

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

This case focuses on the cultural differences of the U.S. company Coca-Cola and the country of India. In this situation, the people in the area around the Coca-Cola plant accused Coca-Cola of reducing the water levels, and more importantly, contaminating the water supply used for farming and personal consumption in their bottling process.

After reflecting on this situation involving cultural differences, as a leader, how might MNEs demonstrate their commitment to working with different countries like Saudi Arabia and respecting the cultural and natural environments of the country?

What types of decisions would you need to make? Would there be bias in the decision-making process? Can you give an example?

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