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IMRPS and Advancing International Marketing Education and Management

Li Menglin*, Wang Ying, Dong Jian, Zhao Xinhong

Department of Marketing Area, Lincoln University, 47301 Petaling Jaya, Selangor D. E., Malaysia

*Corresponding Author's E-Mail: Limenglin_007@outlook.com

Abstract

International Marketing Research Projects (IMRPs) are growing in importance, and it's crucial that academics and students grasp the concerns and challenges involved in conducting them. Companies can learn the most about their current and potential clients through marketing research. When considering international expansion, businesses must take into account the ways in which international market research differs from domestic or regional studies. Many academic researchers and students utilise IMRPs in an effort to aid CEOs in making international business decisions. With this paper, hope to contribute to the field of International Marketing (IM) education by laying out a map for scholars embarking on International Marketing Research Projects (IMRPs) and drawing attention to the unique difficulties of such projects. These factors must be carefully studied in order to generate high-quality international market research that can effectively back up managerial judgements.

Keywords: *IMRP; IM; International Expansion; Managerial Judgements*

Introduction

The globalisation of business has accelerated in recent years. Businesses and business education face new opportunities and difficulties as a result of shifts in the global environment.

Growing numbers of companies are expanding their operations overseas to increase their market share, reduce costs due to economies of scale, and protect themselves from the threat posed by foreign competitors (Strassburg *et al.*, 2019). Companies in today's increasingly globalised economy must develop strategies that allow them to anticipate and swiftly react to the dynamic nature of international marketplaces, according to the academic literature (Akter *et al.,* 2020). As a result of competition in the international market, businesses around the world are adapting to an innovative global instruction (Rose McKinley & Galloway, 2021). In order to grow corporate value and implement a worldwide strategy all at once, businesses must first collect data to determine which markets to enter and how to position items across numerous areas. Value for the enterprise can only be created on a global scale by hiring new leaders with the ability to generate value and solve problems in the context of the complex global environment that exists today. Both corporations and MBA programmes are more international than ever before. Everyone in a business school's ecosystem, from teachers to students to employers, is on the lookout for a school with a global perspective. In order to boost a university's reputation and its students' employability, many are turning to the cutting-edge International Marketing (IM) methods and pedagogies taught in today's business schools. Specializations in IM are being impacted by globalisation and particularly technological developments. Researchers in the field of IM, according to Ataboyev and Turgunova (2022), should modify their teaching methods to produce the results sought by professionals in the field. Academics require technology-oriented and cost-effective

pedagogies to "internationalise" the IM field of study. For this reason, study projects are a cross-curricular method that encourages active participation and independent study. Research projects are a source of competency based learning and are seen as an important and scientific technique to incorporate experiential learning into the marketing sector; thus, IM students can learn to better configure and coordinate IM activities by participating in International Marketing Research Projects (IMRPs).

Academics in the field of IM have been debating IMRPs (Santhosh *et al.*, 2020). Nonetheless, given the significance of culture in IM studies (Ataboyev & Turgunova, 2022) and the shifting relationships between international market research and international marketing research, it is important to highlight the role of IMRPs in advancing IM education and their contribution to bridging the gap between IM theory and practice. Teaching and learning well can increase the value of IM programmes in both the academic and professional spheres. Hence, educators need to incorporate techniques like simulation games (Chen *et al.*, 2020) and technological orientations into their lectures to keep students engaged and interested.

Thus, the function of IMRPs in the development of IM education is the primary topic of this study. Students benefit greatly from the hands-on experience offered by IMRPs, businesses benefit from the inexpensive marketing data they provide, and the academic community benefits from the resulting bonds of cooperation and understanding. Some examples of possible goals for such studies include scanning for new prospects, learning about consumer and market behaviour (Mercade Mele, Molina Gomez, & Garay, 2019), and translating the views of influential customers into actionable marketing plans. Due to the volatility and unpredictability of international marketplaces, efficient marketing research studies are more crucial than ever.

The goals of this article are more specific:

- To bring attention to the connection between bettering IM education and bettering industry practise;
- To build a general framework for IMRPS that highlights the issues and challenges involved; and
- To point IM students in the right direction so that they can improve their abilities to effectively apply conceptual knowledge.

