

This week's discussion will focus on cultural decision-making. Read the case study about *Coca-Cola in India* (p. 248).

A case study is a puzzle to be solved, so before reading and answering the specific questions, develop your proposed solution by following these five steps:

- Read the case study to identify the key issues and underlying issues. These issues are the principles and concepts of the course module, which apply to the situation described in the case study.
- Record the facts from the case study which are relevant to the principles and concepts of the module. The case may have extraneous information not relevant to the current module. Your

ability to differentiate between relevant and irrelevant information is an important aspect of case analysis, as it will inform the focus of your answers.

- Discuss the cultural differences between the U.S. company Coca- Cola and the country of India?
- Did cultural differences impact the decisions in the situation or solution? Provide examples.
- Discuss how MNEs demonstrate their commitment to working with different countries like Saudi Arabia and respecting the cultural and natural environments of the country?

Directions:

- Discuss the concepts, principles, and theories from your textbook. Cite your textbooks and cite any other sources if appropriate.
- Your initial post should address all components of the question with a 500 word limit

Textbook:

Luthans, F., & Doh, J. P. (2021)

International management: Culture, strategy, and behavior (11th ed.)

McGraw-Hill Education, New York, NY ISBN
978-1260260472