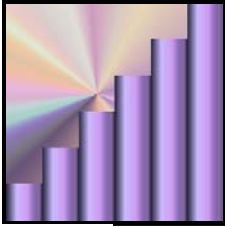


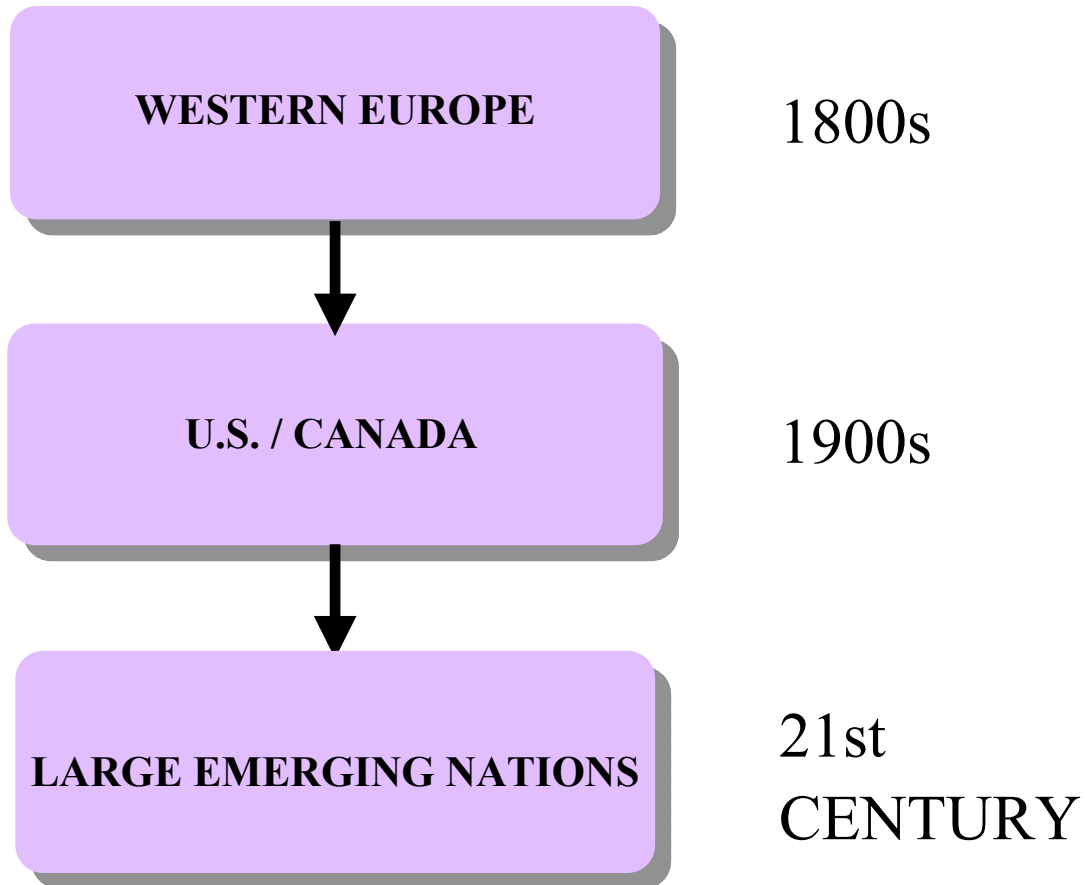
Emerging Opportunities & Challenges in Cross-Cultural Survey Research

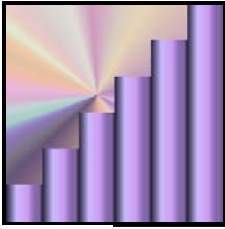
DR. JAGDISH N. SHETH

Charles H. Kellstadt Professor of Marketing
Emory University
jag@jagsheth.com



Economic Growth Engines for the World

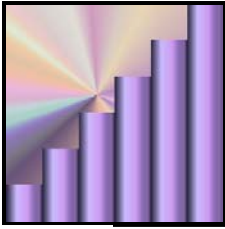




New Measures of World Economies

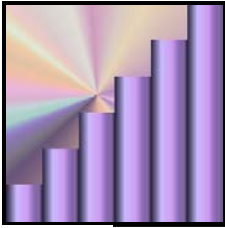
- The new measure is Purchasing Power Parity (PPP).
2003

1.	U.S.	\$10 trillion
2.	China	\$ 6 trillion
3.	Japan	\$3.5 trillion
4.	India	\$2.6 trillion
5.	Germany	\$2.1 trillion
6.	France	\$1.5 trillion
7.	U.K.	\$1.5 trillion
8.	Italy	\$1.4 trillion
9.	Brazil	\$1.4 trillion
10.	Russia	\$1.3 trillion



New Measures of World Economies (cont.)