The following outline describes the article's structure: Part 3 provides a conceptual framework on the research process for effective IMRPs, following a brief literature review on IM education and IMRPs. In this and the following part, it will discuss the benefits and drawbacks of IMRPs as a method for advancing IM education. The final piece focuses on the consequences for educators and practitioners.

Literature Review

Much of the published work on the subject of IM has concentrated on its evolution and general tendencies. There seem to be three categories in the relevant education literature: First, discuss how people feel about various areas of IM expertise. These researches advocate for and typically back up the AACSB's mandate that the international dimension of business education be emphasised in all business school curricula. Another set of studies looks at where IM research stands and how well it is received by subjects. The third group, which is based on the views of business elites, reveals the extent to which companies are unhappy with the preparedness of recent graduates for work in their field. This is why many multinational corporations now require their executives to complete IM training courses before they send them on overseas market research assignments. This education often takes a lot of time and money.

IMRPs provide a practical and theoretical education for IM students at a reasonable price and in a reasonable amount of time. If a firm needs market research done, they may hire IM students to do it, and they'll get the information the company needs to make decisions while also broadening their horizons. To that end, it is important for students to gain familiarity with the research process and, more specifically, the problems and obstacles that can arise. International marketing concepts and theories,

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international marketing research, and international marketing operations and practices are all necessary to understand in order to effectively address the concept of IMRPs.

International Marketing Concepts and Theories

Most of the published work in the field of international marketing has helped advance our understanding of the field as a whole and its several subfields. Prior research has revealed a gap between academic theory and actual application. The book Global Marketing by V. D. Collins outlines the steps necessary to expand your company internationally. Li, Larimo, and Leonidou, (2021) delves into three essential elements of successful global advertising. Several books and scholarly articles have been produced on the topic of IM since its separation from related fields. Researchers have found a wide range in both the types and numbers of governing variables that give rise to the IM paradigm. IM-related factors and directions of travel appear to be inconsistent. Students of IM would do well to familiarise themselves with the theoretical domain of the field so that they may better grasp the subject's defining features and the several research streams that have come to dominate the field. These overviews illustrate the many new ideas and melded theories that have been included in IM, and they detail the various configurations of research that have arisen as a result.

International Marketing Research Methods

In order to produce valid and scientifically sound findings, IMRPs need to employ a suitable research methodology. Methodological issues in empirical cross-cultural research and related works; conjoint analysis; all of these are discussed in the literature (Fearon *et al.*, 2021). Useful techniques in international marketing research include transaction cost analysis, outlier analysis and structural equations, partial least squares path modelling, and bibliometric analysis (dos Santos & Cirillo, 2021).

Numerous studies have addressed the problems and difficulties of doing research in international marketing, such as the use of several questionnaire administration strategies. As an additional resource, Katsikeas, Leonidou and Zeriti (2020) outlined the benefits of various approaches that can be useful in doing research in international marketing. Additional problems arise when trying to evaluate cross-national impacts, as the date of data collection might have a significant impact. Table 1 provides an overview of the types of IM studies that have been conducted to date.

Table 1: Literature Focusing on the Methodological State of IM

Year	Author(s)	Research Design	Process Methodology (Sampling, Instrument and Data Collection, Data Analysis)	Contribution
1976	Green and White	Conceptual and Functional equivalence	Sampling equivalence and Instrument equivalence	Presented fundamental considerations that are involved in the studies of cross border consumer behavior and suggests methods of incorporating them into research project.
1978	Van Raaij	Functional Equivalence	Ethnocentrism, Construct Validity, Instrument Equivalence	Compartmentalizes measures into four distinct types, i.e., etic, ipsatized, modified and emic.
1981	Davis, Douglas and Silk	Functional Equivalence	Trade off between sampling and non sampling error, equivalence and reliability	Invested efforts to control and minimize Non equivalencies
1983	Sekaran	Conceptual equivalence, functional equivalence	Response bias and equivalence, timing, subject status, measure equivalence and reliability	Scale development and validity measurement
1983	Winter and Prohaska	Contextual grounding	Non-rep samples, Equivalence of measures, Univariate techniques	An examination of methodological issues in comparative analysis and proposed solutions in international marketing systems
1983	Douglas and Craig	Conceptual , Problem formulation	Unit of analysis, sample size and comparability	Offered analysis of the appropriateness of different data collection techniques (surveys, interviews etc.)

