



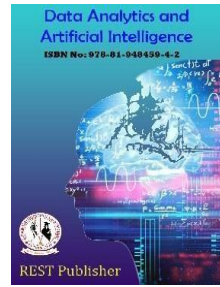
## Data Analytics and Artificial Intelligence

Vol: 3(5), 2023

REST Publisher; ISBN: 978-81-948459-4-2

Website: <http://restpublisher.com/book-series/daai/>

DOI: <https://doi.org/10.46632/daai/3/5/7>



# Ethical Analysis and Decision-Making Framework for Marketing Communications: A Weighted Product Model Approach

\*Vijay Kumar Adari, Vinay Chunduru, Srinivas Gonepally, Kishor Kumar Amuda, Praveen Kumar Kumbum

Incredible Software Solutions, Research and Development Division, Richardson, TX, 75080, USA

\*Corresponding Author: [Vijayadari6@gmail.com](mailto:Vijayadari6@gmail.com)

**Abstract:** The growing global integration of commercial activities has emerged as a prominent trend in recent business history. Instead of confining their operations to a national level, an increasing number of companies are opting for a global or regional approach. Consequently, managerial decision-making now requires additional considerations, prompting a need to reassess organizational strategies and planning procedures. In addressing these and similar challenges, the revised E.P.R.G. framework could offer valuable insights. The four perspectives on international operations are ethnocentrism, polycentrism, regiocentrism, and geocentrism. These perspectives reflect a company's objectives and philosophy regarding its global operations and result in different management approaches and planning techniques. Ethnocentrism refers to a company's focus on its home country's values and practices when conducting business abroad. Polycentrism involves giving autonomy to local subsidiaries and adapting to the host country's preferences. Regiocentrism emphasizes regional integration and coordination within a specific geographic area. Geocentrism takes a global approach, considering the best strategies and resources from around the world for business success. This paper presents an ethical analysis of visual representation in the context of marketing communications. It introduces a set of criteria and explores the concept of appropriateness in visual representation, aiming to provide a framework for recognizing and understanding ethical issues in this area. The research methodology involves an interdisciplinary conceptual review and analysis, focusing on four common representational conventions: face-ism, idealization, exoticization, and exclusion. By synthesizing ethical concerns related to these conventions, the paper establishes a broader context for examining ethical issues in marketing representation. The framework is then applied to the field of marketing communications. The paper argues that assessments of communication appropriateness should consider the ethical implications of marketing representations on identity. It emphasizes the need to move beyond viewing advertising solely as a tool of persuasion and instead recognize it as a representational system with both pedagogical and strategic functions. A well-liked technique for multi-criteria decision analysis (MCDA) and multi-criteria decision making (MCDM) is the weighted product model (WPM). The weighted sum model is comparable to this (WSM). The primary distinction is that multiplication is used as the primary mathematical operation rather than addition. The decision-making model by multiplication in linking an attribute rating includes the Weighted Product (WP) technique. When attributes are multiplied, weight for attributes acts as a positive rank, whereas attribute rating acts as a negative rank for the cost attribute. Standardized core product, Factor Standardized peripherals, Consumer targeted product Similar core design, Similar number of product lines, Similar packaging design, same brand names Same product warranties, Consumer-targeted product, Industrial-targeted product, Standardized core product, Factor Standardized peripherals, Consumer targeted product From the result it is seen that same brand name is got the first rank where as is the is Industrial-targeted product having the lowest rank. same brand name is ranked first and Industrial-targeted product is ranked lowest.

**Keywords:** Decision making for international marketing, standardize a product, international marketing strategy

## 1. INTRODUCTION

Environmental aspects of the target market 1. Place in the world 1. The physical environment; 2.The economic climate; 2.The legal climate; 3 .The political climate Position in the market 4.Marketing infrastructure 1 Market evolution; 2. Market circumstances Organizational aspects 3 corporate direction and the interaction between headquarters and subsidiaries 3.Product characteristics 3. Authority transfer Product kind and positioning are first. [5] The development of a conceptual framework is of utmost importance in global marketing research as it guides data collection and hypothesis testing. It serves as a crucial aspect to consider in terms of its adaptability to different study contexts. While the underlying principle may not always be apparent, it remains essential. Even if the core concept remains valid, adjustments to the constructs or the framework itself might be necessary to accommodate

