

عنوان مقاله:

The role of culture in international marketing, relying on Resistive Economy

محل انتشار:

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خلاصه مقاله:

Resistive economy concept is one of the unique concepts which as some experts state, in the field of theory and practice, has no precedent in the world. Considering the fact that most of the world's countries are multicultural and also they are growing rapidly, even in relatively the same sex countries, people are remarkably different in recognition, observance and practice of cultural norms. One factor contributing to the success of societies in global marketing activities, is understanding of cultural factors in the target markets. Lack of attention to this issue, will cause irreparable damage to communities. Therefore, a proper understanding of culture is an essential component in the development of effective marketing strategies and best practices of resistive economy. In this paper, the concept of culture is discussed. Then the main influencing factors on culture like: Hofstede's four-dimensional model, marketing, international marketing, and finally the role of culture in international markets with an emphasis on resistive economy have been studied. The results showed that there is a direct relationship between culture and marketing. In other words, success in the International Marketing depends on this issue that Marketing decisions conform to cultural norms and these criteria are the criteria to accept or reject marketing.

کلمات کلیدی:

Culture, International Marketing, Resistive Economy

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