1983	Adler	Conceptual / Literature Review	Content validity, Unit of analysis, sample selection match and size, Equivalence of admn, responses, manipulation, variable scale, language, Multivariate techniques	Drive upon methodological aspects into comparative research
1984	Albaum and Peterson	Conceptual / Review		What has been researched and how the research has been conducted
1984	Jaffe and Nebenzabe	Conceptual	Questionnaire format measure reliability	Analyzed questionnaire formats for country images
1987	Bradley	Conceptual	Literature Review based	Determining the extent of development in international marketing literature
1987	Parameswaran and Yaprak	Experimental	Reliability of sample, Reliability of scale, Interaction effects	Developed and compared research measures for global consumers
1989	Cheng	Design Process	Heterogeneous sample frame	Focused on the organization as the level of analysis and suggest a logical contextual approach to cross- border research
1991	Netemeyer, Durvasula and Litchtenstein	Empirical	Consistency, dimensionality, nomological validity	Developed and validated CETSCALE
1991	Nasif, Al-Daeaj, Ebrahimi and Thibodeaux	Decisive	Selection of sample, Equivalence of language, variables, scales and experiment manipulation, timing, status etc., Univariate vs. multivariate analysis, qualitative vs. quantitative	Introduced the aspects of methodological simplicity and level of analysis
1993	Aulakh and Kotabe	Conceptual, Literature Review	Sampling equivalence, research designs, measure equivalence, Uni/bi variate techniques	An assessment of changes in both substance theoretical and methodologies employed in international marketing
1993	Martin and Eroglu	Empirical	Construct validity and reliability	Introduced scale construction and measurement criteria for international marketing research
1993	Mintu, Calantone and Gassenheimer		Low response rate and response biasness	Provided procedures for survey method
1994	Samiee and Jeong	Content analysis	Unit of analysis, country variety and sample comparability, Ethnocentrism, reliability, dimensionality, extreme resource patterns, Complexity of issues. Uni-variate and Bi-variate analysis	Brought critical factors on surface related to methodological aspects of international advertising
1994	Sanders	Fictional conceptual	Country Variety, Measurement consistency, Complexity of issues	Pointed out developments in multi-level modelling also estimated individual and regional effects.
1995	Mullen, Milney and Doney		Outlier treatment	Suggested a two-step approach for detecting and analyzing multivariate outliers in structural equation models in international marketing.
1995	Li and Cavusgil	Conceptual / Literature Review	Literature Review, Conceptual and Empirical Research Designs, data analytical techniques	Research stream development, research designs and data-collection techniques employed in international marketing
1996	Malhotra et al.	Decisive	Literature Review, trends and methods	Organising methodological issues around a six-step framework describing the marketing research process

1997	Cavusgil and Das	Literature review / Conceptual	Literature review, empirical assessment	Addressed functional and conceptual equivalence for global sourcing
2001	Craig and Douglas			Examining the capabilities and skills international researchers will need to acquire in order to conduct research in the increasingly diverse and rapidly changing marketplace
2003	Schaffer and Riordan	Content Analysis	Emic – Etic, Equivalence of samples; Semantic equivalence, Conceptual and scaling equivalence	Identified methodological issues and common practices in cross cultural organizational research studies
2003	Reynolds et al.	Qualitative	Sampling techniques	Providing justification for sampling issues in international marketing research
2005	Nakta and Huang	Literature review / conceptual	Research designs, data collection, uni-variate, bi-variate, multi-variate	Development of the theoretical and research methods in international marketing
2005	Cavusgil et al.	Conceptual		Critically evaluating the progress in international marketing throughontological, thematic and methodological lenses
2005	Herk et al.	Conceptual		Presenting a framework for establishing equivalence of international marketing data
2007	Young and Javalgi	Conceptual	Exploratory	Providing a framework for conducting international marketing research projects and presenting several factors that should beconsidered in global market research studies
2008	Kuada	Conceptual and Review Based	Discussed literature and experiences on the foundations of international marketing analysis	Distinction between soft and hard economics, arguing that economic growth must be converted into social change that benefits poor for it to be described as development-oriented.
2009	Cavusgil, Knight, Riesenberger, and Yaprak	Descriptive and Conceptual	Discussed the issues in developing new marketing opportunities in markets overseas	Discussed and evaluate issues in projects and research in foreign markets such as: sampling and analysis of data etc.
2011	Taylor et al.	Content Analysis	Literature assessment, research designs, data collection	Summarizing guidelines for conducting cross - national research
2012	Buil et al.	Conceptual emic and etic	Measure equivalence, sampling equivalence, data collection equivalence	Provided theoretical robust related to international marketing research
2013	Andriopoulos and Slater	Systematic Review	Qualitative Research, Thematic Focus	Highlighting the value of qualitative research for advancing theory in field of international marketing.
2015	Marieke de Mooij	Conceptual	National Culture, Cultural Models,	Lighten the dimensions of national culture, for international marketing.

