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February 2020

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Recommended Citation

Yang, Matthew H. and Yaoyungyong, Gallayanee, "The Impact of Culture on Multinational Business Expansion: A Case Study Evaluating Merchandising in Asian 7-Eleven Franchises" (2020). *Association of Marketing Theory and Practice Proceedings 2020*. 18.

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The Impact of Culture on Multinational Business Expansion: A Case Study Evaluating Merchandising in Asian 7-Eleven Franchises

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Abstract

While advances in technology (e.g., smart devices, mobile apps) and the growth of digital media (e.g., social media) have created new opportunities and enabled many businesses to successfully invest and expand globally, multinational corporations can still fail to thrive in another country due to misunderstanding local cultures, values, and expectations. To explore this issue, this case study investigates the impact culture has on a multinational corporation and investigates how the product lines change based on the location of the business. This case study focuses on 7-Eleven due to the vigorous growth of the company in Asia- China, Hong Kong, Japan, South Korea, Macao, and Thailand. Data was collected through observation, interaction with the employees, and photographs collected from visits. Results show that the products sold in each store varied based on each country's unique cultural aspects and the types of people that visit the area often, such as tourists.

About the Authors

Matthew Yang Matthew Yang is currently a junior at the University of Southern Mississippi and is pursuing a Bachelor's in international business and economics.

Gallayanee Yaoyuneyong Dr. Gallayanee Yaoyuneyong is a Professor of Merchandising in the College of Business and Economic Development at the University of Southern Mississippi. She received her Ph.D. from Florida State University. Dr. Yaoyuneyong's streams of research can be divided into two distinct categories: Merchandising 2.0 and Classroom 2.0. Her research has been published in various journals in the fields of merchandising, marketing, advertising, and education. Dr. Yaoyuneyong is a particularly innovative instructor and has won numerous teaching awards.