

centralized organizational structure, managers should focus more on developing the learning capability to increase the firm's responsiveness. When faced with a less formalized organizational structure, managers should invest more into the sensing capability to increase responsiveness. When faced with a less specialized structure, managers should focus on nurturing and developing the reconfiguration capability to increase responsiveness. On this point, assigning cross-functional work to employees increases the impact of reconfiguration capability on responsiveness [2].

Therefore, the type of organizational structure affects the work of the organization. Organizational structures often need to change as companies expand around the globe. Research has demonstrated that organizational structure affects organizational performance, influences individual-and team-level outcomes, job satisfaction, team innovation, organization-based self-esteem, and learning [2].

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THE IMPACT OF CULTURE ON THE GLOBAL MARKETING STRATEGY

Culture is a key pillar of the marketplace. The success of international marketing activities is to large extent driven by the local culture which may act as barriers or opportunities. It is not always easy to know what to do or what to say when your target audience is on the other side of the planet. So it is important to know the audience well and understand the nuances that distinguish them from their neighbors. Besides just a question of language, business culture varies greatly from one country to the other. Thus companies need to adapt to a global economy in order to stay competitive.

If the company is aiming to expand globally, content must be carefully crafted to have maximum impact on the targeting culture. Marketers must consider the consumer behavior as it relates to demographics, interests, education, career and

identity. A global content marketing strategy also requires awareness of different languages and cultural norms to connect with diverse audiences. They should pay a greater attention on translation of the content, cultural perception of color and imagery, format and tone, pricing, distribution and promotion of the product.

A lot of companies make the mistake of translating their content verbatim. While the translation may be technically correct, there is the possibility that the context or connotation is not. Even product naming can lead companies into trouble, as one word may mean something entirely different in another language. It is also necessary to be aware that certain colors or symbols perceived differently in various cultures when designing images and logos to build international business. Finding the right tone for brand and audience can be challenging in cross-cultural environment. It should be kept in mind all the grammatical and spelling rules, the usage of the appropriate words or jokes, etc. When deciding to expand to an international audience, companies must do more than research the local market. In order the product or service to be successful in many countries, the type of content for the website or blog should reflect buyer's persona and traits and as well as reflect a cultural awareness and the connection between the consumer and brand. Customers' willingness to pay for product varies across cultures too. Products that are perceived as good value in one culture may have little or no value in other cultures. To some high price is often a signal of premium quality, which is not usually the same perception in the other countries. Cultural variables may also dictate distribution strategies. Retailers must often be very attentive when entering the foreign market. Promotion is the most visible within marketing elements. Culture will typically have a major influence on a firm's communicating strategy. At the same time advertising can often be powerful tool to change cultural mindsets or behaviors of local consumers.

Thus we can assume that culture is an important part of any society; a powerful force that will affect the level of market demand for the product, consumer behavior and preferences in the local market. Cultural diversity brings along an immense richness. Cultural changes may open new market opportunities. At the same time cultural diversity also poses enormous challenges to international marketers. That is why only the knowledge of cultural differences with the right dose of cultural sensitivity and hard work can lead to success.

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