Health Services Marketing in a Cross-Cultural Context: Elekta in India

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UNIVERSITY OF GÄVLE


University of Gävle

Leksell Gamma Knife



The case of Elekta

Swedish company operating in the area of cancer treatment

With the following offerings:

Elekta oncology

Elekta Software

Elekta neurosciences

Elekta services

Elekta Brachytherapy

Elekta Leksell Gamma Knife

Listed in the Nordic stock exchange

Has 3 764 employees

Operates in 26 countries

Is used in more than 6 000 hospitals

100 000 patients are treated per year

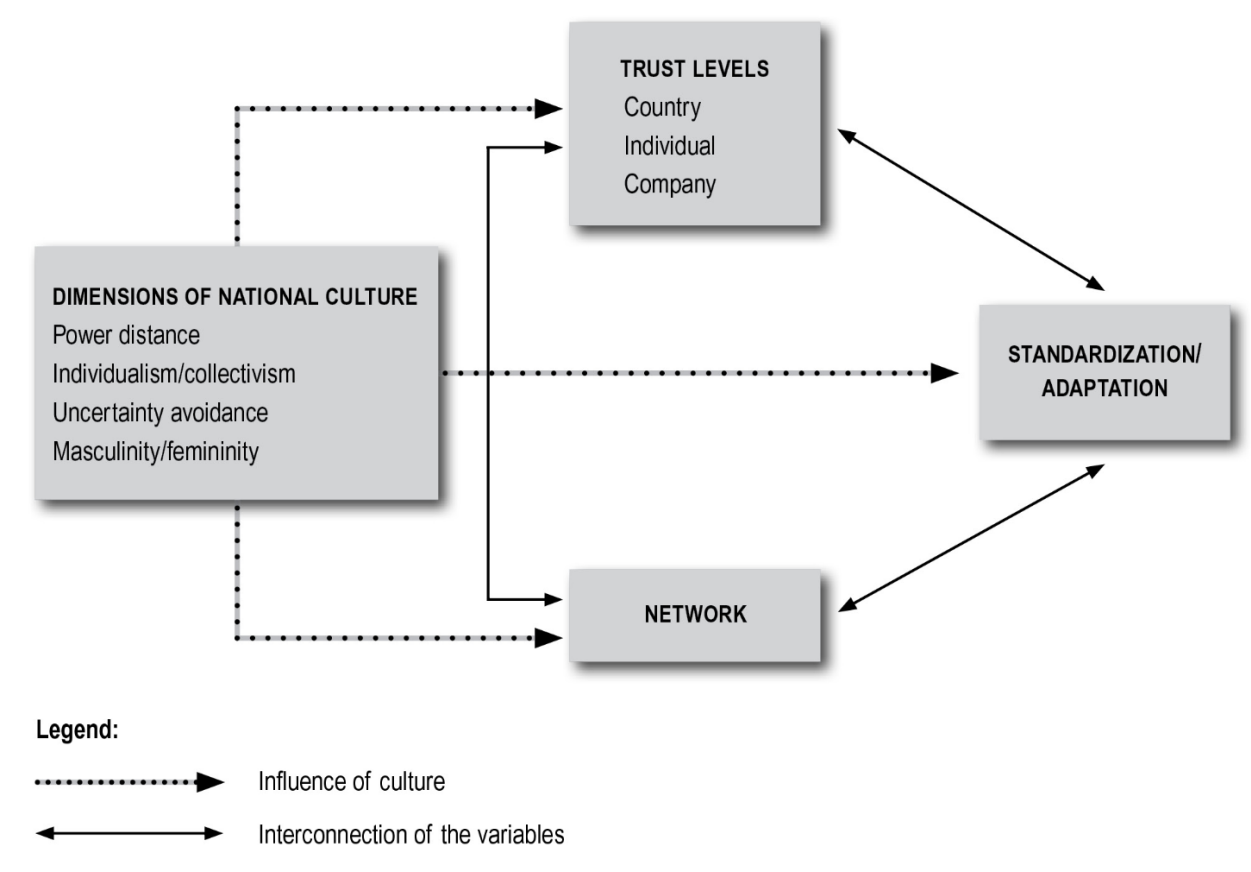
Research aim and question

We explore the impact of culture on international services marketing

The following research question is addressed:

How does culture affect trust, networks and marketing strategy in marketing health services?

The process of International Services Marketing



Indexes for four dimensions of culture for Sweden and India

Dimension of culture	SWEDEN	INDIA
Power distance	31 (ranks 69-70)	77 (ranks17-18)
Individualism/collectivism	71 (ranks 13-14)	48 (ranks 33)
Masculinity/femininity	5 (rank 76)	56 (rank 30)
Uncertainty Avoidance	29 (ranks 72-73)	40 (ranks 67)

Research Methodology

Case study on one company

Seven Interviews/discussions/observations/documents

Different Perspectives	The vice president of Elekta in India
	The financial director
	The services director
	The human resource manager
	One physicist/customer
	Several engineers
	Following a learning session

Conclusion

Two dimensions of culture are important

Power distance

Indicvidualism/collectivism

They recruite local people

Keep the innovative image of the service offering in tact

Standardize prices

Offer after service maintenance

Develop personal relationships with government and private customers

Show respect to human face and to regional development

Contribution

Theoretical:
Development of a conceptual framework on the process of International Services Marketing

Practical and Societal:
Managers should keep the concept intact and adapting other parts of the marketing mix by using local people.
It is argued that word of mouth, tactics and diplomacy, and respect to hierarchy are required to establish relationships and networks to gain trust and legitimacy in the local market.

THANK YOU FOR YOUR ATTENTION!

Questions are welcome!