

## **Global and Cross-Cultural Marketing**

### **Definition (short):**

Global and Cross-Cultural Marketing study how firms create, adapt, and implement marketing strategies across international and culturally diverse environments and contexts, and how cultural, political, institutional, technological, and socio-economic differences influence consumer behavior and the effectiveness of marketing activities.

### **Sub-Research Track #3.1:**

#### **Global Marketing**

### **Definition (short):**

Global Marketing studies the strategies of producing, pricing, promoting, and distributing offerings across international markets while accounting for cultural, political, institutional, technological, and socio-economic differences among countries and regions.

### **Definition (long):**

Global marketing is the branch of marketing scholarship that studies how firms identify, enter, and compete in international markets; how firms develop and implement strategies for producing, pricing, promoting and distributing offerings globally; and how firms navigate globalization and local market adaptation while accounting for cultural, political, institutional, technological, and socio-economic differences and challenges.

The domain investigates:

- how firms prioritize and strategically enter new markets;
- how firms adapt or standardize marketing strategies (product, price, promotion, channels) across countries and regions;
- how global geopolitical tensions and shifting trade policies shape firm strategy and consumer response to international offerings;
- how artificial intelligence alters and enhances the dynamics of global market strategy and implementation;
- and how the evolving dynamics between globalization and deglobalization impact firm strategy and consumer behavior.

It integrates perspectives from international business, cross-cultural psychology, institutional theory, and strategy, linking marketing decision-making with global consumer and firm outcomes.

### **Sub-Research Track #3.2:**

#### **Cross-Cultural Marketing**

### **Definition (short):**

Cross-Cultural Marketing studies how cultural differences across nations, regions, and diverse social groups (e.g., ethnic, religion, and socioeconomic groups) influence consumer behavior, marketing strategy, and the effectiveness of marketing activities.

**Definition (long):**

Cross-Cultural Marketing is the branch of marketing scholarship that examines how cultural differences across nations, regions, and diverse social groups (e.g., ethnic, religion, and socioeconomic groups) influence consumer behavior, marketing strategy, and marketplace dynamics. It explores how consumers' cross-cultural differences in values, beliefs, social norms, and identity orientations affect their perception, preference, and decision-making, and how firms leverage these differences to better adapt marketing strategies and tools to achieve sustained success across international markets.

The field investigates:

- how cultural values, beliefs, social norms, and identity orientations shape perceptions, preferences, and decision-making;
- how marketers adapt or standardize the marketing mix and adjust marketing strategy in culturally diverse markets;
- how culture and consumer behavior vary globally and affect the efficacy of marketing interventions;
- how language, as an essential element of both culture and marketing, functions to influence cross-cultural marketing outcomes;
- how acculturation and multicultural identities affect consumption;
- how the evolving dynamics between globalization and deglobalization influence consumer behavior and/or firm strategy;
- how the adoption and implementation of new technologies (e.g., artificial intelligence) varies with culture;
- and how social polarization challenges the effectiveness of marketing practices and firm strategy.

It draws on cultural psychology, sociology, anthropology, and institutional theory to help firms succeed in culturally diverse and globalized marketplaces.