

## AN INTERNATIONAL MARKETING MANIFESTO

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### ABSTRACT

Today is the triumph of international marketing. Market economies are more efficient than planned economies. We see the abolishment of state monopolies, the opening of national economies towards the world market, and global rules and laws to ensure competitive market conditions. Yet, the academic field of international marketing bears up very unsteadily under the weight of these laurels. Some researchers doubt their abilities to explain international marketing phenomena. Many practitioners ignore the academic encouragement of internationalization and refuse to participate in the global market. Most visible is the discontent of consumers. Many view international marketing and its agents, the marketers, as exploiters, destroyers, and Americanizers.

### SEVEN PROPOSITIONS FOR CHANGE

1. International marketing is a very practical field. It is based on the premise that international marketing transactions could be carried out more efficiently than there are many unsatisfied needs worldwide, and that the quality of life of individuals can be improved. The central role of people in international marketing subjects the field to all the vagaries inherent in social sciences.
2. International marketing is in need of a communication venue in which new approaches, concepts, frameworks, and ideas can be published without the constraints imposed by the “establishment” journals. International marketing demands an outlet which allows thinkers to speculate, tease, bully, or just simply visualize.
3. There is the need for a new research approach to international marketing. We propose “boundary-spanning eclecticism.” Progress in international marketing makes it increasingly important to bring together various perspectives from a variety of disciplines in order to understand interactions and consequences. The field needs to cover different areas such as jurisprudence, cultural anthropology, history, anthropology or political science. It also should differentiate between the short-term and long-term outcomes. It must simultaneously address the issues from the perspective of the key constituencies - business, consumers, and governments - and do so over a growing variety of countries.
4. Editors, recruiting committees, and grant-giving organizations should all see the world as their suppliers of talent and knowledge. Journals need to look for content, not just among their traditional constituents but also among the great minds of abroad. U.S. academics in particular, should build and maintain contacts with colleagues in other countries, learn other languages, and scrutinize non-domestic literature. Listening to the world will make the field better, and doing so in their own tongues will make the sounds so much more understandable.
5. International marketing is principally a “dialogue” between marketers and their international constituents. Therefore, academics should not shy away from making available explanations, condensations and simplifications of their research findings.
6. The international marketing field must increase its focus on those who are less likely to emerge victorious from the battle of competition. Such a focus needs to help, guide and suggest, and perhaps is accompanied best by a good dosage of “tough love.” Those who clamor that the rising tide is expected to lift all boats are, at least in part, responsible for their own boats.
7. There is an unwillingness of today’s international marketing academics to publicly separate right from wrong in their field. However, not all are concerned or have had the benefit of insight through academic training in international marketing. Ignorance and apathy remain key enemies of the truth. While it is unlikely that researchers can ever dictate decisions, they should willingly provide the factual input, so that decisions may have had a chance of being grounded in reality.