# International Management

Name

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The development of information technology has increased the connectivity between people in the world. Through features of this new advancement, the upsurge of globalization has simplified the exchange of information and the sharing of ideas. As a result, it is pertinent that corporations and organizations accept the reality that both non-English and English speaking countries are locations for investment. Nonetheless, dimensions of information technology like social media could either destroy or enhance the impression of a global company through highlighting the positive and negative concerns in the businesses. This examination deals with how Amazon, an American company famous in India, was represented by a major television network.

CNN published a news article that portrayed the state of Amazon in India, one the firm's most promising foreign market. The report reveals that Amazon could lose the Indian market and devotion due to some mistakes in conducting its activities in the country. The company is being challenged for failing to respect the Indian customs (Iyengar, 2017). Because it is a foreign corporation operating in an international market, the administration and the Indian people were angered as they felt that Amazon was damaging their religion and culture. The firm had to issue apologies for creating doormats that had the flag of India and sandals that bore the depiction of its revered national icon, Mahatma Gandhi (Marlow, 2017). Moreover, the company was engulfed in disagreement when it decided to trade skateboards with the image of the Hindu God, Ganesha. The news article shows that Amazon does not have respect for India and its religion.

Therefore, global corporations should recognize the importance of the feedback and information that they receive from their clientele. Still, having an overabundance of information could lead to both positive and negative consequences for a company. For example, competitor

foreign markets could employ this type of information as a weapon of abuse. The firm could find it hard to explore the global markets because of this undesirable image. In contrast, the business could apply such information to improve on its limitations. Notably, looking at how India reacted, Amazon should deliberate on the essentiality of a nation's culture when entering foreign markets.

References

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