

Cross culture management



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Answer Indeed, the prevalent culture in the Arab world is one of the major challenges faced by MTV while launching MTV Arabia for Middle East audience. The socio cultural paradigms of countries are vital ingredients that significantly impact business outcome. Culture is critical aspect that broadly defines the value system and beliefs of the people that is carried over generations. It therefore gives a distinct characteristic to one's nationality, ethnicity and behavior. The culture of Middle East countries is predominantly conservative and heavily relies on Muslim traditions and values. The gender roles are predefined in the patriarchal society and promote segregation of gender within the society. Thus, sexually explicit images and culture of the Western world is not acceptable. MTV, on the other hand is primarily associated with musical extravaganza of the West with its liberated views on sex and sexually explicit content. While Hip-Hop format of MTV music is popular in West, it may clash with the cultural paradigms of the Muslim world. The widely diverse value system of the West and the East therefore would be the major stumbling blocks that would need to be overcome by MTV. Another important issue would be the prevailing anti American sentiments in the Middle East. The Iraq war and America's contentious role in the internal matter of Middle countries might adversely impact its launch and performance. These factors become hugely pertinent in expanding business, especially in MTV's case where cultural values would significantly influence its success. Answer 2 MTV has been innovative in its strategy for its business expansion in Middle East with its launch of MTV Arabia. It has fostered partnership with local channel ABN to overcome bureaucratic and regulatory hurdles. Its fundamental strategy of ' think globally, act locally' is commendable in its perspective of adapting to local culture. Its Middle East

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strategy broadly encompasses three main areas which are designed to attract viewers. The mixed content would be huge attraction to the youth which is 65% of Arab population. It would have 60% international music with local subtitle and 40% Arabic music and non music programs so as to remove language barrier. The 45% programs produced locally would ensure local employment that would help enhance its credibility. It also intends to start realty shows to showcase local talents and expose them to the world. Through its shows, views and expectations of the Muslim world, especially Muslim youth would get a voice that could be heard globally. Thus, it would also serve as a vital platform to unify diverse culture and promote universal values. As its Arab partner says, ' understanding the next generation is a key priority', the focus on Arabian youth would be a critical element of spreading a message of peace and new understanding of Muslim world.. Last but not least important is MTV's strategy of using myriad media like mobile and broadband to popularize MTV. While free to air MTV Arabia channel would make it accessible to wider audience, the accessibility of the same on mobiles and broadband would remove the constraints of place, time and media. With more than 37 million mobile subscribers in Middle East, it would facilitate significant increase in its revenue. At the same time, ABN would not only benefit financially but it could also exploit vast resources of MTV to expand globally. Hence, I believe that MTV Arabia would be successful.

(words: 563) Reference Case Study.