specific research scenarios. The paraphrased version of the provided text could be The applicability of Indigenous theories might vary depending on the research context, as they can provide alternative perspectives and frameworks. When examining a topic such as international marketing over an extended timeframe, it is essential to define certain terms and establish the study's scope. The term "international marketing" can have various interpretations. Terpstra and Sarathy (1990), for instance, provide a specific definition. They consider international marketing to encompass intelligence and the application of the four "Ps" outside of a specific country. Furthermore, they differentiate between multinational marketing, which involves operating in multiple countries, and international marketing, which involves marketing activities across national boundaries. In other words, coordinating marketing activities across different markets can be referred to as international marketing, while marketing within foreign markets is known as foreign marketing. Some scholars have defined international marketing as a situation where a firm has established permanent operations in two or more countries. However, there are those who use more intricate terminology. For instance, Bradley (1987) defines international marketing as the decision-making and procedural activities undertaken by firms to identify consumer needs and wants, develop assets to gain a competitive advantage in marketing, communicate information about these assets, and distribute and exchange them globally [7]. The significance of business operations in the global economy is steadily increasing. Companies, irrespective of their size or structure, particularly those in developed countries, are becoming more eager to take advantage of profitable opportunities in global markets and expand their marketing efforts to one or more foreign markets. Consequently, research conducted in some developed economies has focused on understanding the decision-making processes involved in these international marketing operations and the managerial approaches employed. In order to gain a comprehensive understanding of this topic, this essay aims to analyze and interpret relevant literature from studies on international decision-making in various contexts. Specifically, we present four key aspects based on our analysis and study in this field. These ideas form the center of the article's organization.[8]. This project is an innovative undertaking that lacks extensive previous marketing efforts to serve as a template. Consequently, numerous topics are discussed in a manner that naturally diverges from the main point. It is advisable to merge two approaches that may occasionally appear contradictory. It is understandable why two distinct schools of national character emerged independently. Although the union is expected to be highly productive, it is not without its challenges. Combining multiple literary genres and establishing a coherent entirety is no small task. The literature in each scenario is vast and varied. What has been accomplished here is clearly just the beginning. Many matters require further contemplation. Several important considerations need to be addressed. Firstly, it is essential to develop an instrument that shares similar proportions to those mentioned below. Accompanying this, advancements in an interpretative framework, as well as appropriate standardization and validation, are necessary to ensure the applicability and reliability of the tool across different cultures. Secondly, the dimensions proposed by Inkless and Levinson (1969) and the ones outlined here could be enhanced by conducting a meta-analysis of cross-cultural studies. Such an analysis could yield three possible outcomes: (1) confirming the dimensions, (2) confirming and expanding them, or (3) refuting some or all of the suggested dimensions analyzing marketing strategies and assessing the effectiveness of companies engaged in exporting activities. A total of five studies have been conducted to investigate the relationship between multinational corporations (MNCs). One of the reasons for studying this relationship is the difficulty in obtaining accurate information regarding the marketing strategies and outcomes of foreign subsidiaries. Most research in this area focuses on analyzing the MNC as a whole. However, only four studies have used the product or brand as the primary analytical unit [11]. A study was conducted to analyze the impact of global marketing standardization on the level of exports by Colombian businesses. Multiple regression analysis was performed, considering various independent variables except for a uniform salesforce structure and comparable marketing budget. These two variables were excluded due to their correlation with other predictors, which could have caused issues of multicollinearity. The results of the regression analysis are presented in Table VII. The regression equation is statistically significant ( $F = 4.33, p < 0.002$ ), explaining approximately 40% of the variation in the dependent variable. The regression model was evaluated according to the guidelines of Dillon and Goldstein (1984) and found to effectively capture the relationship between the independent and dependent variables [12]. Different industries are utilizing the Internet for their business operations. For instance, computer manufacturers like IBM, Xerox, Motorola, Intel, Sun, Hewlett Packard, and Digital Equipment are leveraging the Internet to connect distant locations, collaborate on development projects, provide software support and distribution, and enhance communication (Paul, 1996). In the retail sector, the Home Shopping Network, the largest TV shopping company in America, acquired the Internet Shopping Network with the aim of strengthening its market position and increasing its share in the retail industry. Furthermore, Du Pont Marck Pharmaceuticals Co, a pharmaceutical company based in Rahway, New Jersey, relies on a public medical database to explore new research avenues for treating central nervous system disorders. Du Pont has expedited the development process by fostering collaboration among experts in the field and conducting comprehensive reviews of numerous papers. This approach aims to accelerate the introduction of new medications to the market. Boeing has effectively utilized virtual environments to design the 777 aircraft for the aerospace industry. This technology enables Boeing to engage in global collaboration with engineers, customers, maintenance staff, project managers, and component suppliers, facilitating the sharing of design tools and processes. With the aid of the Internet, Boeing's customers no longer have to wait three years to place an order. The company aims to increase its annual aircraft production to 620,

up from 228 in 1992, and deliver a plane every 8 to 12 months (Zairi, 2001a, 2001b) [16]. The growing emphasis on aesthetics and visual aspects, rather than just functionality, presents a challenge to traditional marketing strategies and necessitates adjustments in related research areas.

