

# **Impact of Culture on Marketing Mix**

**Resource Person : Dr. M.S. Verma**

**Date : 23 February, 2023**

**Venue : C-003**

## **Resource Person Profile :**

Prof. M.S. Verma is emeritus professor , who was the first vice –chancellor of Jagannath University, Jaipur. He has been associated with Jagannath Gupta Memorial Trust for more than two decades.

He is a doctorate in management and has written many articles and papers that have been published in some of the renowned national and international journals and magazines . He has authored many books on management and has guided more than 100 Ph.D scholars .

## **Lecture Highlights :**

Prof. Verma initiated the lecture by quoting Professionals err when thinking that, in today's shrinking world, cultural differences are no longer significant. It's a common mistake to assume that people think alike just because they dress alike; it's also a mistake to assume that people think alike just because they are similar in their word choices in a business setting. Even in today's global world, there are wide cultural differences, and these differences influence how people do business. Culture impacts many things in business, including

- The pace of business;
- Business protocol—how to physically and verbally meet and interact;
- Decision making and negotiating;
- Managing employees and projects;
- Propensity for risk taking; and Marketing, sales, and distribution.

He concluded the session advising the students that it is critical to understand the history and politics of any country or region in which you work or with which you intend to deal. It is

important to remember that each person considers his or her “sphere” or “world” the most important and that this attitude forms the basis of his or her individual perspective.







