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# **Marketing Issues in Transitional Economies**

**Edited by  
Rajeev Batra**

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On Transitional and Emerging Economies*



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# Marketing Issues In Transitional Economies

**Fuming Jiang**



## **Marketing Issues In Transitional Economies:**

**Marketing Issues in Transitional Economies** Rajeev Batra, 1999-08-31 As the markets in transitional economies open and grow major challenges and opportunities arise for multinational firms entering these markets local firms facing these new competitors and policymakers seeking to increase the ability of all firms to compete fairly and efficiently Yet despite the important questions transition economies pose for policymakers and companies seeking to enter and compete in these new markets there has been a relative absence of systematic research on these concerns This book seeks to fill a gap in the existing literature by offering a pioneering and comprehensive examination of issues that have developed as markets in transitional economies become more deregulated and open The countries discussed include China the Czech Republic Hungary India Poland Romania Russia South Africa and South Korea The topics covered are divided into five main sections and the individual chapters are written by some of the world s leading academic experts on these issues Most of the authors draw from freshly collected data in new studies of consumers and or firms in transitional economies After an opening section which discusses the marketing issues and challenges multinational and local firms face in transitional economies the next three sections offer detailed treatments of changing consumer behavior measuring and improving the marketing orientation of firms and implementing and managing distribution channels The fifth and final section is devoted to firm strategies and tactics examined variously from the perspective of multinational firms entering these new markets from the viewpoint of existing local firms facing new competitive challenges from global entrants and from the perspective of local firms seeking to establish themselves in foreign markets where they have not previously competed Most of the individual chapters are revised versions of papers originally presented at a conference sponsored by the William Davidson Institute which focuses on research related to emerging and transitional economies and have not previously appeared in published form Thus the book is a unique collection of cutting edge scholarship on the various aspects of marketing in transitional economies It will prove valuable reading to academics policymakers and international business strategists      *Marketing Issues in Transitional Economies* Rajeev Batra, 2012-12-06

As the markets in transitional economies open and grow major challenges and opportunities arise for multinational firms entering these markets local firms facing these new competitors and policymakers seeking to increase the ability of all firms to compete fairly and efficiently Yet despite the important questions transition economies pose for policymakers and companies seeking to enter and compete in these new markets there has been a relative absence of systematic research on these concerns This book seeks to fill a gap in the existing literature by offering a pioneering and comprehensive examination of issues that have developed as markets in transitional economies become more deregulated and open The countries discussed include China the Czech Republic Hungary India Poland Romania Russia South Africa and South Korea The topics covered are divided into five main sections and the individual chapters are written by some of the world s leading academic experts on these issues Most of the authors draw from freshly collected data in new

studies of consumers and or firms in transitional economies After an opening section which discusses the marketing issues and challenges multinational and local firms face in transitional economies the next three sections offer detailed treatments of changing consumer behavior measuring and improving the marketing orientation of firms and implementing and managing distribution channels The fifth and final section is devoted to firm strategies and tactics examined variously from the perspective of multinational firms entering these new markets from the viewpoint of existing local firms facing new competitive challenges from global entrants and from the perspective of local firms seeking to establish themselves in foreign markets where they have not previously competed Most of the individual chapters are revised versions of papers originally presented at a conference sponsored by the William Davidson Institute which focuses on research related to emerging and transitional economies and have not previously appeared in published form Thus the book is a unique collection of cutting edge scholarship on the various aspects of marketing in transitional economies It will prove valuable reading to academics policymakers and international business strategists

**MARKETING ISSUES AND CHALLENGES IN TRANSITIONAL ECONOMIES** RAJEEV BATRA,1996 *Marketing Challenges in Transition Economies of Europe, Baltic States and the CIS* Erdener Kaynak,Gopalkrishnan R Iyer,Lance A Masters,2014-04-08 Marketing Challenges in Transition Economies of Europe Baltic States and the CIS is a collection of conceptual and empirical articles on the developments of markets marketing orientation and marketing strategy in the transition economies of Eastern and Central Europe the Baltic States and the CIS This unique book includes conceptual frameworks and research studies that will illuminate topics such as marketing institutional development marketing orientation and foreign direct investment to help you gain a better understanding of the current and future roles of marketing in transition economies Marketing Challenges in Transition Economies of Europe, Baltic States, and the C.I.S. Gopalkrishnan R. Iyer,Lance A. Masters,1999 Marketing Challenges in Transition Economies of Europe Baltic States and the CIS is a collection of conceptual and empirical articles on the developments of markets marketing orientation and marketing strategy in the transition economies of Eastern and Central Europe the Baltic States and the CIS This unique book includes conceptual frameworks and research studies that will illuminate topics such as marketing institutional development marketing orientation and foreign direct investment to help you gain a better understanding of the current and future roles of marketing in transition economies **Marketing in Transition: Scarcity, Globalism, & Sustainability** Colin L. Campbell,2015-06-03 This volume includes the full proceedings from the 2009 World Marketing Congress held in Oslo Norway with the theme Marketing in Transition Scarcity Globalism Sustainability The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world This volume resents papers on various topics including marketing management marketing strategy and consumer behavior Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at