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2016	Rana and Sharma	Conceptual / Literature review	Conceptual qualitative, conceptual quantitative, empirical qualitative, empirical quantitative	Identified research trends and governing methodologies for latest international marketing literature
2016	Jean et al.	Systematic Review	Endogeneity in IM research, Internationalization-performance relationship and innovation-export nexus	Elaborates the origins and consequences of the three most frequently confronted types of endogeneity in IM research.
2016	Sintonen et al.	Multi – Stage Method	Sample of real data, three variations of input data are tested	Cross -country and cross-survey approaches to international marketing, and discussed different procedures utilized in imputation affect the results and their validity and reliability.

In addition, studies of IM have offered a thorough analysis of the field's current state of theory and practise.

International Marketing Operations and Practices

Literature on IM strategy, implementation, and administration is the main topic of this area. A company can expand its operations beyond its borders in a number of ways; but it must make an effort to learn the ins and outs of doing business in other markets. It is crucial in international marketing to respect cultural differences and strike a harmony between local customs and business objectives. Not enough attention has been paid to the importance of measuring worldwide marketing and the part that foreign culture plays in it. How to divide up international markets and rank nations was a topic covered by Hao *et al*, (2021), and so was international rivalry. Important IM procedures that students should be familiar with include process integration in IM and marketing decisions of subsidiaries in IM. Nuriadi (2021) examined the necessity for global marketing strategies. International marketing operations and their tactics benefit from a firm grasp of these factors, as they help shed light on both the host country's government and culture. In addition, IM students need to educate themselves on the various topics that make up international marketing. Accordingly, research in the fields of international marketing, global branding, liberalisation policies, pricing, international direct marketing, competitive positioning, market characteristics, international marketing behaviour, and market selection.

Several studies on various IM-related topics may be found in the scholarly literature. But not many people think about IMRPs from a variety of perspectives and with many goals in mind. This paper seeks to make a contribution to the existing literature by outlining the difficulties and challenges associated with each stage of the IMRPs research process and offering a broad conceptual framework for IM students, as well as the significance of IMRPs in furthering IM education.

Conceptual Framework on the Research Process of IMRPs

Knowing what kind of research needs to be done is the first stage in IMRPs. Students who have a firm grasp on the research process have a far better chance of appreciating the significance of the difficulties encountered at various stages of IMRPs. Conceptual frameworks for the IM research process have already been proposed by previous authors. However, they fall short in their attempts to tackle the intricate problems faced by educators and students. More and more companies are joining together across borders to develop cutting-edge technologies and expand their market reach. Despite this, studies have shown that such partnerships are rarely an efficient and productive way to expand R&D operations internationally. This means that a more efficient research procedure should help to provide better findings. Effective comprehension that leads to better placement and learning is possible for IM students thanks to the implementation of an efficient marketing research process in the performance of field and laboratory assignments, internship projects, live projects, consultancy projects, etc. Figure 1

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depicts the conceptual foundation for the IM project research procedure. This diagram depicts the process in terms of its four typical phases: research purpose, study design methodology, data collection, and analysis of outcomes. In spite of the fact that the proposed framework is not novel to the field of business management education, it allows us to highlight the potential problems and difficulties inherent to IMRPs.

Data requirements at the national, regional, and local levels will vary widely. There may be a misalignment between the tactical international aims of the firm and the strategies that help the product or service in a specific region. Similar to how it may be challenging to gather primary data in some countries owing to cultural differences, obtaining secondary data may be challenging in others due to a lack of a developed market research infrastructure in those areas. Furthermore, there are four distinct tiers of analysis under the methodology stage: global, regional, national, and local. Existing research and multinational projects have different units of analysis. Doing a survey for a specific market is far less work than making one for the whole world. Furthermore, there are several complications and difficulties while performing fieldwork in other countries. When the unit of study involves a large geographical area, it is more difficult and time-consuming to screen and analyse data, incorporate new knowledge, and adjust company strategy accordingly. There are many more obstacles at each stage of the research process when it is carried out in a global context.

