



Organizational Communication-An element in designing International Marketing Strategy

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Abstract

At the present time, the world is witnessing a huge revolution in the communication field which is part of the contemporary technological revolution and one of its fruits this revolution has resulted in a series of political, social and economic challenges in the light of the modern global economic situations, especially with the emergence of the economic blocks and the international competence. The study is going to discuss the Organizational Communication- An element in designing International Marketing Strategy. This research seeks to know the strengths, weakness, opportunities and threats specific to communication and the companies' internationalization strategy, and the attempt to show the dimension added by communication technology development in the field studying the communication and the companies' internationalization strategy. The study concluded that the interest by the companies in the international marketing is increasing, especially regarding the strategies, and exploiting the marketing opportunities in the external marketing to confront the competition and challenging it.

keywords: Organizational communication, communication satisfaction, organizational behavior, behavioral performance, marketing.

Introduction:

At the present time, the world is witnessing a huge revolution in the communication field which is part of the contemporary technological revolution and one of its fruits this revolution has resulted in a series of political, social and economic challenges in the light of the modern global economic situations, especially with the emergence of the economic blocks and the international competence. The spread of the multinational companies and the new roles of the global organizations the most prominent aspects of the globalization is the rapid growth in the capital flows and the international trade, and the increased



importance of the services in both the trade and the foreign direct investment the integration of the production and marketing processes at the global level.

New relationships have begun to appear as a result of the changes in the global economic environment which their aspects began to mature and influence the commercial and financial flows Internationalization phenomenon became today a logical and real issue for the economic establishments as a means to enter the international markets, and the increasing role of the multinational companies, liberalization of economy and the international trade these change place in front of the establishments and our countries a set of challenges should be dealt with to avoid and to get rid of them to confront these challenges, the establishments should impose their interests, and protect the horizons of their development.

Statement of the research Problem:

Research problem appears from admitting the presence of global and radical economic transformations predicting the birth of new economy based on qualitative production elements, represented in time, knowledge and technology this has imposed rethinking about the different economic strategies, above all the marketing strategies.

The increased problem of marketing and internationalization is linked with analyzing the new events on the global and international arena, the events that have accompanied the deep changes in the multinational companies in the goals, concept and importance that accedes all the estimates at the theoretical level, and relative to the neoclassical theory.

This research seeks to know the possibility of generalization or changing the companies' communication by advertising, announcement, promotion and marketing at the international level, or it is possible to unify the international communication means in this field? And what are the reasons for emerge to the mutual marketing activities at the international level?

Significance of the Research:

Significance of this research stems from the modern economy being basically service and consumption economy, this requires the care and interest in satisfying such needs and wishes, by the saying the demand creates the supply to achieve that, it is important to pay special care about the marketing strategies which consider such radical transformation in the marketing concept.

Research Objective:



This research seeks to know the strengths, weakness, opportunities and threats specific to communication and the companies' internationalization strategy, and the attempt to show the dimension added by communication technology development in the field studying the communication and the companies internationalization strategy.

Research Methodology:

The descriptive analytical method is adopted in this research, by collecting data from the available sources, also content analysis of the theoretical information and the available studies, books, periodic, publication, Journals and related researches to the study, in order to know the importance of communication and companies internationalization.

Integrated Marketing Communications:

Most of the communication activities in the traditional marketing are unidirectional, which means the companies design and send their messages to the targeted public to create awareness or influence on the buying motives while the integrated marketing communication is used to build dialogue between the institution and the public, it is mostly two-way communication, used for all products, whether goods or services or ideas integrated marketing communication is considered one of the modern communication applications that represent the integrative value in the communication phenomenon, it is defined as modern administrative strategy, it is untraditional and untypical, based on integrating and merging the announcement and the promotional elements, such as the personal sale, sales activation, public relations and advertising used by the marketers to communicate with people.

This concept combines between the information interventions, education, cooperation, commercial processes, design and feedback, incentives systems to improve the business performance in order to reach the optimal organizations (Al-Ameen, 2008, P: 203). Companies use a mix of these functions differ inside the integrated marketing communication program according to the strengths and weakness of each communication tool, and the extent to achieve the desired goals relevant to the targeted public. (Shaima, 2006, P: 173).

Marketing Activity Internationalization:

Internationalization phenomenon is the dominant feature in the 1960s. The trend towards Internationalization is not specific to the commercial exchanges, rather marketing the activity with the

development of the European markets internationalization in the general concept is the extensive economic relationships between the countries.

We find that marketing Internationalization means invading or entering new markets outside the borders of the mother country or the original country motives for Internationalization of the marketing activity outside the country are: **(Bkhalpah, 2007: 38-45)**.

- 1- The urgent need for the companies to follow-up their clients and granting them a group of services which have competitive advantage.
- 2- Care and follow-up the customers by the companies related to competition between the international and local companies.
- 3- The decision to establish these marketing units is related to financing the international trade.

There are several reasons behind Internationalization of the marketing activity:

1. The desire for growth and expansion in the direct international investment through opening new branches in foreign countries.
2. To benefit from the incentives and the privileges granted by the host countries and some tax free.
3. Reduced costs.
4. Avoiding the risk through markets diversification.
5. Growth of the international financial and monetary market.

