عنوان فارسی مقاله:
استراتژی های هدایت کننده بازار: فراتر از موضعی سازی

عنوان انگلیسی مقاله:
Market driving strategies: Beyond localization

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک می‌باشد.
A firm’s ability to implement a worldwide business concept is an area of key concern for international managers (Elg et al., 2008; Kim & Hwang, 1992; Kumar et al., 2000). The aim of this research is to develop a greater understanding of the antecedents to market driving strategy in global firms. Most of the existing literature focuses on describing what market driving strategy is, but do not investigate what factors leads to market driving strategy. The present study highlights that configuration, knowledge, branding, and networking capabilities are antecedents to market driving behavior. Branding capability is particularly important for market driving behavior directed at customers and competitors. Networking is important mainly for market driving behavior directed at channel partners and the wider society. Configuration influences customer/competitor driving as well as channel driving behavior. Moreover, the findings suggest that localization is not necessary for success in foreign markets. A standardized market driving strategy is achievable in international markets.