

SUGGESTIONS

Based on the case study discussed above, I conclude with some suggestions to improve the cross culture research. In my opinion, training in cross-cultural competency is needed. Language competency and personal relationships are invaluable for the global businessperson. In this case study, we can see that since some of the marketers from Road Tracker who flew in to observe the Australian focus group were not proficient in English, they employed a translator to sit in the viewing room with them to translate from English into Korean. Not all words can be directly translated, of course, as concepts, phrases and individual words in one language do not necessarily have a direct literal equivalent in another language. This is particularly the case with language that has a completely different linguistic history and structure and is grounded in quite different cultural traditions. This posed difficulties for the translator, and it was much more problematic than it had been for the translator employed to translate the Beijing groups from Mandarin into Korean. So, we recommend an increasing number of MBA programs require students to learn one or even two foreign languages. Speaking more than one language is a strong selling point for recruiters who feel that knowing another language allows employees to operate more effectively on global assignments.

Besides that, the global tyre market is dominated by the global brands such as Dunlop, Firestone, Pirelli, Michelin, Bridgestone, Goodyear, Hankook, Yokohama, Continental, Kumho, Toyo and others. It is an extremely competitive market, with both business-to-business customers and consumer customers who have choices when it comes to replacement tyres. In my opinion, to establish a popular and strong brand in global market, the Road Tracker has to build up a significant impression to potential consumer. Road Tracker can strongly promote their products through Internet and social networking. For example, people around the world today have a Facebook account. Thus, Road Tracker can create their own page in Facebook to promote their products such as illustrating the feature of their products, teaching customer how to maintain the tyre, explaining how the tyre should be replaced within a few years and so on in order to increase brand exposure and also creating a good image.

said to have faced many changes over the last decades, which primed the economy and citizens for a surge in individualism now, and enhanced their pride in the ability to afford and buy luxury items.

There are some problems with this when conducting research overseas. Westerners come with a lot of preconceived ideas about what to expect during their time in Korea. As with anywhere else, it is best to keep an open mind about a foreign country's culture and customs, since they can be exceptionally different from many traits of Western culture. Most people who come to Korea with an open mind often end up staying for much longer periods of time than originally planned. Korea is a great place to learn a new culture, see historical and unique places, try new food, learn a new language, get involved in a martial art, take up meditation, meet new friends from all over the globe, have a respectable job, save money, and immerse yourself in all the other facets of life that are distinctly Korean. In the West, we put emphasis on status mostly based upon material items that someone possesses. In Korea, materialism is prevalent, but age, gender, and how you earn a living are of the upmost importance.

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