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**Diversity in Africa** Kurt April, Marylou Shockley, 2006-11-24 Africa s diversity is its greatest resource and challenge In this book leaders from business government academia and the voluntary sector discuss the implications of this diversity for leadership Throughout contributors relate organisational issues to the social political and cultural contexts and focus on the role of effective leadership

***Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications*** Management Association, Information Resources, 2014-12-31 As marketing professionals look for ever more effective ways to promote their goods and services to customers a thorough understanding of customer needs and the ability to predict a target audience s reaction to advertising campaigns is essential Marketing and Consumer Behavior Concepts Methodologies Tools and Applications explores cutting edge advancements in marketing strategies as well as the development and design considerations integral to the successful analysis of consumer trends Including both in depth case studies and theoretical discussions this comprehensive four volume reference is a necessary resource for business leaders and marketing managers students and educators and advertisers looking to expand the reach of their target market

**Brand Management in Emerging Markets: Theories and Practices** Wang, Cheng Lu, He, Jiaxun, 2014-06-30 This book provides valuable and insightful research as well as empirical studies that allow audiences to develop implement and maintain branding strategies Provided by publisher

**ECEI2009-4th European conference on entrepreneurship and innovation** Johan Breat, 2009

***The Chinese Business Environment*** Fuming Jiang, 2006-01-01 This unique annotated bibliography contains the most important studies of the Chinese business environment comprising almost 1000 references to articles published in English language journals in the past fifteen years or so The editors have sought to focus on those writings that deal fairly directly with the impact of the Chinese business environment on foreign firms doing business in China Each work is fully referenced in a standard format has a brief description of its subject matter and has been given a classification code ensuring quick and easy identification of all articles on any given subject This book will serve as a reference book for scholars and researchers of Asian studies China most particularly and international business Senior executives and middle level managers of multinational corporations who have been operating in or who wish to business in and with China would also find this a useful and rich source of information

**Emerging Markets and the Future of the BRIC Nations** Kelly Aceto, 2015-10-30 In 2008 it appeared that the BRIC nations economies would continue to provide growth opportunities for businesses of all kinds After a decade of unprecedented growth however Brazil Russia India and China have unexpectedly slowed In this innovative book expert

contributors diagnose and examine the factors that might be responsible for the changing trends in the BRIC and other emerging market economies and that may determine the future course of these economies and their prospects for sustained growth. This volume offers valuable insights into a wide range of issues pertaining to emerging economies that demand the attention of researchers and practitioners. In particular, contributors explore topics such as the importance of innovation, internationalization, trends of emerging market firms, sustainability, and social issues, market liberalization, and entrepreneurship, consumer behavior, and customer relations. Rigorous scholarly research, including empirical work and perspectives from emerging markets, make this an essential resource for doctoral students, business academics, and executives and politicians and policy makers involved in developing nations and their economies.

**Greater China in the Global Market** Yigang Pan, 2000. Learn the secrets of doing business successfully in China. From tips on how to run joint ventures with Chinese companies to research on the tastes of Chinese consumers, *Greater China in the Global Market* contains the most up-to-date information on business and marketing strategies in China. This volume brings you the practical advice and empirical research of top experts in the field, including John Farley of Dartmouth College, John Child of Cambridge University, and Rohit Deshpande of Harvard University. Tapping China's huge economy can be highly profitable, but only if you understand the subtleties of doing business in the Chinese culture. *Greater China in the Global Market* offers insider's views of *guanxi*, the Chinese concept of relationship that can make or break international business ventures in China, as well as the expertise in Chinese corporate and consumer cultures you will need to establish successful business strategies. *Greater China in the Global Market* presents a comprehensive view of the essential factors in marketing to China, including the difference in corporate culture between joint ventures and state-owned enterprises, the most effective ways to manage the value chain activities in joint ventures, the merits and limitations of various entry strategies, including umbrella companies, franchising, and contractual joint ventures, among others, the influence of risk absorption capability and risk dispersion mechanisms on the choice of entry mode, the factors that influence timing your entry into the market, the changing tastes of Chinese consumers, the correlation between brand consciousness and income in younger consumers, a thorough literature review of twenty years of marketing research on China. *Greater China in the Global Market* is a valuable resource for front-line marketing executives in China, as well as corporate decision makers in their headquarters at home. It is a must-read for academics and business practitioners with an interest in China.

