

MARKETING IN POLAND IN CONTRAST WITH INDIA, IRAN, AND ITALY

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Poland stands out to be conducive for international business owing to a number of factors that distinguishes it from other nations in marketing. It has an established and steady political environment and presence of good economic reforms which have greatly shot up its marketing. Political atmosphere is a major aspect in the success of a business in Poland compared to other countries.

Poland and Iran

Countries that are marred with violence, constant killings, and displacement of people cannot fairly grow in its business transaction as those that are peaceful. The recruitment and selection of staff, staff morale and motivation at work, legislations and staff conducts are greatly affected by these instable conditions of the nation in Iran unlike in Poland where winds of peace promote business. Marketing strategies of Poland are much better than those of Iran because of the prevailing peaceful atmosphere. Iran has not had a politically stable environment and this has led to the decline of its marketing industry. Economic reforms are formulated and brought into practice by the leaders but this can only happen when there is peace. These economic reforms are what form the basis in strategies and methods that will be deployed in marketing country's products both locally and internationally (Gilbert, 2003:34).

Poland and Italy

In Italy, selection and recruitment of personnel who works in marketing agencies is based on creativity. The advertising companies are purely creative in ensuring that their brands sell. The management focuses more on creative abilities of the employees so that the marketing strategies employed are designed in such an attractive manner that catches the eye of the target group (Cateora, 2007:121). In Poland, focus is on punch lines and wordings and the employees

working in such organisations are trained on how to convince the customers through verbalised or written words.

In Poland, many managers in different organisations hire college and university students who have completed their courses in marketing. This selection and recruitment style is different compared to countries like India, Italy, and Iran where managers seek after experienced staff to hold their marketing offices. Once the fresh graduates are absorbed, they are retrained and oriented according to the organisations' framework and given a go ahead for the work. This is different compared to other countries where managers rush for already experienced staffs who they consider have a vast and extensive experience in the marketing world. In one way, this could be an advantage but in Poland's system, the young, vibrant, and fresh workers have great visions and desire to achieve more. For example, the fresh graduates want to prove people that he/she mastered the concepts needed to perform certain operations (Paul and Kapoor, 2008:59). The drive in fresh workers is greater than those in people who have been in that field for long.

Poland and India

India takes a different dimension in business management compared to Poland. Aspects such as motivation of workers are affected by the style that most corporate managers in India have adopted. In Poland, the leadership style is more of an all-inclusive team play while in India, the boss or a manager stand from high authority podium where he/she commands orders that the junior officers follow (Jain, 2005:327). Motivation of personnel in such cases is greatly diminished as participation is lowered. In Poland, motivation is achieved through the style of free interaction and democratic leadership style that enables the leaders or management to be available for consultations. These two styles clearly distinguish the two countries. Motivation levels and passion for work determine the outcome of marketing efforts that workers put. The

difference in the management can, to a great level, be attributed to the different cultures that these two countries have.

In conclusion, it is worth mentioning that modern marketing should be based on rapid, flexible planning, in the centre of which there should always be a consumer. Initiative, ambitious companies are more focused on creating needs and satisfying them than simply responding to the need.

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