YOU ARE INVITED TO ATTEND

A Research Seminar by

PROF. TEVFIK DALGIC

PROFESSOR OF INTERNATIONAL MARKETING & STRATEGY
UNIVERSITY OF TEXAS @DALLAS

“Ethnicity and International Marketing”

3:00 PM, Thursday 1 May 2003
336 North Business Complex

Ethnicity can be defined as a subculture within a dominant culture. Ethnic subcultures are based on shared beliefs and habits and a sense of belonging to a specific group of people, but different from the society at large. Intra group orientation is central in ethnicity. Some people may feel difficulty to identify with the values and behavior of the dominant group of a society and, the sense of belonging to a sub-cultural community may be seen as a solution for their need of identity. From this point of view, the term ethnicity usually refers to a minority in a majority population with distinct characteristics, beliefs, consumption patterns, life styles and behavior. Cross-cultural marketing studies attribute several characteristics for ethnic communities; a collective proper name, a myth of common ancestry, shared historical memories, one or more differentiating elements of common culture like language, an association with a specific homeland, and a sense of solidarity.

Ethnicity may be used as a base for market segmentation strategy. Ethnic minorities in foreign countries- based on their size, purchasing power and consumption patterns-can be targeted for a niche’ strategy. One successful ethnicity-based market niche may be expanded to similar niches to create a multi-niche strategy transcending national borders. Companies may develop global ethnicity-based niche marketing strategies. Additionally we may also note that ethnicity may be seen as entrepreneurial characteristics; Chinese, Indian, Italian, etc., minority-based entrepreneurial groups globally. Ethnicity may influence the design, shape, usage and packaging of products as well as promotion. Ethnicity may influence the distribution policy if an ethnic group is concentrated in certain areas in foreign markets. Ethnicity may also play a role in international business negotiations.

Dr. Tevfik Dalgic is a Full Professor of International Marketing and Strategy at the School of Management of the University of Texas at Dallas (UTD). He joined the UTD Management Faculty in 2000 after serving for 27 years as a senior lecturer professor, department chairman, and head of school and graduate business school dean in different universities stretching from Gazi University in Ankara, Turkey to Trinity College Dublin and Dublin Institute of Technology in Ireland, Henley Management College and the University of Sheffield in England and Utrecht Business School in The Netherlands. He also served as training consultant in international marketing for the International Trade Center (ITC) of UNCTAD/WTO. He received an MBA in from the Middle East Technical University, Ankara, Turkey and has a Doctorate in Economic and Commercial Sciences from Gazi University in Ankara, Turkey.

Professor Dalgic’s research focuses on the relationship between international marketing and culture, market orientation and niche marketing strategies. His work has appeared in various academic journals such as the Columbia Journal of World Business, Journal of International Marketing, International Marketing Review, Advances in International Marketing, and European Journal of Marketing, among others. He has received the 2000 American Marketing Association Winter Educators’ Conference Best Paper Award in the Global Marketing Track. He published seven books and his forthcoming edited book on Niche Marketing will be published by Haworth Press Inc. He is currently serving on the Editorial Review Boards of Journal of Multinational Business Strategy and European Journal of Marketing.