The concerns and obstacles that can arise at each step of an international marketing research study are depicted in Figure 1. Previous work concerning the research process does not deal with these difficulties adequately.
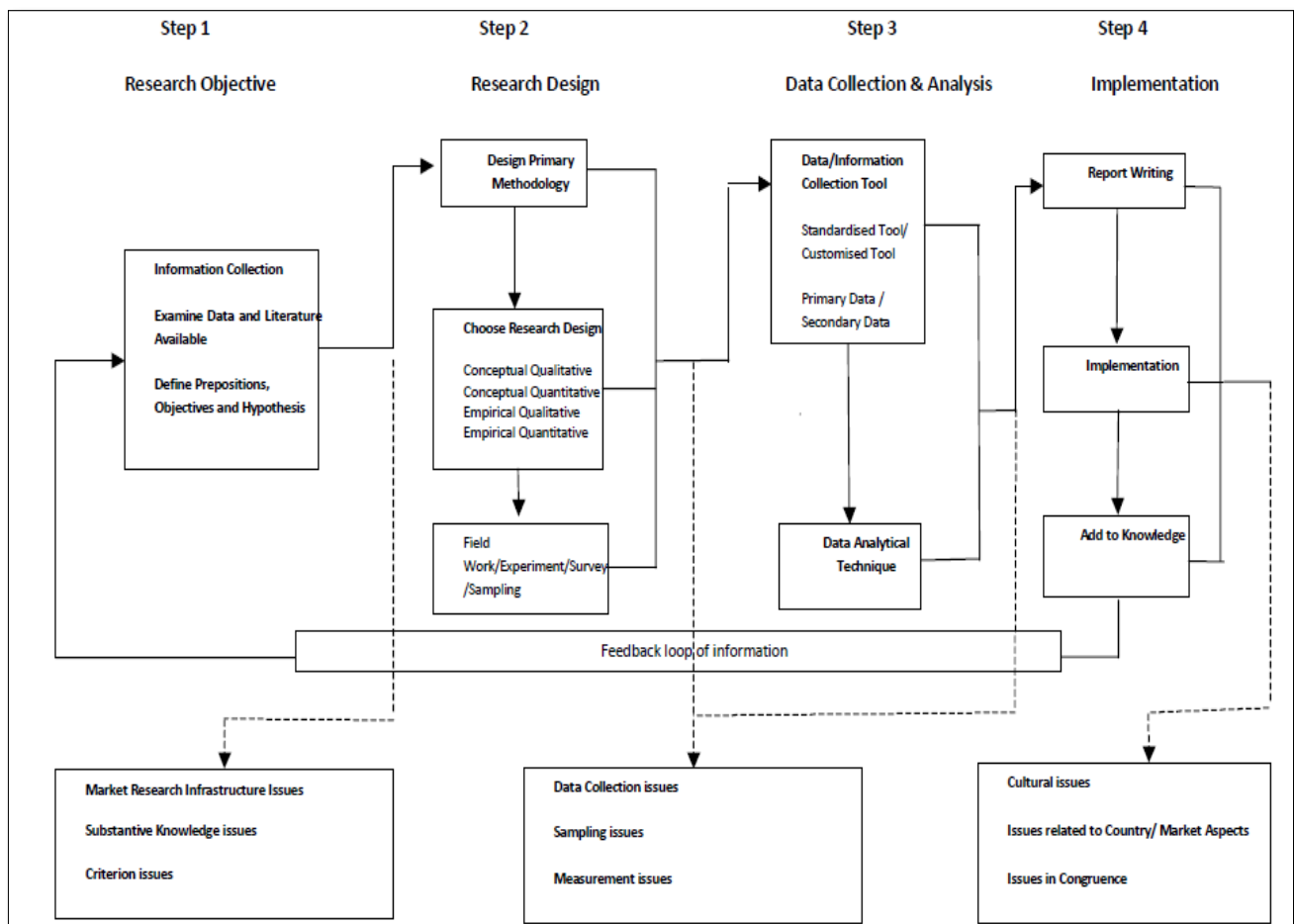

