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Mega Journal of Business Research

SPECIAL ISSUE ON

International Marketing Research Facing Changes in the Global Environment

Modern companies have easier than ever access to consumers around the world. Increasing globalization resulting from the facilitation of trade and removal of barriers to information flow is the main evolution agent of international trade. On the one hand the progressive economic integration of many countries and the growing possibility of using the latest technologies are related to the increasing involvement of companies in the business in international markets. On the other hand, these environmental factors, as well as recent economic and political crises all over the world, are a constant challenge for companies planning and conducting marketing activities in foreign markets. Corporate expansion in new geographical territories requires companies to gather information on new markets. Knowledge about a new marketing environment and different consumer behaviour patterns conditions the successful implementation of marketing strategies in overseas markets. Marketing activities in international markets require companies to identify and take advantage of the opportunities offered by the business environment and, simultaneously, to avoid or mitigate the existing threats. Importantly, it is not only necessary to analyse the environment at a given time and place, but also to monitor and predict changes in that environment. Sufficient knowledge in this area can be gained through marketing research studies which link the company to its international market environment.

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Suitable topics include, but are not limited to, the following:

1. Issues related to research of:
 - demand, buyers needs and consumer behaviour in international markets,
 - competitors in international markets,
 - components of macro environment (demographic, economic, cultural, political, technological, natural) affecting marketing activities of companies in foreign markets;
2. Research related to planning and implementation of marketing tools in international markets;
3. Process of planning and conducting international marketing research:
 - Emic and Etic approaches to conducting studies in international environment,
 - comparability and equivalence of research methods;
4. Convergence and divergence in culture as a challenge in international marketing research;
5. The role of new technologies in international marketing research:
 - advantages and disadvantages of Internet surveys,
 - the use of social media and mobile devices in research,
 - Big Data analysis.

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