## 2. MATERIALS & METHODS

**Standardized core product:** A standardized core product refers to a basic, unchanging offering that serves as the foundation of a product or service. It represents the essential features, functions, or benefits that are universally provided to customers across different markets or variations of the product. The core product remains consistent, while other elements such as packaging, branding, or additional features may be customized or adapted to suit specific market segments or customer preferences. The standardized core product ensures consistency, efficiency, and economies of scale in production, marketing, and delivery, while allowing for flexibility and localization in peripheral aspects of the offering.

**Standardized peripherals:** Refer to devices or components that adhere to a set of industry-wide standards, allowing them to be compatible and interoperable with various computer systems and platforms. Factors that contribute to the standardization of peripherals include: Interface Standards: The type of connection or interface used by the peripheral. These standards ensure that peripherals can connect to and communicate with the host device without compatibility issues. Protocol Standards: Protocols define the rules and procedures for communication between the peripheral and the host device. wireless communication protocols (Bluetooth, Wi-Fi), or network protocols (TCP/IP, Ethernet). Power Standards: Standardized power requirements and connectors ensure that peripherals can be powered and charged using standard power sources or universal power adapters. For example, USB-powered devices adhere to the USB power delivery standards. Physical Form Factors: Standardized physical dimensions and shapes of peripherals, such as the size and layout of connectors, allow them to fit and function properly with compatible devices. Examples include USB-A, USB-C, HDMI connectors, or standard sizes for computer mice and keyboards.

**Consumer-targeted product:** Refers to a product that is specifically designed, marketed, and intended for individual consumers or end-users. These products are created to meet the needs, preferences, and desires of the general public or specific consumer segments. Consumer-targeted products can range from everyday items like personal care products, electronics, and household goods to luxury goods, fashion, and entertainment products. Companies typically conduct market research to understand consumer behavior, preferences, and trends to develop and market products that cater to their target audience effectively. The goal is to create products that provide value, convenience, and satisfaction to consumers, ultimately driving sales and building brand loyalty.

**Similar core design:** Refers to a concept where two or more objects or systems share fundamental or essential design elements. It means that despite differences in appearance or specific details, there are underlying principles, structures, or functions that remain consistent or comparable. This similarity in core design allows for common understanding, interoperability, or compatibility between different implementations or versions. It can be applied to various fields such as technology, architecture, engineering, or even artistic creations, where different iterations or variations share fundamental design elements while expressing their unique characteristics.

**Similar packaging:** design refers to creating packaging that shares similarities with an existing design. It involves developing a packaging design that has comparable elements, such as color schemes, typography, layout, or overall visual style, to another product's packaging. The goal is to create a recognizable connection or association between the two designs while still maintaining enough distinctiveness to avoid confusion or infringement. Similar packaging design can be used to create a cohesive brand identity, align with a specific market segment, or leverage the success of a well-known

**Same brand names:** Paraphrasing brand names involves expressing the names of specific brands or companies using different words or phrases while retaining the original reference. This is often done to avoid trademark infringement or to provide a more general or descriptive representation of the brand. Paraphrasing brand names can be useful in contexts where the original names may not be recognized, or when discussing products without explicitly endorsing or promoting a particular brand.

**Consumer-targeted product:** refers to a product that is specifically designed, marketed, and intended for individual customers or end-users. These products are typically developed with the primary goal of meeting the needs, preferences, and desires of the general public or a specific target market of consumers. Consumer-targeted products can range from everyday items such as clothing, electronics, and personal care products to larger purchases like automobiles or home appliances. The design, features, pricing, and promotional strategies of these products are often

tailored to attract and satisfy the demands of individual consumers in order to maximize sales and customer satisfaction.

**Industrial-targeted product:** refers to a product specifically designed and developed to meet the needs and requirements of industrial sectors or businesses. These products are tailored to address the unique challenges and demands of industries such as manufacturing, construction, logistics, and more. Industrial-targeted products often possess features, functionalities, and specifications that are optimized for industrial environments, such as robustness, durability, high performance, and compatibility with industrial machinery or systems. They may include machinery, equipment, tools, software, or specialized components that enhance productivity, efficiency, safety, and reliability within industrial settings.