**The Profit Impact of Marketing Strategy Project** Paul W. Farris, Michael J. Moore, 2004-11-04. This book was first published in 2004. Developments in strategic thinking and econometric methods alongside fundamental changes in technology and in the nature of competition argue the need for an in-depth but accessible assessment of the Profit Impact of Marketing Strategy's project. Here Paul Farris and Michael Moore gather together contributions from experts across the US and Europe to offer a retrospective analysis alongside innovative perspectives on future marketing strategy and performance assessment methods. Appealing to scholars and reflective

practitioners interested in fostering practical knowledge about business innovation and changes this book not only explores ways of thinking about and working with PIMS but also explores the unresolved issues arising from the original data As the business community renews its attempts to recreate the kind of inter firm cooperation that produced the PIMS project sharing many of the ideals this volume will broadly appeal

*Marketing Challenges in Transition Economies of Europe, Baltic States and the CIS* Erdener Kaynak, Gopalkrishnan R Iyer, Lance A Masters, 2014-04-08 *Marketing Challenges in Transition Economies of Europe Baltic States and the CIS* is a collection of conceptual and empirical articles on the developments of markets marketing orientation and marketing strategy in the transition economies of Eastern and Central Europe the Baltic States and the CIS This unique book includes conceptual frameworks and research studies that will illuminate topics such as marketing institutional development marketing orientation and foreign direct investment to help you gain a better understanding of the current and future roles of marketing in transition economies

**Marketing Issues in Western Europe** Erdener Kaynak, 2012-11-12 Be prepared for the differences in marketing across European borders Europe is not a uniform market Each country is comprised of differing marketing systems of varying importance *Marketing Issues in Western Europe Changes and Developments* clears the fog from marketing practices and strategic issues for this crucial area of the business world This detailed examination of Western European industries and marketing practices not only clearly explores the shifting trends within the countries described but can also be seen as a bellwether for neighboring regions on the continent Respected international experts provide an up to date inside look at what the pressing concerns are and what unique strategies work for business in various sectors The European Union's birth can be traced back to 1951 when six countries of Western Europe banded together to form what was then known as the European Coal and Steel Community Since then Western Europe has played a significant role as the nucleus for the important marketing trends and industry changes for the entire EU *Marketing Issues in Western Europe Changes and Developments* provides conceptual frameworks illustrative case studies deep analytical insights into marketing issues detailed empirical data and thoughtful propositions for future testing International business researchers business and marketing consultants developmental agencies and companies prospectively interested in investment will find this book to be crucial for making decisions involving marketing in the countries of the EU or the rest of the continent Chapters are richly referenced and several include tables and charts to clearly illustrate data *Marketing Issues in Western Europe Changes and Developments* includes a thought provoking look at the multidimensional state of marketing in Western Europe a probing appraisal of Pan European marketing with a proposed conceptual framework a review of the marketing consequences of internal market unification an exploratory study of marketing practice and market orientation a penetrating look at the role of domestic animosity in consumer choice detailed research describing price strategy in the EU an exploration of the impact of fear appeal in a cross cultural context and more *Marketing Issues in Western Europe Changes and Developments* is a probing examination of the dynamic

marketing developments in Western European countries to give you the insight needed to effectively prepare for the future

*Media in Process* Sai Felicia Krishna-Hensel, 2016-09-19 The post communist development of media systems has been uneven in the countries of the region Television and newspapers together with the emergence of social media have had great influence on the political debate in various countries Ownership of the media has been a factor in many instances The integration of traditionally isolated Central Eastern Europe into larger worldwide trends has fundamentally changed the way we look at the media in this region This volume proposes to address the transition of the media and communication industries in the contemporary period The contributions discuss among other things the obstacles that still remain for the media to play an effective watchdog role in the new democracies and whether the advent of the Internet and social media has helped or hindered the transformation to a powerful independent media The discussion further examines whether advertising agencies have targeted post communist citizens differently than those in Western European countries and if the media markets in the post communist region are fundamentally different than in Western Europe and North America A second focus of the volume is the media coverage of social issues like domestic violence which is intended to draw attention to these issues and influence policy in a more aware and open society This establishes the trend of post communist media following the example of western media practice The implications of the Central European media transformation for the newly transforming media markets in the post Soviet space suggest a new phase in the development of the medium The impact of global influences on regional expression is an important aspect of the political and social changes that are underway This volume makes an important interdisciplinary contribution in examining the development of the media