Figure 1: International Marketing Research Process Framework

Information management (IM) students and professionals can have a thorough grasp of the concepts at play in IM research projects by looking at the figure. Choosing a topic, gathering data, analysing results, and formulating hypotheses or questions are all essential first steps in every research project. Much like with domestic market research, beginning foreign market research with defined goals is essential. If the reason for doing the study is unclear, the resulting data may not address the researcher's specific concerns. Due to the complexity of the worldwide scene, it is challenging to take historical and secondary data into account. The second stage entails settling on a viable research strategy. The researcher must be familiar with the different study design possibilities and their benefits in order to select one that is both appropriate and productive. The research design process requires a detailed description of the data to be collected and the methods to be employed in gathering that data. Research designs have implications for subsequent choices, such as the types of data to be collected and the methods that will be used to collect them. The third phase involves the actual implementation of the choices made in the previous two phases (regarding sample size, sampling method, field survey, and experimental design). Analysing the data and assessing the outcomes is the final phase. Data analysis in the scientific community typically employs a wide range of analytic methods, with results validated against a number of different validation standards to ensure their reliability (Haug *et al.*, 2020). Sometimes, researchers will employ many analytical methods in order to check the reliability of their findings, draw comparisons, or provide a more thorough explanation. Data analysis is followed by a thorough evaluation of the results and the drawing of practical conclusions. It may be necessary to repeat the steps if the data does not support the predicted outcome. The conceptual framework does help academics see the big picture of international research and where they should focus their efforts.

In foreign market research projects, there are a number of problems that might have a negative effect on project management and, in turn, on the final product if they aren't properly addressed. These elements may have an effect at every level. For instance, study goals may be affected by cultural norm shifts across countries or continents, which can also provide substantial difficulties in data gathering. Like cultural differences, language limitations can have a major effect on data collection and force businesses to invest time and money in learning something entirely new.

In order to maximise their opportunities for global growth, businesses that have an eye on the global market need to conduct continuous research that accurately recognises changing consumer behaviour and helps in formulating product and service positioning strategies. Market researchers must pay close attention to language and legal barriers, as well as governmental limits on data collection and questionnaire design. The next paragraphs elaborate on these difficulties.

Behavioural Challenges

Market Research Infrastructure Issues:

Media, quality assurance, internet access, and the presence of a developed market research infrastructure all play important roles in determining the ultimate success of international research projects. International researchers face a big challenge due to the lack of available media. Online research has replaced many traditional methods, yet in some regions, only young males from affluent households with college degrees or more may have access to the internet. Primary market research using the internet in these sectors is impractical until its usage rate rises to the point where it more closely represents the target market (Setti and Wanto, 2019). Problems can also arise from problems with other aspects of the infrastructure, such as media and telecommunications regulation.

Substantive Knowledge Issues:

It is now common sense that education and study form the bedrock of comprehending and enacting IMRPs effectively. The availability of information "depends on factors that vary from country to country and throughout time, such as demand and supply, competition, distribution routes, payment terms, and the ease with which money can be transferred from one person to another". Although IMRPs are inherently dynamic, the dynamics of already-completed successful projects tend to be distinct. As the unit of analysis encompasses a wider geographical and international context, incorporating the new

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knowledge is more complex and time consuming. In working on IMRPs, researchers and academics are progressively pushing the boundaries of their inquiries by questioning and investigating the relevance and use of established research paradigms.

Criterion Issues

Each study is conducted in its own unique way, which means that rigorous adherence to established norms may limit the full potential of the research's results. To make a comparison based on a set of criteria that is the same in every country is a tall order. Several difficulties in a cross-cultural environment are compounded by the presence of different criterion issues in IMRPs (Sergeeva *et al.*, 2019). Researchers need dedicated time and effort to address the complexities of global market presence, acceptance, and use.

Methodological Challenges

Data Collection Issues

Comparatively, it is difficult, time-consuming, and costly to regulate sellers in international markets. Services like mall/shopping centre intercept methodology, scanner data, and dependable mail delivery are taken for granted in wealthy countries. Yet, in many other places of the world, this is not the case. Mail surveys are difficult to execute in poor nations because of the unreliability of the postal service. Problems with acquiring access to relevant respondents and getting them to cooperate with market research are equally touchy subjects in a global setting. The global setting also takes into account concerns like respondent and vendor confidence and privacy (Zhu, Srivastava and Sutanto, 2020).