### 3. WEIGHTED PRODUCT MODEL (WPM)

This method is a simple combination same weight (saw). technique greater details about this method are given in MCDM E-book. Assume that a given MCDA problem is described in phrases of  $m$  options and  $n$  choice standards. The weighted production method (wpm) added in 1922 via Bridgman has been confirmed to be a reliable approach to selecting multiple criteria and for three or more criteria researched as much as a hundred standards, many researchers have pronounced a hit use of wpm. Solve multi-criteria choices together with selecting a boarding house, deciding on an appropriate diet selecting an appropriate studying platform for detecting to cope with housing desire for individuals facing decision-making problems. The approach changed into calculated and carried out in an internet-based totally device. The primary objectives of this study are to create a domestic selection model using words per minute (wpm) for calculating and organizing advisory values. Another goal is to implement a selection aid tool within an online platform, with a focus on avoiding offensive advertising that includes sexual appeals, stereotypes, or shocking content. It is worth noting that visual aspects are often overlooked in discussions on marketing ethics, which usually revolve around issues like deception Furthermore, recent research suggests that advertising professionals still lack awareness regarding ethical concerns within their own work, demonstrating a "morally myopic" perspective (Drumwright and Murphy, 2004). In this essay, we examine the role of marketing communication within commonly accepted political and ethical practices of portraying others (Heywood & Sandy well, 1999, p. x). Our objective is to conduct an ethical analysis of the unintended standards of representation in marketing communications. While recognizing that commercial communication is just a fraction of the visual domain, we emphasize its influence in shaping broader cultural forms of representation [17]. In the realm of international marketing research, particularly at the intersection of marketing and entrepreneurship, it is crucial to utilize research designs that are characterized by openness, creativity, and flexibility. Employing a creative approach during the research process proves beneficial in comprehending the nonlinear and occasionally unpredictable progression of small and medium-sized enterprises (SMEs). This approach facilitates the exploration of multidimensional phenomena throughout the collection and analysis of data. The significance of this is underscored by Young et al. (2003) in their discourse on international entrepreneurship and the application of theories derived from the field of international business. In this context, Johansson and Vahlne (2003) propose an experiential learning-commitment mechanism that centers on the relationships within business networks. Generally, adopting such an approach enables a more comprehensive analysis of the pertinent issues. Several scholars advocate for the use of exploratory research and qualitative methodologies in these circumstances (Ghuri and Grønhaug, 2002). Furthermore, some argue that qualitative methodologies aid in uncovering the "meaning behind the numbers," particularly when the data includes specific details that might obscure a clear and holistic understanding of the context (Denzin and Lincoln, 1998; Ruyter and Scholl, 1998). Numerous studies indicate that consumers evaluate products based on their country of manufacture or association (Hong and Wyer, 1990). Ozsomer and Cavuşgil (1991) suggest that the underlying reasons behind the nation of origin effect have not been fully elucidated. Meanwhile, Shimp and Sharma (1987) propose that one way to understand customer preferences in consumer ethnocentrism is by examining the perceived appropriateness of purchasing foreign goods. However, research on the causes of such behavior has only recently gained attention. According to Sharma, Shimp, and Shin (1995), several crucial factors directly related to national identification contribute to consumer ethnocentrism. These factors include nationalism, patriotism, ethnocentrism, and a sense of homogeneity, which collectively explain the emergence of consumer ethnocentric tendencies. The extent of standardization is influenced by various factors such as local culture, climate, preferences, customs, usage patterns, purchasing power, and restrictions. According to Martenson (1987), most marketplaces have distinct cultural values that affect the degree of standardization. Different product categories also require different levels of adaptation. In the past, consumer nondurables (CND) have been considered more challenging to standardize compared to consumer durables (CD) due to the enduring nature of regional culture. Food, in particular, is heavily influenced by culture. A study conducted among marketing professionals found that food products ranked last out of 18 product categories in terms of their suitability for standardization. Based on a study conducted by Rosen et al. in 1988, it was found that only 11% of food companies had expanded their operations globally, while a much larger proportion of non-food industries, specifically 61%, had done so. The ability to standardize products depends on the specific circumstances in which they are used.

