

# Cultural Adoption of Global Markets

## Executive summary

Some organizations decide to expand their activities globally because they are motivated by economies of scale, economies of scope and low-cost production factors. However, an organization's entrance into a new market is not an easy task, and it is composed by the following four steps: domestic, international, multinational and global. Additionally, a company aiming international development faces cultural interference on its products/services, so this study aims to demonstrate how these differences influence the activities of an organization. In this context, the purpose of this paper is to analyze how the outcomes of an organization are adapted to attend different demands around the world.

Therefore, changes that organizations have to go through to ensure a successful entrance into a new culture are the basis of the present paper. For example, the relation among culture, outcomes and organizational structure is illustrated to demonstrate the impact of cultural aspects in an organization's activities. In order to understand the cultural impact in the process of international development, there is a revision of concepts related to global expansion. Moreover, some real cases are addressed to illustrate organizations' reaction towards different cultural aspects.

These procedures clearly identify the approach used in this study. As a result, it is clear that the adaptation process is one of the ways that organizations can use to expand their business and also guarantee that their products will be coherent with the demand of the most varied cultures in the world. On the other hand, standardization of processes contributes to the development of standard operations, which will facilitate the coordination of company's activity around the world. In short, the cultural adaptation process has proved itself as an important aspect for global expansion, and it also represents an important advantage towards competitors. It is essential to analyze how cultural differences can operate as an ally instead of a threat and to use it creatively in order to assure a place in the global scenario.