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UTICAJ KULTURNE RAZNOLIKOSTI NA INTERNACIONALNI MENADŽMENT I MARKETING

Dvadeset prvi vek je vek promena i dinamičnosti koje se teško mogu predvideti. Upravo filozofija menadžmenta i marketinga, kao i uticaj kulture predstavljaju ključne oblasti koje daju najveći doprinos u iznalaženju efikasnih metoda i rešenja značajnih za dalji progres i prosperitet u internacionalnom biznis okruženju. Savremeni trendovi ukazuju da globalno tržište predstavlja novu arenu za internacionalno orijentisane kompanije i menadžere. Zato se postavlja nužnost potrebe za adaptiranjem na promene u okruženju uz izazov rešavanja konflikata između privrednih, političkih, kulturnih, tehnoloških, pravnih sila u cilju postizanja uspeha.

Istraživanja u oblasti poslovno specifičnih i kompanijski specifičnih praksi i primena savremenih naučnih metoda u menadžmentu i marketingu pokreću pitanja o učinku modela biznisa „sa ukorenjenom lokalnom kulturom“. Komparativni pristup i analiza uticaja kulturne raznolikosti ukazuju na specifičnosti u praksi menadžmenta i marketinga u američkom sistemu biznisa (orijentacija ka profitu, konkurencija, profesionalizam, individualizam), japanskom sistemu biznisa (dugoročni razvoj, kvalitet, kolektivizam, konsenzus) i evropskim biznis sistemima (orijentacija na međuljudske odnose, rukovođenje internacionalnom različitošću, interno pregovaranje). Komparativna istraživanja ukazuju da primena savremenih naučnih principa je u praksi u 95 procenata identična u svakom od tri dominantna modela (američkom, japanskom, evropskom) ali da se u pet ključnih procenata razlikuje. Pod uticajem globalizacije, upravo to ukazuje na činjenicu o neophodnosti izučavanja uticaja kulturne raznolikosti kao značajne dimenzije homogenizacije u oblasti internacionalnog menadžmenta i marketinga.

Ključne reči: Kulturna raznolikost, menadžment, internacionalni marketing, internacionalni biznis, internacionalno okruženje, globalizacija

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INFLUENCE OF CULTURAL DIVERSITY ON INTERNATIONAL MANAGEMENT AND MARKETING

The 21st century is the century of changes and dynamicity that are not easy to predict. That is why the philosophy of management and marketing, so as the influence of culture are main fields that are mostly contributing to finding the efficient methods and solutions significant for further progress and prosperity in international business environment. Modern trends show that global market is a whole new arena for internationally oriented companies and their managers. That is why it is necessary for those who operate on international market to adapt to foreign environments and skilfully solve conflicts between political, cultural and legal forces with the aim of achieving success. The researches in the field of business-specific and company-specific practices, as well as the application of the scientific methods in management and marketing raise questions about efficacy of business model “with the local culture that is ingrained“. Comparative approach and analysis of the influence of cultural diversity indicate some specificities in management and marketing practice in American business system (focus on profit, competition, professionalism, individualism), in Japanese business system (long-term development, quality, collectivism, consensus) and European business system (focus on human relations, managing the international diversity, internal negotiation). Comparative researches shows that, in practice, the applications of modern scientific principles are 95% identical in each of three dominant models (American, Japanese, European) but that still there are 5% that make all the difference. Under the influence of globalisation, that is exactly showing the fact about necessity of studying cultural diversity as a significant dimension of homogenisation in the field of international management and marketing.

Key-words: cultural diversity, management, international marketing, international business, international environment, globalisation

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