

Abstracts

Women Perceptions of Female Images in Advertisements in Brazil: Lesson for International Marketers

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This article describes a study on images of women on advertisements. More specifically, the present study attempts to understand how women perceive female images in advertisements. Based on literature review and on in depth qualitative research with 60 women the study proposes a framework of how women perceive females images in advertisement. Results suggested three major categories of perception of advertisements: depreciated, idealized and positive images. In each of these themes, several concepts relative to the portrayal of women are identified. The label "depreciated images" were used to describe the interviewees perception of four portrayals, that is: 1) Not intelligent / irrational; 2) as an object which helps to sell the product. We called this images "window display"; 3) Body display: high degree of nudity or with body revealing clothes; 4) as a housewife. The second perception reported by the interviewees is related with the idea that the images in advertising are idealized, and in this manner are very far from their reality. The informants distinguished two aspects of idealization in advertising: 1) physically perfect, that is, always young, beautiful, skinny and always tidy; 2) an absence of the characteristics of Brazilian women, that is, the absence of "mulatas", black and brown skinned women. In this picture women are portrayed in the majority of the time as blond, tall and with white skin. A third group of perception is that advertising represents women as 1) independent; 2) Superwoman: being able to be mother, professional, and wife at the same time.

The Effect of Marketing Capability, Financing Resource, and Spatial Configuration on Market-Focused Flexibility

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In spite of the normative appeal of flexibility, the concept has rarely been considered from strategic marketing perspective. Without being market focused, flexibility will not result in superior value creation and sustainable competitive advantage. In the light of the above shortcomings, this study examined a firm's flexibility with reference to a specified export venture market. Based upon the strategic marketing perspective, this study identified three sets of antecedents of market-focused flexibility: marketing capabilities, financing resources, and spatial configurations. The empirical evidence showed reasonable support for the proposed model. In addition, this study provided evidence demonstrating the powerful effect of market-focused flexibility on competitive advantage and performance.

INDIAN SMEs in the era of WTO

Nawal Kishor

SMEs have contributed significantly in the economic output, employment and export performance of most of the countries of the world. They are considered as an important means of employment generation, rural industrialization, regional distribution of industries, accelerating the foreign trade, equitable distribution of national income and wealth and overall economic growth of the country. In tune with the global development, Indian SSI sector has also witnessed impressive performance. WTO regime poses immense challenges before SSI sector and they require formulating proper

strategies to meet the challenges of the globally competitive environment. In this context, this paper evaluates the contribution of Indian SSI units in terms of output, employment and export and identifies the major causes of sickness. The impact of WTO on Indian SSI sector has been analysed. It further makes SWOT analysis and suggests measures to make SSI sector globally competitive.

Cultural Dimensions of doing Business in Mexico: Perceptions of U.S. and Mexican Executives

Juan B García Sordo

Not understanding the cultural aspects of doing business overseas can jeopardize the success of international negotiations, entry strategies, joint ventures, technology transfer, marketing, and human resources. This article reports a study of the perceptions of U.S and Mexican executives concerning the importance of 15 cultural dimensions of doing business in Mexico. It found that whereas Mexican executives believed more strongly than U.S. executives that the cultural dimensions of doing business in Mexico were more important than the product or service offered and the accompanying terms of sale, the latter assigned higher levels of importance to the 15 variables than did the former. Mexican and U.S. executives strongly agreed as to which of the 15 variables were most important. Based on these results, strategies for succeeding in Mexican and other international markets are offered.