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KEYNOTE: Globalization and its impact on marketing strategies

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Globalisation and its impact on marketing strategies of firms

Professor Pervez N. Ghauri

The purpose of this talk is to examine globalisation and discuss its impact on policy makers and firms. Our analysis suggests that differential pace of globalisation across global markets presents a number of challenges to policy makers at local and national governments and international institutions. Multinational Enterprises, on the other hand, are exploiting the new opportunities and are making increasingly sophisticated decisions to reorganise their value chains and marketing strategies. This includes fine slicing of their activities and finding optimal locations for each activity as well as to find markets for their products all over the globe. We will particularly look at the emergent marketing strategies and how these are reshaping our consumption behaviour and society in general.