

Intercultural Competence - The Key to Successful International Marketing



Doctoral Thesis / Dissertation from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, Comenius University in Bratislava (Faculty of Management), language: English, comment: ITMC method may be implemented in intercultural development within the areas of international marketing, human resource management and organizational development. Enlarged ITMC method presents an innovation in the field of intercultural communication training. Additionally, many parts of the dissertation thesis based on synthesis are reflecting and reminding the monographies oriented on selected areas of international management, cross-cultural marketing and intercultural communication and can be used as a relevant source of knowledge in particular fields., abstract: In today's globalized world, international marketing becomes more and more important for businesses aiming to be successful on a global level. As Monika V. Kronbuegel shows in her up-to-date dissertation, attaining cross-cultural competence has therefore become a key factor in ascertaining business success. Cultural differences may lead to specific preferences and require an adaptation of the marketing strategy to secure a product's profitability. Accordingly, already during the phase of product development, it is helpful to analyze the cultural and social context of certain customer groups. Especially in supersaturated markets with comparable company goods and services, economic success can depend on such comparatively slight product differentiation. However, the relevance of intercultural competence has often been overlooked. This dissertation introduces a 4-phase-model for intercultural training - the ITMC-Method. It is designed to support businesses in their intercultural

development. The author investigates how far businesses already make use of their possibilities to meet the cross-cultural and developmental requirements. Monika V. Kronbugel is

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