Martenson (1987) suggests that products need to align with the consumer's world, which includes factors such as compatibility with other items owned by the consumer and environmental considerations like climate. This was exemplified by the absence of a European standard for bed linen, as mentioned by Martenson (1987) and Whitlock (1987). In this case, adaptation becomes the only viable option since standardization would require consumers to incur additional expenses for large-scale purchases, such as buying new beds. Reshaping goods is important as it enables them to better satisfy customer preferences compared to rival products. Moreover, the introduction of new products can prevent competitors from luring away customers with their own new offerings. While the sales of new products may compete with existing ones and utilize marketing resources that would otherwise be allocated to them, continuous innovation is crucial to maintain competitiveness and expand market share. Therefore, it is reasonable to expect an increase in market share at the strategic business unit (SBU) level upon the introduction of new products. However, there is conflicting evidence regarding the relationship between new product launches and earnings. Some studies indicate that the short-term impact of new product introductions on firm earnings may be negative. This is because significant investments in research and development, infrastructure, and advertising are required to develop and launch new products (Woo, 1987). Additional research suggests that new products and profits are positively correlated when customers are willing to pay a premium for innovative products that are difficult for competitors to imitate (Booz, Allen, and Hamilton, 1981; Cooper, 1986) (22). Attempting to establish a clear boundary between international marketing (IM) and the broader subject of international business (IB) is a futile endeavor because the two are deeply interconnected. The unique contribution of a marketing perspective to IB lies in its focus on the customer/market interface. One notable aspect of IM is how companies engage with business partners or consumers from different countries. Global business managers encounter significant challenges when expanding into new markets and entering foreign territories. Moreover, marketing perspectives often highlight the company's interaction with its environment. Consequently, IM infuses IB studies with a sense of realism and a managerial outlook. Additionally, IM researchers typically place less emphasis on multinational corporations and foreign direct investment. They conduct studies across various business categories, including small businesses, service-oriented enterprises, and global startups. They also explore diverse forms of international involvement, such as exporting, licensing, franchising, and more. Notably, recent IM research has embraced a multidisciplinary approach, incorporating insights from disciplines like anthropology, industrial organization, and strategic development.

#### 4. RESULT AND DISCUSSION

TABLE 1 International marketing strategies

Item	Standardized core product	Factor Standardized peripherals	Consumer targeted product
Similar core design	0.65	0.74	0.55
Similar number of product lines	0.69	0.90	0.52
Similar packaging design	0.81	0.94	0.98
Same brand names	0.91	0.86	0.99
Same features	0.70	0.54	0.61
Same product warranties	0.89	0.62	0.96
Consumer-targeted product	0.86	0.64	0.88
Industrial-targeted product	0.64	0.69	0.45

Table 1 shows International marketing strategies alternative : Standardized core product, Factor Standardized peripherals, Consumer targeted product, Evaluation preference: Similar core design, Similar number of product lines, Similar packaging design, Same brand names Same product warranties, Consumer-targeted product, Industrial-targeted product, Standardized core product, Factor Standardized peripherals, Consumer targeted product

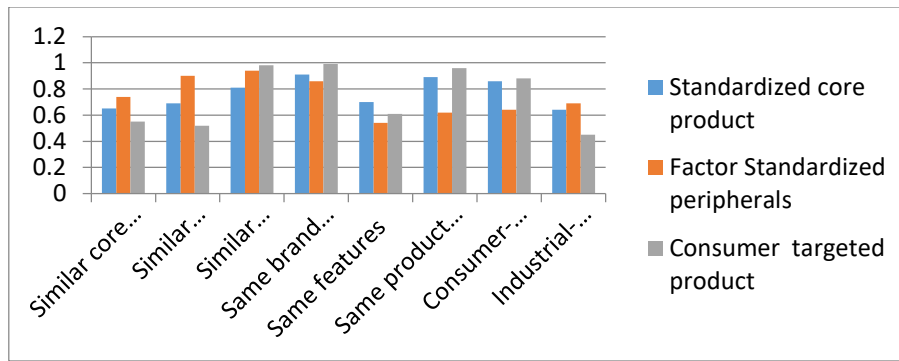


FIGURE 1 international marketing strategy

Figure 1 shows international marketing strategy the graphical representation Standardized core product it is seen that Same brand names is showing the highest value for Industrial-targeted product is showing the lowest value. Factor Standardized peripherals it is seen that Similar packaging design is showing the highest value for Same features is showing the lowest value Consumer targeted product it is seen that Same brand names is showing the highest value for Industrial-targeted product is showing the lowest value

TABLE 2. Performance value

Performance value		
0.71429	0.78723	0.55556
0.75824	0.95745	0.52525
0.89011	1.00000	0.98990
1.00000	0.91489	1.00000
0.76923	0.57447	0.61616
0.97802	0.65957	0.96970
0.94505	0.68085	0.88889
0.70330	0.73404	0.45455

Table 2 shows the performance value for Alternative: Standardized core product , Factor Standardized peripherals, Consumer targeted product, Similar core design, Similar number of product lines, Similar packaging design, Same brand names Same product warranties, Consumer-targeted product, Industrial-targeted product

