

**Paper abstract for the IFZ 11th Annual IAS-STS conference
on 7-8th May 2012**

Proposed Conference Theme for the Paper: Sustainable Consumption and Production

Authors:

Noémi MUNKÁCSI Ph.D Student
Mária VÁGÁSI Associate Professor

noemi.munkacsi@gmail.com
vagasim@mvt.bme.hu

**Budapest University of Technology and Economics, Faculty of Economics and Social Sciences, Department of Corporate Economics and Management
Marketing program of the Doctoral School “Economics and Management Sciences”**

Paper Title

Aspects of International Cultural Differences in Sustainable New Product Development and Commercialization - The Case of the Heat Pump on the European Regional Markets

Abstract

In international management and marketing the general approach to cultural differences between different regions and countries usually appears as the dilemma of standardisation or adaptation concerning products, sales management, after sale services, and communication programs, respectively or integrating all these ones. Cultural differences are interpreted in a broader sense as a whole of economic, social, political, legal, environmental and the strictly cultural features. For global companies the leading concept says: standardisation at a maximum level possible for attaining optimal costs and profits, and adaptation at least at a minimum level in order to reply to specific local conditions and being competitive on the different markets.

According to the paper's central idea sustainability requirements can be considered as global ones while differences may be detected in application for different regions or countries, and differences can be considered as cultural ones according to the above reasoning. Differences may be interpreted regarding regional or country conditions, and on the level of international companies in relation to implementation of requirements with respect to local markets, as well as regarding product specific sustainability requirements. Specific differences may be identified for the application of sustainability in international companies strategies for product policy and sales management with respect to standardisation versus adaptation advantages.

After a theoretical approach the paper treats a product case (the energy saving heat pump of a global company, product development and commercialization policy for different European markets), aimed at providing a practical case to the above questions. Influencing factors of the consumer attitude are especially taken in consideration.