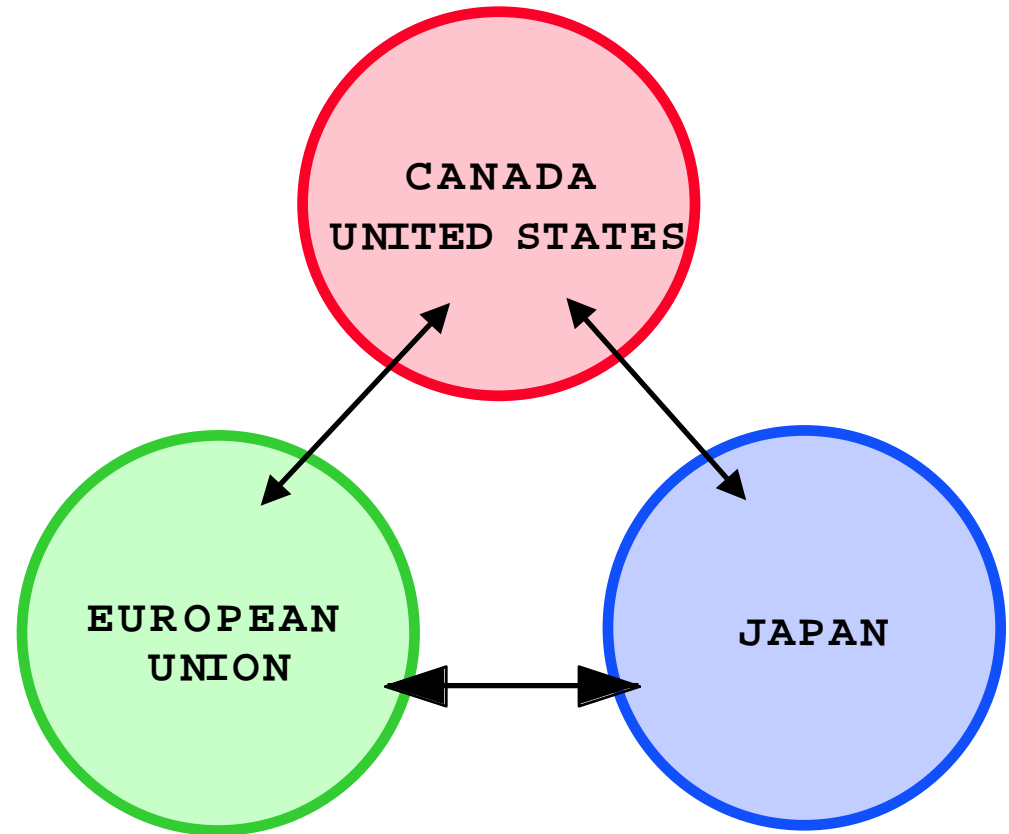
- **China is the second largest economy based on PPP index and just surpassed Japan. It will be the largest single economy by the year 2020 .**
- **India is the fourth largest economy, and it will become the third largest economy by the year 2020 .**