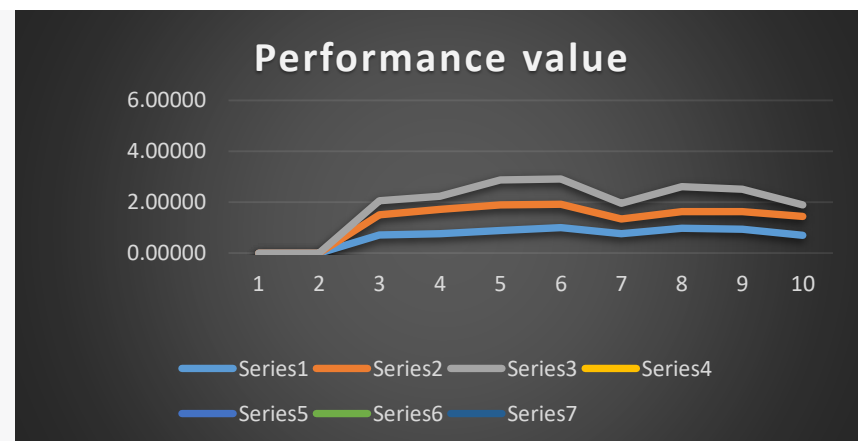


FIGURE 2 Performance value

**Table 3.** Weight

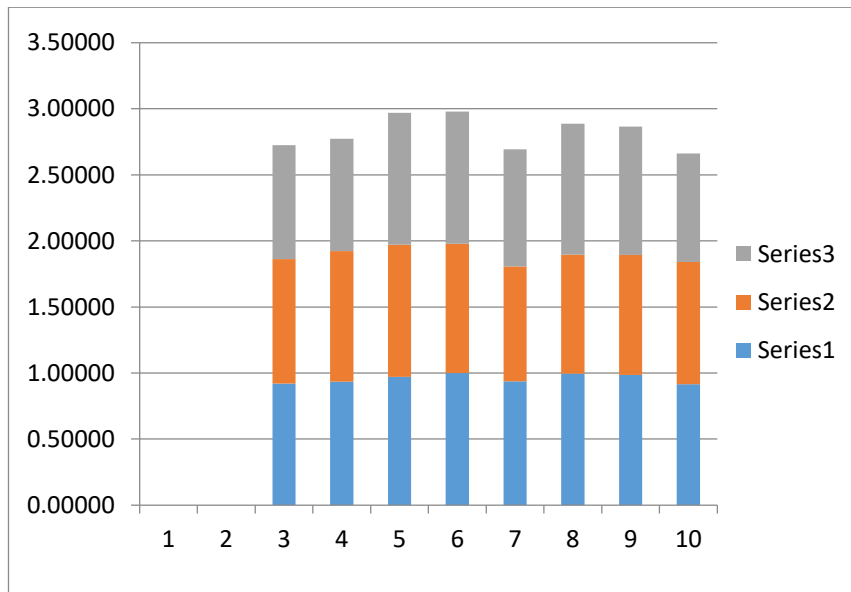
Weight		
0.25	0.25	0.25
0.25	0.25	0.25
0.25	0.25	0.25
0.25	0.25	0.25
0.25	0.25	0.25
0.25	0.25	0.25
0.25	0.25	0.25
0.25	0.25	0.25

Table 3 shows the Weight ages used for the analysis. We take same weights for all the parameters for the analysis.

**TABLE 4.** Weighted normalized decision matrix

Weighted normalized decision matrix		
0.91932	0.94195	0.86334
0.93315	0.98919	0.85132
0.97132	1.00000	0.99747
1.00000	0.97801	1.00000
0.93651	0.87060	0.88598
0.99446	0.90119	0.99234
0.98597	0.90837	0.97098
0.91577	0.92561	0.82110

Table 4 shows the Weighted Normalized Decision Matrix Alternative: Standardized core product , Factor Standardized peripherals, Consumer targeted product, Similar core design, Similar number of product lines, Similar packaging design, Same brand names Same product warranties, Consumer-targeted product, Industrial-targeted product



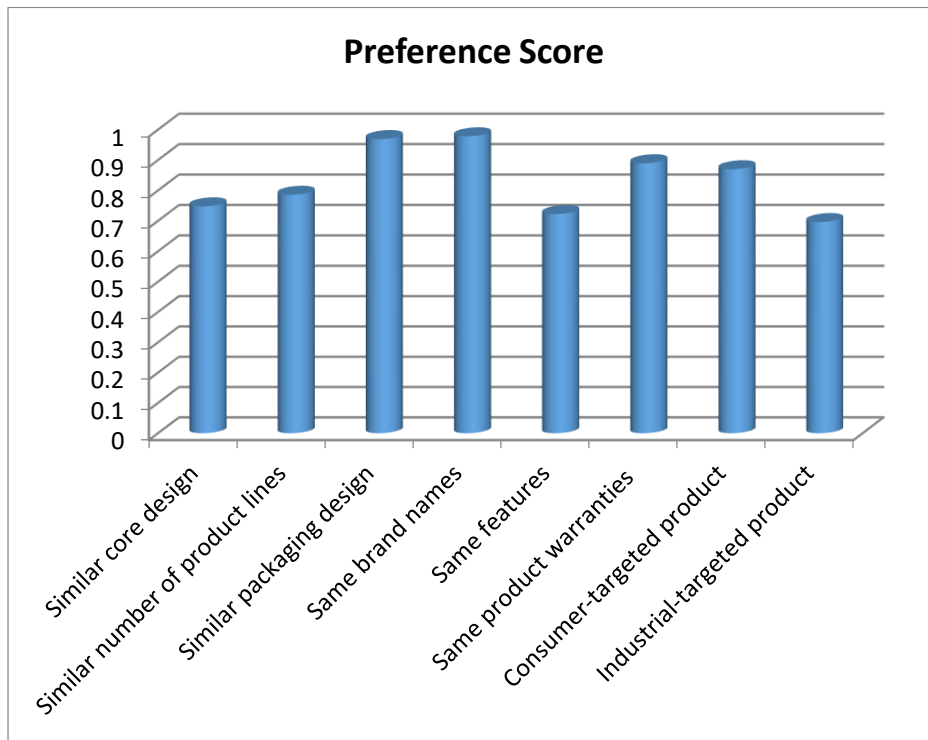
**FIGURE 3** Weighted normalized decision matrix