Sampling Issues

In multinational settings, the sampling strategy is more intricate. Contemplate the steps you would take to conduct market research in India. Out of India's total population of 1.29 billion, 419 million people live in urban areas, which include cities and various sorts of towns. It may be challenging to acquire a sample that is truly representative of the country as a whole due to the fact that foreign market research studies rarely engage rural populations of any size. Consultation can take place on a national, regional, or even local scale, depending on the scope and complexity of a certain country like India (see Figure 1 for a conceptual framework). Economic instability in numerous countries adds complexity for international market experts. It is feasible to interview a large national sample, including people who don't live in major population centres, via electronic media or the telephone. Unfortunately, not every location or country has the same level of technological development. The marketing research process and the dissemination of findings to management can be profoundly affected by the wide range of available communication technologies. Furthermore, respondents everywhere are growing increasingly uncomfortable with the idea of being interviewed, leading to higher rates of refusal to take part. The length of the questionnaire is a major factor in the large number of rejections. Most interviewees quit within 15–20 minutes due to boredom and exhaustion; this is a challenge for researchers. Consider also the frequent linguistic barriers, and it is clear why improved questionnaire design is so crucial.

Measurement Issues

When conducting international market research, it is essential to determine the comparability of data collected from several nations. Data equivalency is a key issue that needs to be addressed right away (Zhu, Srivastava and Sutanto, 2020). To what extent are the concepts being compared to one another, and which of the concepts' meanings, vary across countries? Second, it's important to figure out whether or not the concepts being measured are equivalent to one another. Lastly, it's important to think about how the sample is comparable across countries and cultures (Zhu, Srivastava and Sutanto, 2020). Shams *et al.*, (2021) propose a conceptual framework to aid in the development of research and the analysis of data on the topic of international marketing, all with the goal of clarifying the often-confusing topic of equivalency. In a global setting, measurement tools are indispensable. In international market research, factors like reliability and validity, or what the instrument is truly measuring, are crucial.

Implication Challenges

Cultural Issues

IMRPs necessitate a substantial amount of education for implementation. Gender roles, religion, semantic difficulties, social organisations, and even a sense of time are all intertwined with national culture (Dromgold-Sermen, 2022). Culture has a wide-ranging impact since the values that are significant to one group may be completely irrelevant to another. Despite a country's vast population, just a fraction of the working or student population may be able to effectively use research resources. While doing research on a global scale, researchers must account for linguistic diversity in their surveys. International market research is notoriously difficult because of the obvious barrier that language presents. Even though English is spoken by a sizable portion of the world's population, researchers may want to branch out from the language's confines due to the broad range of proficiency among its speakers. Translation into different languages is by far the most common issue with questionnaire design. It may be challenging to translate a questionnaire created in one country into another due to differences in language concepts, interpretations, etc. International market research is complicated by the fact that different countries have distinct time zones. Time zone differences can have a significant effect on project communication and, by extension, timeliness. Furthermore important for researchers to keep in mind is the holiday schedule of the country in which they are conducting their studies, as almost every Monday is a holiday somewhere in the world. Compared to the 12 federal holidays observed annually in the United States, India has a far longer list of national holidays (about 20). The time needed to conduct the research project across international boundaries may increase due to factors such as the wide range of countries involved and the prevalence of holidays.

Political Issues

The political systems of various nations vary greatly. The political systems and rules in many developing countries are less stable and their institutions are less established than in industrialised ones (Azam *et al.*, 2021). Conducting IMRPs is challenging in a politically unstable country because of the instability of the administration and the resulting instability of the policies and legal frameworks.

Market Related Issues

Many countries have various market arrangements. The business cycle can be broken down into three components: the economic cycle, the industry cycle, and the firm cycle. Even though two countries have a same business cycle, their markets could look very different from one another due to differences in industry evolution over time, cultural norms, physical infrastructure, and local business practises.

Issues in Congruence Analysis

The lack of agreement on what constitutes an IMRP and the absence of supporting measurable criteria for determining its performance is a significant problem for IMRPs across national boundaries (Wan, Cheng and Dong, 2023).