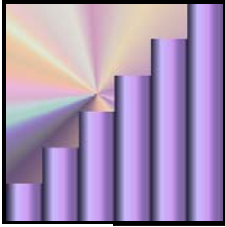


The Triad Power

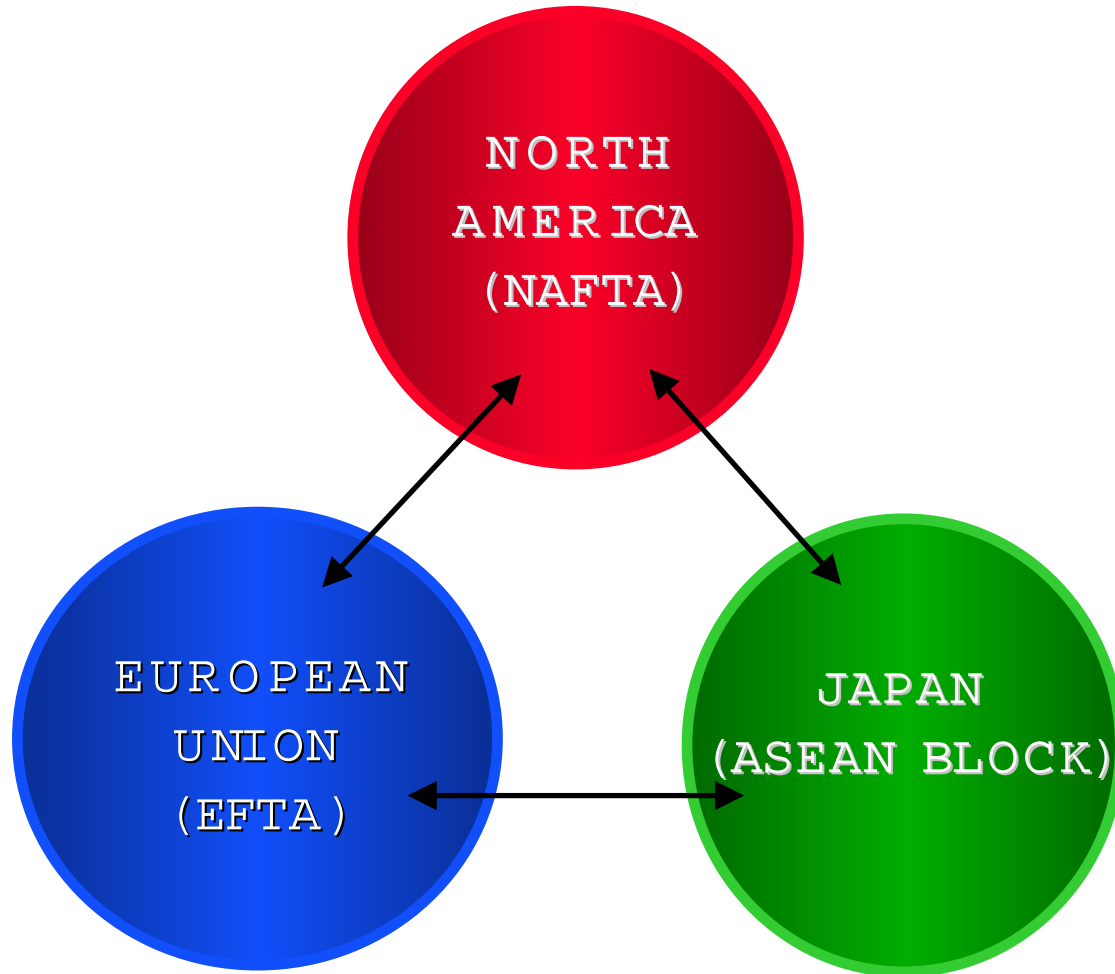
As of 1987

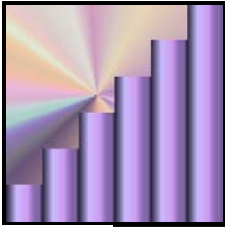
- 75 % of world trade was concentrated among the triad power nations.
- 70 % of world GDP was concentrated among the triad power nations.
- The triad power desperately needs economic growth to sustain employment and political stability.