Figure 4 shows Weighted normalized decision matrix shows the Alternative: Standardized core product a series 1 , Factor Standardized peripherals a series 2, Consumer targeted product a series 3

**TABLE 5.** Preference Score & Rank

item	Preference Score	Rank
Similar core design	0.747611	6
Similar number of product lines	0.785819	5
Similar packaging design	0.968855	2
Same brand names	0.978009	1
Same features	0.722361	7
Same product warranties	0.889328	3
Consumer-targeted product	0.869639	4
Industrial-targeted product	0.696	8

Table 5. Preference Score & Rank shows the final result of this paper rank, Similar core design 6<sup>th</sup> rank , Similar number of product lines is 5<sup>th</sup> rank, Similar packaging design is 2<sup>nd</sup> rank , Same brand names 1<sup>st</sup> rank , Same features 7<sup>th</sup> rank Same product warranties 3<sup>rd</sup> rank, Consumer-targeted product 4<sup>th</sup> rank, Industrial-targeted product 8<sup>th</sup> rank. The final result is done by using the WPM method



**FIGURE 4** Preference Score

Figure 5 shows the preference Score for international marketing strategy Similar core design0.747611, Similar number of product lines0.785819, Similar packaging design0.968855, Same brand names0.978009, Same features0.722361, Same product warranties0.889328, Consumer-targeted product0.869639, Industrial-targeted product0.696.



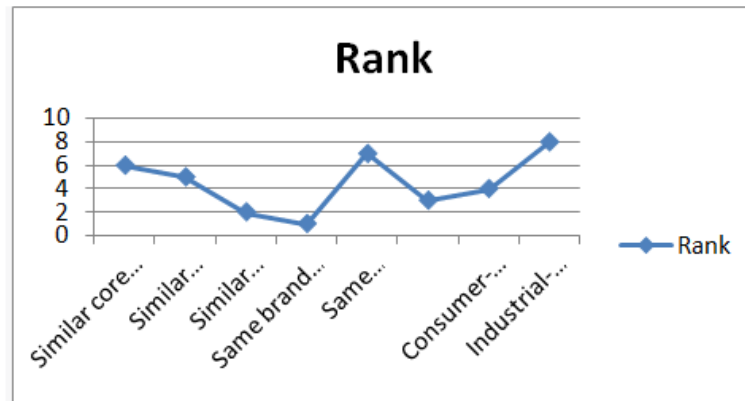


FIGURE 5 Ranks

The final conclusion of this article is depicted graphically in Figure 5, where international marketing strategy are ranked Similar core design six , Similar number of product lines fifth, Similar packaging design second , Same brand names are first, Same features seventh , Same product warranties are third, , Consumer-targeted product fourth Industrial-targeted product . The WPM approach is used to complete the task.

## 5. CONCLUSION

This definition succinctly highlights the distinction between domestic and international marketing. However, international marketing also encompasses the examination of customer characteristics and responses in both industrial and consumer sectors, as well as the management and company behaviors associated with marketing activities. In our research, we adopted Albaum and Peterson's (1984) definition of international marketing but expanded upon it. We defined international marketing as marketing efforts that pertain to goods or services crossing national borders, with a primary focus on reaching purchasers. To conduct our study, we utilized content analysis as the methodology. We first established the scope of the literary domain before commencing the content analysis. The selection criteria for articles prioritized scholarly research rather than managerial perspectives since our main objective was to understand advancements and trends in academic research. Moreover, we chose reputable publications renowned for producing high-quality research [30].