**International Digital Marketing in China** Lala Hu, 2020-03-16 This book examines key issues in international digital marketing in China from a theoretical and empirical perspective Divided into two main parts it begins with an analysis of China's cultural characteristics and business environment with a particular emphasis on the Chinese digital context The book goes on to present original empirical studies and an investigation into recent challenges and opportunities for international firms in the fashion sector With nearly 900 million internet users and an e-commerce market volume of over one thousand billion US dollars China is the world's largest digital market While this creates significant opportunities for international firms there are many factors to consider when approaching this market In order to understand the Chinese digital scenario the book analyzes the characteristics of local internet platforms and consumer patterns The book also presents a real world case study on a luxury retail firm operating in China Florentia Village and the results from a questionnaire on Chinese mobile shoppers On this basis it provides a conceptual framework and discusses the theoretical and managerial implications for international firms operating in China making it an enlightening book for scholars students and practitioners alike

*Business Challenges in the Changing Economic Landscape - Vol. 2* Mehmet Huseyin Bilgin, Hakan Danis, Ender Demir, Ugur Can, 2015-11-03 This book is the second of the two volumes featuring selected articles from the 14th Eurasia Business and Economics conference

held in Barcelona Spain in October 2014 Peer reviewed articles in this second volume present latest research findings and breakthroughs in the areas of General Management Human Resource Management Marketing SMEs and Entrepreneurship The contributors are both distinguished and young scholars from different parts of the World Handbook of Marketing Barton A Weitz, Robin Wensley, 2006-08-11 NEW IN PAPERBACK The Handbook of Marketing is different that Barton Weitz and Robin Wensley are its editors should suggest something out of the ordinary A glance at the contributors e g Wilkie Webster Day Shocker Keller Hauser Winer Stewart Parasuraman Zeithaml puts the matter to rest The Handbook is an extraordinary effort The blurb on the dust jacket is an understatement the Handbook will be invaluable to advanced undergraduates graduate students academics and thoughtful practitioners in marketing the book is far more than that in short the Handbook is probably invaluable to all academic researchers Journal of Marketing Handbook of Marketing is a rich compilation of thorough reviews in the field of marketing management The editors have selected premier marketing scholars and have given them the opportunity to examine their area of expertise in a format much less confining than those provided by the major journals in the field The authors have taken this opportunity and have done an outstanding job not only of reviewing and structuring the extensive body of thought in many major areas of marketing management but also of providing valuable suggestions for further research They have brought together major contributions from the field of marketing and from other related disciplines I strongly encourage marketing scholars to consider Handbook of Marketing The text will certainly appeal to those with interests in marketing management it may also be useful to those who are more focused on methodological issues but interested in topics that need additional rigorous investigation In summary Weitz and Wensley should be congratulated for the excellent work in developing Handbook of Marketing The book fills a major void in the marketing literature on marketing management and will serve the discipline for many years to come Journal of Marketing Research This text achieves the rare goal of covering marketing clearly and deeply with no unnecessary examples or pretty pictures For the enquiring mind it is a wonderful link between a basic knowledge of marketing concepts and a grasp of where research in marketing is taking us Ken Simmonds Emeritus Professor of Marketing and International Business London Business School The Handbook of Marketing presents a major retrospective and prospective overview of the field of marketing and provides a landmark reference at a time when many of the traditional boundaries and domains within the marketing discipline have been subject to change A high calibre collection compiled by an international and extremely distinguished advisory board of marketing academics With contributions from leading scholars in the field each covering the latest research issues in particular areas of expertise Each chapter provides the necessary background for study and research of specific empirical and theoretical topics in marketing The Handbook of Marketing will be invaluable to advanced undergraduates graduate students and academics in marketing International Advisory Board Sonke Albers Christian Albrechts University of Kiel Germany Erin Anderson INSEAD France Rick Bagozzi Rice University USA Patrick Barwise

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This book delves into Marketing Issues In Transitional Economies. Marketing Issues In Transitional Economies is a vital topic that must be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Marketing Issues In Transitional Economies, encompassing both the fundamentals and more intricate discussions.

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