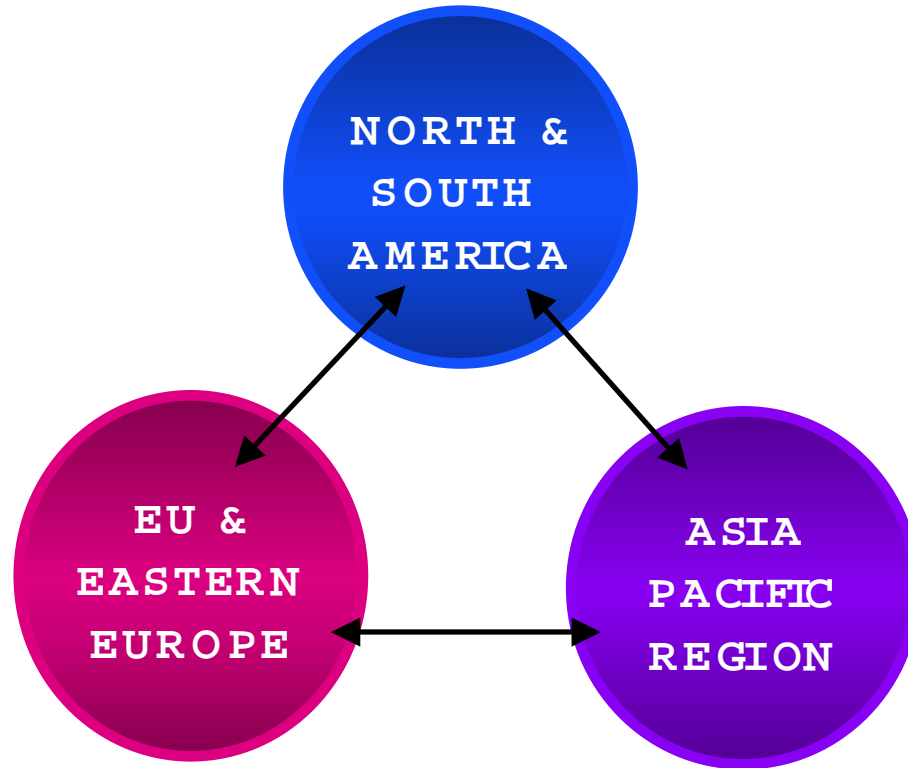
Evolution of the Triad Power: First Round





Evolution of the Triad Power: Second Round

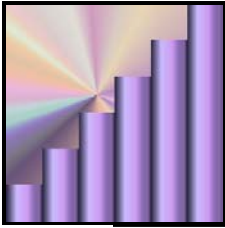
900 MILLION PEOPLE



600 MILLION PEOPLE

1800 MILLION PEOPLE

(INCLUDING CHINA)

