

# Does Power Distance Affect Marketing Practices?

Preeti Srivastava<sup>1</sup>, Naval Bajpai<sup>2</sup> and Deepak K. Srivastava<sup>3</sup>

*<sup>1</sup>Faculty Member, Dr. C.V. Raman University, Bilaspur*

*<sup>2</sup>Associate Professor, Indian Institute of Management, Raipur*

*<sup>3</sup>Associate Professor, Nirma University, Ahmedabad*

---

**Abstract**—*The impact of cultural diversity is extremely relevant for marketing management. Firms those operate in global market have to manage more culturally sensitive areas such as marketing because of differences in values and perceptions that are held by marketing professionals. Present study is an attempt to measure impact of power distance on marketing practices of selected Indian marketing professionals. Result shows a negative impact of power distance on marketing practices.*

**Keywords:** *Cultural Diversity, Power Distance, Marketing Practices*