57	Hungary	5.29	13.58
58	Morocco	4.79	0.00
-	Bangladesh	-	-
-	Czech Republic	-	-
-	Dominican Republic	-	-
-	Oman	-	-

4.1.8 Health, safety, environmental concerns (2021)

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

Rank	Country/region	Unit	Index
1	Canada	8.83	100.00
2	Finland	8.50	91.49
3	New Zealand	8.17	83.10
4	Australia	8.13	81.91
5	Denmark	7.97	77.84
6	Switzerland	7.88	75.53
7	Sweden	7.76	72.72
8	United States	7.73	71.76
9	U.A.E.	7.56	67.55
10	Belgium	7.53	66.76
11	Netherlands	7.47	65.29
12	Italy	7.44	64.36
12	United Kingdom	7.44	64.36
14	Singapore	7.38	62.92
15	Germany	7.35	62.03
16	Taiwan, China	7.33	61.70
17	Peru	7.09	55.51
18	Japan	7.04	54.30
19	Korea	6.94	51.69
20	Vietnam	6.94	51.54
21	Austria	6.93	51.41
22	Philippines	6.93	51.37
23	Saudi Arabia	6.93	51.30
24	France	6.89	50.27
25	Poland	6.88	50.00
26	Colombia	6.87	49.79
27	Croatia	6.81	48.46
28	Nigeria	6.80	48.09
29	India	6.79	47.95
30	Israel	6.65	44.35
31	Malaysia	6.62	43.37
32	Chile	6.60	42.98
33	Thailand	6.53	41.32
34	Slovak Republic	6.45	39.26
35	Brazil	6.43	38.60
36	Indonesia	6.42	38.41
37	Cambodia	6.36	36.78
38	Guatemala	6.27	34.47
38	Mexico	6.27	34.47
40	Pakistan	6.26	34.38
41	Egypt	6.25	34.04
41	Greece	6.25	34.04
41	Kuwait	6.25	34.04
44	China	6.24	33.75
45	Hong Kong SAR	6.21	32.94
46	Panama	6.19	32.60
47	Spain	6.18	32.36
48	Argentina	6.13	31.06
49	Ukraine	6.06	29.16
50	South Africa	6.06	29.12
51	Sri Lanka	6.00	27.66
52	Kenya	5.96	26.55
53	Slovenia	5.92	25.70
53	Türkiye	5.92	25.70
55	Hungary	5.79	22.19
56	Russia	5.76	21.65
57	Jordan	5.71	20.27
58	Morocco	4.92	0.00
-	Bangladesh	-	-
-	Czech Republic	-	-
-	Dominican Republic	-	-
-	Oman	-	-