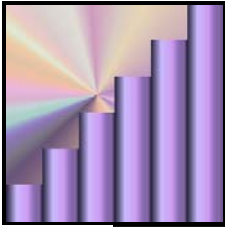


Some Observations for Cross-Cultural Research Realities

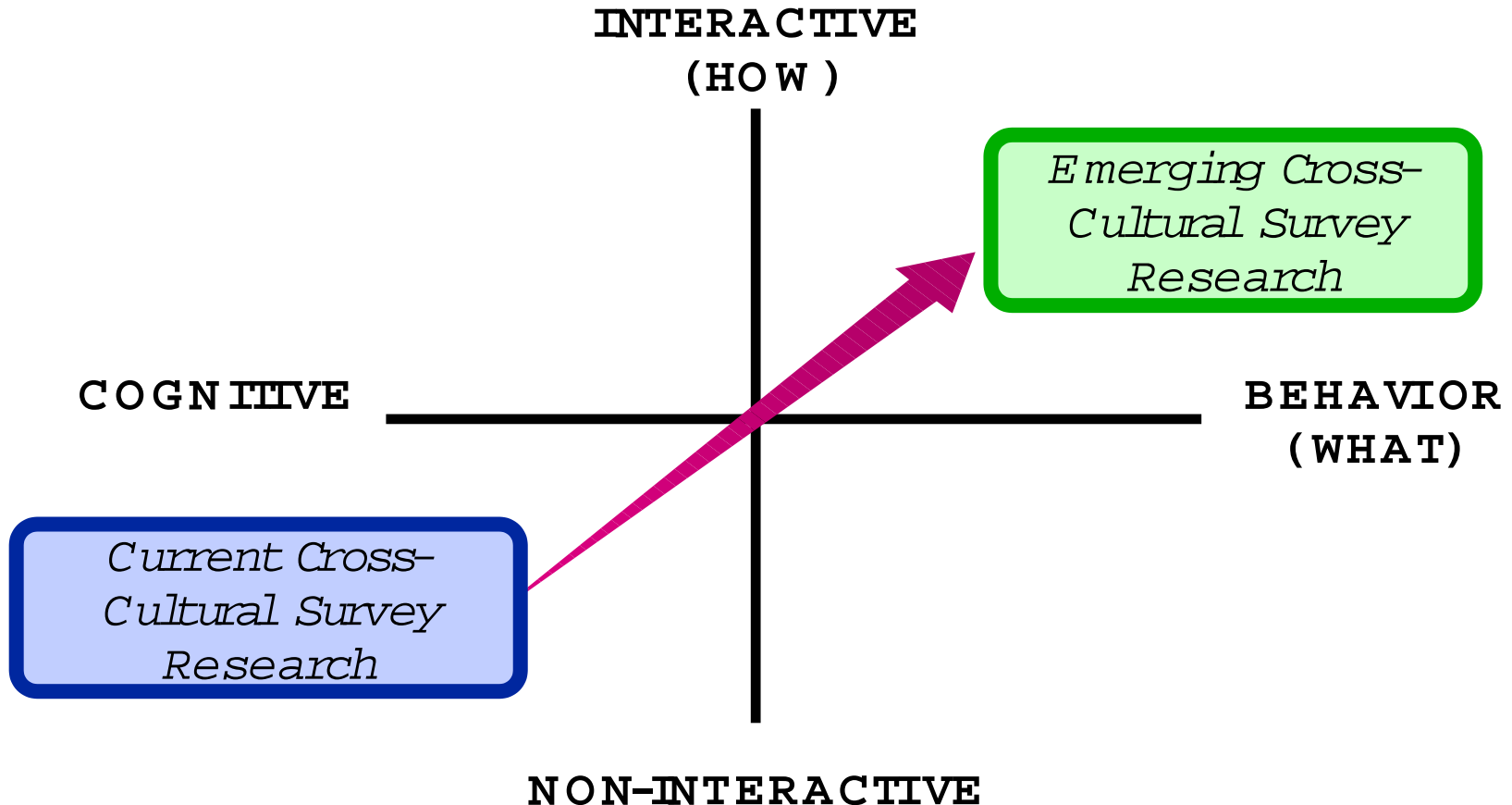
- 1.5 billion people in the world live on less than one dollar per day income. 70 % of them are in rural areas.
- 3.0 billion people live on less than two dollars per day income
- 92 % of the world's net new population will come from the emerging nations as a consequence of rapid aging of population in advanced countries

	<u>China</u>	<u>India</u>
Less than \$1/day	19 %	44 %
Less than \$2/day	53 %	86 %

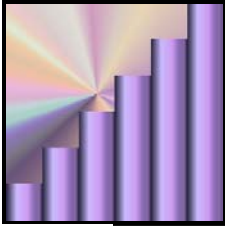
Source: Earl Kellogg, Vice Chancellor International Programs, UIUC