## REFERENCES

- [1]. Albaum, Gerald, and Robert A. Peterson. "Empirical research in international marketing: 1976–1982." *Journal of International Business Studies* 15 (1984): 161-173.
- [2]. Steenkamp, Jan-Benedict EM. "The role of national culture in international marketing research." *International marketing review* 18, no. 1 (2001): 30-44.
- [3]. Wind, Yoram, Susan P. Douglas, and Howard V. Perlmutter. "Guidelines for developing international marketing strategies." *Journal of Marketing* 37, no. 2 (1973): 14-23.
- [4]. Ford, David, and Leonidas C. Leonidou. "Research developments in international marketing." *New perspectives on international marketing* (2013): 3-32.
- [5]. Douglas, Susan P., and C. Samuel Craig. "On improving the conceptual foundations of international marketing research." *Journal of International Marketing* 14, no. 1 (2006): 1-22.
- [6]. Aulakh, Preet S., and Masaaki Kotabe. "An assessment of theoretical and methodological development in international marketing: 1980-1990." *Journal of International Marketing* 1, no. 2 (1993): 5-28.
- [7]. Tamer Cavusgil, S., and Yezdi M. Godiwalla. "Decision-making for international marketing: A comparative review." *Management Decision* 20, no. 4 (1982): 47-54.
- [8]. Clark, Terry. "International marketing and national character: A review and proposal for an integrative theory." *Journal of marketing* 54, no. 4 (1990): 66-79.
- [9]. Craig, C. Samuel, and Susan P. Douglas. "Conducting international marketing research in the twenty-first century." *International Marketing Review* 18, no. 1 (2001): 80-90.
- [10]. Katsikeas, Constantine S., Saeed Samiee, and Marios Theodosiou. "Strategy fit and performance consequences of international marketing standardization." *Strategic management journal* 27, no. 9 (2006): 867-890.
- [11]. Yaprak, Attila. "Culture study in international marketing: a critical review and suggestions for future research." *International Marketing Review* (2008).
- [12]. Poon, Simpson, and Colin Jevons. "Internet-enabled international marketing: A small business network perspective." *Journal of Marketing Management* 13, no. 1-3 (1997): 29-41.

- [13].Zou, Shaoming, David M. Andrus, and D. Wayne Norvell. "Standardization of international marketing strategy by firms from a developing country." *International Marketing Review* 14, no. 2 (1997): 107-123.
- [14].Zou, Shaoming, David M. Andrus, and D. Wayne Norvell. "Standardization of international marketing strategy by firms from a developing country." *International Marketing Review* 14, no. 2 (1997): 107-123.
- [15].Eid, Riyad, and Myfanwy Trueman. "The Internet: New international marketing issues." *Management research news* (2002).
- [16].Schroeder, Jonathan E., and Janet L. Borgerson. "An ethics of representation for international marketing communication." *International Marketing Review* (2005).
- [17].Sinkovics, Rudolf R., Elfriede Penz, and Pervez N. Ghauri. "Analysing textual data in international marketing research." *Qualitative Market Research: An International Journal* 8, no. 1 (2005): 9-38.
- [18].Keillor, Bruce D., G. Tomas M. Hult, Robert C. Erffmeyer, and Emin Babakus. "NATID: The development and application of a national identity measure for use in international marketing." *Journal of International Marketing* 4, no. 2 (1996): 57-73.
- [19].Whitelock, Jeryl, and Carole Pimblett. "The standardisation debate in international marketing." *Journal of Global Marketing* 10, no. 3 (1997): 45-66.
- [20].Cavusgil, S. Tamer. "Perspectives: knowledge development in international marketing." *Journal of International Marketing* 6, no. 2 (1998): 103-112.
- [21].Keillor, Bruce D., and G. Tomas M. Hult. "A five-country study of national identity: Implications for international marketing research and practice." *International Marketing Review* 16, no. 1 (1999): 65-84.
- [22].Soares, Ana Maria, Mino Farhangmehr, and Aviv Shoham. "Hofstede's dimensions of culture in international marketing studies." *Journal of business research* 60, no. 3 (2007): 277-284.
- [23].Theodosiou, Marios, and Leonidas C. Leonidou. "Standardization versus adaptation of international marketing strategy: an integrative assessment of the empirical research." *International business review* 12, no. 2 (2003): 141-171.
- [24].Lim, Lewis KS, Frank Acito, and Alexander Rusetski. "Development of archetypes of international marketing strategy." *Journal of International business studies* 37 (2006): 499-524.
- [25].Chung, Henry FL, Cheng Lu Wang, and Pei-how Huang. "A contingency approach to international marketing strategy and decision-making structure among exporting firms." *International Marketing Review* 29, no. 1 (2012): 54-87.
- [26]. Nakata, Cheryl, and Yili Huang. "Progress and promise: the last decade of international marketing research." *Journal of Business Research* 5.