Marketing Strategy and the International Competition Challenges:

“Marketing is considered the vital and exiting field related to the daily life and reality, it represents one of the contemporary challenges for the businesses and the public activities at the local and international level”. **(Tawfeeq, 2001, P: 9)**

Marketing is no longer limited to selling, advertising announcement and promotion, it became an integrated activity characterized by complexity, and needs scientific principles and rules to set the effective strategies and making the decisions based on the analytical and precise vision of the available marketing opportunities, and the environmental forces influencing the available sources.

The importance of marketing is increased at the local and international level and became to represent one of the development and progress factors at the businesses level and the national and international economic level some of the most important global transformations encountering the businesses

establishments these days and impose pressures on them towards change and development (**Tawfeeq, 2001, P: 10**).

1. GAT convention, which includes the reduction of the severity of the imposed constraints on the global trade.
2. The Huge Economic blocks.
3. The emergence of East Asia countries as strong competitor at the global arena.
4. The increased interest in information technology and the rapid developments in their field.

Modern Developments in the Marketing Strategies:

Those who set the marketing strategy in the current situations are facing many challenges and difficulties should be overcome or at least be ready for them in order for the organization to succeed and survive these situations should be determined, which represent in the general climate, and the organization's internal and external conditions, such as the challenges and difficulties, including the opportunities and the earnings, in addition to determine the relevant strategies by having the knowledge about these conditions, (**Al-Azhari, 1999, PP: 13-20**).

1. Internal conditions and challenges.
2. External conditions and challenges, which can be classified into two group:

First Group: Relating to the work conditions (the market which directly affecting and effected by the organization's basic operation, such as the owners, suppliers, the local community, competitors and the clients.

Second Group: Relating to the society conditions and to the international environment, such as globalization, liberalization of the international trade, electronic commerce, economic crises, global technological transformations, and environmental issues and problems.

Marketing Strategies:

The deep analysis of the surrounding conditions places the organization in front of two difficult options: setting the strategies through which the organization can continue and survive, or searching for strategies that correspond with the surrounding condition these strategies are (**Ali, 2000, P: 168**).

1. Product's short life circle strategy:

It is known that the product life circle starts with the birth of the product's idea and ends with its death. It is the period between its birth and withdrawing it from the market late in its maturity stage, to change it with other new products.

The importance of such proposed strategy can be summarized in the following sides:

1- From the competition side- If the company enjoys manipulation position, cannot stay in the current conditions with the rapid changes and the severe competition.

Regarding the EnvironmentThis strategy can serve the goal preserving the environment, through replacing the harmful products to the environment by other un-harming products.

From the technological side: The rapid increase in the scientific and technological achievements provide the better and less costly alternatives, more effective and more saving in the scarce economic sources from the local and international economic transformations.

The contemporary economy became radically differ from the previous situations. The new economy became knowledge economy. The option the product's short life-cycle strategy became primitive since it pays attention to the time element in the economic activity (Al-Azhari, 1999, p: 134).

2- Marketing activity internationalization strategy:

Points of view that the” international trade is going rapidly towards liberalization from the different constraints imposed by the countries and organizations. So the openness of the global markets and the free movement of people, money, and goods will encourage the organization to invade new markets to spread the superiority of the product to occupy an increasing share from the global markets”. (Al-Azhari, 1999, P: 135)

3-Increasing Transformation Strategy towards Electronic Commerce with important influences practiced by the electronic trade on the marketing process through the following transformations.

- a- Effect of the electronic commerce on the organization.
- b- Effect of the electronic commerce on the markets.
- c- Effect of the electronic commerce on the consumers.
- d- Effect of the electronic commerce on the cost of the marketing activities.

4- Increased interest in the distribution role:

The increased local and international competition as a result of the markets openness and the spread of the electronic commerce and the available information can increase the non-price competition importance, such as the distribution function, and the increased interest in the electronic distribution.

5- The increased role of the promotion and advertisement:

Advertisement and promotion function became one of the most important function within the current situation and the severe competition. Since this function proved its important influences, not only on the present and prospected clients, but also on the competition and the environment in which the company work in it generally (Ali, 2000, P: 259).

Discussion and results:

The conclusion is that the interest by the companies in the international marketing is increasing, especially regarding the strategies, and exploiting the marketing opportunities in the external marketing to confront the competition and challenging it, and how to adjust with the marketing environment marketing activity is a good opportunity for the companies working in the marketing, promotion and advertising fields, and for the marketing system as a whole.

Conclusions:

Through this research the following conclusions have been reached:

- 1- The most important connection aspects between international marketing and international trade represent in.
 - a- International trade is one of the basic fields of the international marketing.
 - b- Both the international trade and international marketing theories address the topic explaining the reasons for the international exchange.
- 2- Both the international businesses and the international marketing agree with the idea the need for analyzing and explaining the international exchange based on the companies, not on the base of the states.
- 3- The most important difference between local marketing and international marketing is the different marketing environment.
- 4- Information became part of the company's strategic power.
- 5- The objective of the strategic alliances is to rise the strategic capabilities of the alliance parties, and to reduce the costs, and achieving the competition degree.



Recommendations:

The following recommendations can be introduced:

- 1- Coordination between the companies working in the advertising, promotion and marketing to make their businesses integrated taking into account the conditions of each company.
- 2- Reaching integration and enhancing the capabilities to compete internationally, to be able to follow up globalization and interring competition with the global blocks.
- 3- Since the global competitive environment changes continuously and the risks increasing. This calls the necessity for searching for strategies partners or alliance to confront these risks.

This can be achieved through participation in exchange of experiences, technology and capabilities the importance of benefit from the available fixed costs in maximizing the earnings finally, avoiding risks from the direct foreign capital.

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