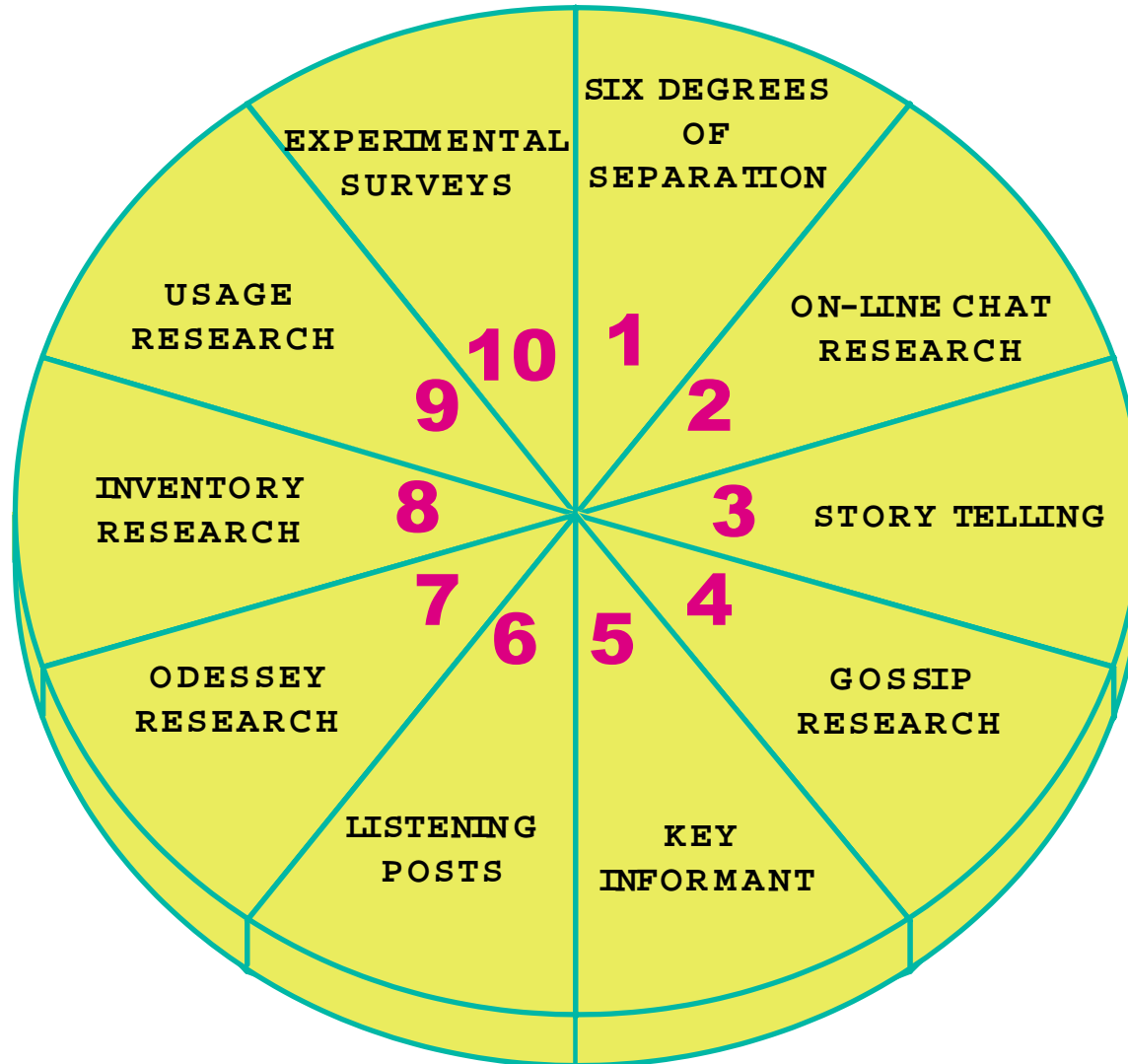
Fundamental Shift in Cross Cultural Survey Research

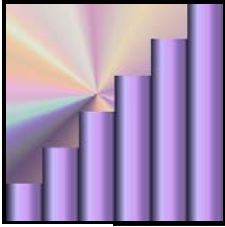


- There is an emerging gap between bottom of the pyramid cross-cultural research opportunities and top of the pyramid cross-cultural research methods.