Further Challenges

The possibility of a country's currency depreciating or appreciating is always there when conducting commerce across international borders. This is because market researchers frequently employ a wide range of field services in order to carry out a single research project, and these services are all vulnerable to price changes. Oftentimes, it takes the efforts of many nations to complete a single project. Currency fluctuations in one or more countries may have an effect on the primary research provider at any moment (Mahapatra and Bhanduri, 2019). It's possible that legal and privacy constraints will provide new difficulties for researchers working on an international scale. There are a number of countries with stringent privacy legislation that can effectively halt profiling and collection of personal information for marketing purposes. It may be difficult to conduct IMRPs in some countries due to barriers to gaining access to necessary information and recruiting respondents.

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Information Research

The study of international marketing (IM) is revolutionising the development and implementation of IM initiatives. Researchers, academics, and practitioners of IM hope to approach the worldwide market like a collection of international malls. When countries expand their economies, lower trade barriers, and invest in infrastructure, the global market grows and presents a wealth of opportunities. Parallel to the expansion of the economy are new obstacles that make IM difficult to navigate, such as economic cycles, uncertainty in global dynamics, and advances in technology. Because of the need to tap into massive markets, deal with unknowns, and generate value on a worldwide scale, IM students must be exposed to best practices in IM. When trying to define and articulate IM education, the traditional "Four Ps of Marketing" (Product, Price, Place, and Promotion) have their limits. As a result, IM students need to be able to quickly sift through massive amounts of data and information, evaluate the results, and use those findings to make strategic business decisions that boost corporate value. By unifying IM research and practises under an IMRPs framework, students can more easily access, assimilate, and draw inferences from these massive and disparate data and information sets.

Many online and offline resources are available to students for gathering this data and information. International organisations like the IMF, World Bank, and UN, as well as private organisations like the Economist Intelligence Unit (EIU), are useful resources for monitoring political and economic developments. Students conducting IMRPs also need to consult descriptive information on countries, which is typically found in market research studies and industry research reports; sources like Euro monitor International and IBIS World are valuable for this purpose. Several organisations, such as Editorial Code and Data Inc. (ECDI), the Organization for Economic Co-operation and Development, and the United Nations, all compile data on social trends to use as indicators (OECD). Secondary data and indices, such as those found in sources like Prowess, Capitoline, and the BERI Index, may also be necessary for students to complete their research. Students performing empirical research on a global scale should also collect data using tools like Survey monkey, CVENT, Questioners, etc. If they have a solid plan of action to follow, they will be better able to exploit the data, deal with the inherent difficulties, and create useful IMRPs.

Conclusion

With more and more businesses looking to expand internationally, understanding the complex issues that might arise in international marketing research is crucial for IM professionals and students. There are two goals I've set out to accomplish with this article. The researcher begins by laying out a plan of action for IM research, and they end by outlining the most pressing difficulties and concerns that arise when conducting IMRPs to better inform IM teaching. Under the context of IM's four-stage research method, the framework is built. It highlight the issues that must be examined before doing research across global marketplaces to aid IM students in implementing more effective global research studies. Market growth rate, market structure, environmental concerns, market potential, customer segments, positioning process, etc., are all examples of information that must be collected in a timely manner and with increasing precision to form the basis of international screening and the acquisition of a competitive advantage. As a result, it's crucial for IM students to have a deep familiarity with IMRPs. Companies will seek to hire recent graduates with strong marketing research skills in order to make the most of international chances in the long run.

Implications

Instructors: Instructional Design and Pedagogy

Instructors of IM courses will find useful information here. It is simple to incorporate the framework's learning goals into lessons. The framework can serve as the backbone of a course's curriculum for business schools that choose to specialise on IM. Case studies, mini cases, and real-time scenarios are just some of the learning tools that faculty can use under the guidance of this article. They can also work with businesses and software developers to create simulations and other forms of interactive pedagogical aids.

Professionals

This post will aid corporations in creating performance evaluation criteria and conducting a skills gap study for their worldwide IM staff. Organizational managers and human resources professionals can do better when it comes to IM instruction for their employees. Software businesses can improve educational simulations for use in business schools and by corporations.

Conflict of Interests

The authors affirm that they do not have any conflicting objectives.

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