



# **HOW GLOBALIZATION MAY INFLUENCE THE STANDARIZATION OF INTERNATIONAL MARKETING STRATEGIES**

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## ABSTRACT

The intent of this research is to provide the understanding about the globalization influence the standardization of international marketing strategies along with the cultural phenomena and problems in account of whole gamut, specially focused on the generic strategies of the international marketing in global workplace.

The research magnifies the issues and causes of the international marketing strategies. The study also identifies that when and how the performance of a firm gets derail and the role of building alternate strategies and their methods.

In the means of research instrument, the approach of research methodology is a combination of comparative analysis and the usability of observational study in order to generate the desired results.

This paper is carried out a research contained three parts. First part covers the generic strategies and managerial characteristics. Second and third part seeks to measure on three key points such as globality of industry, resources of internationalization, and globalization standardization.

Key words, globalization, international marketing strategies, generic strategies, managerial factors

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