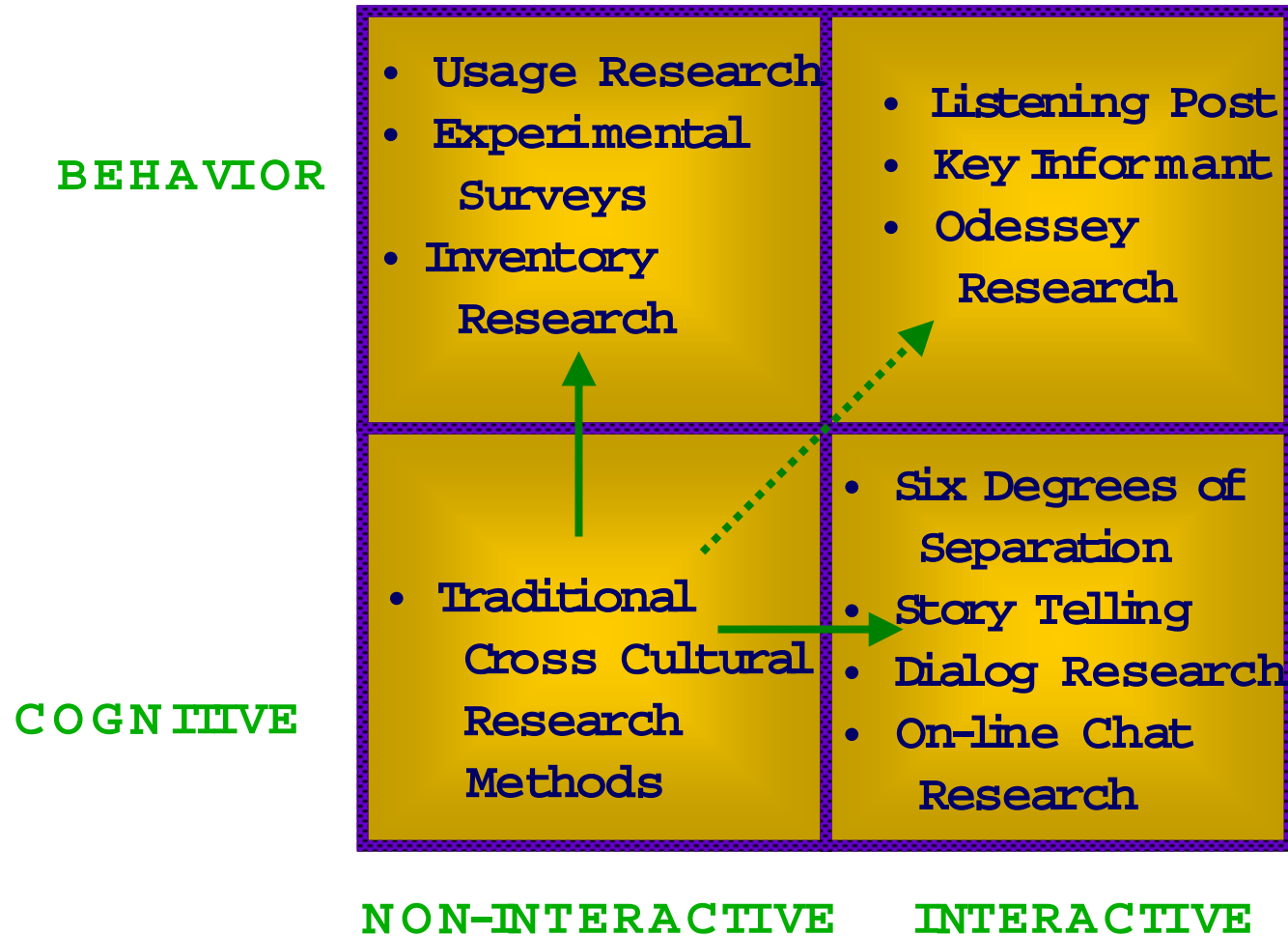


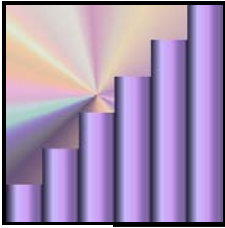
Non-Traditional Cross Cultural Survey Research Methods & Techniques





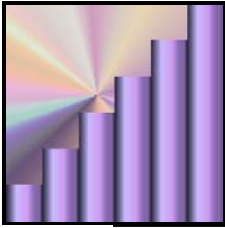
Portfolio of Cross-Cultural Survey Research Methods





Emerging Issues in Cross-Cultural Survey Research

- Tom Swift and his Electronic Machine
- Analytics becomes as important as data collection
- Parametric vs. non-parametric statistical inferences
- Increasing role of the researcher in addition to research method
- Interaction effects (researcher \times method \times respondent) interaction are key to understand
- Ethics and integrity of researcher and research methods
- Rise in the outsider-insider perspective debates



Conclusion

- In the 21st Century, economic growth is more likely to come from emerging large nations such as Brazil, Russia, India and China (BRIC Report)
- Most people in the emerging markets live in non metro areas and they are illiterate
- Traditional cross-cultural survey research methods will not be universally useful in these markets
- We must develop a portfolio of cross-cultural research techniques that includes both cognitive and behavior domains (what to research) and both non interactive and interactive process (how to research)
- Several non traditional techniques such as six degrees of separation, listening post, key information and inventory research may be useful additions to traditional cross-cultural research methods