Introduction needs refs

Extand problem statement

Research aim and objs and should be alliges with the questions

Hypothesis in the end of chapter 2

Outline of methodology

Hofsted model theoritical models/perspectives / theories and models , include the diagrams of those models and critically evaluate how both models alligs/ are different and how they can be used in my research

MORE REFRENCES

Call examples in themes of literature (who said what what study found what…)

Conceptual framework

Hypothesis

Quantitative

Why is interpretivist the most appropriate

Type of interviews

Specify which type of data

How quantitative data is going t pbe analyzed

Everything should

Sharma, P., Luk, S. T., Cardinali, S., & Ogasavara, M. H. (2018). Challenges and opportunities for marketers in the emerging markets. *Journal of Business Research*, *86*, 210-216.

Rodrigues, C., Brandão, A., Billore, S., & Oda, T. (2024). The mediating role of perceived brand authenticity between brand experience and brand love: a cross-cultural perspective. *Journal of Brand Management*, *31*(3), 293-309.

Baran, T. (2022). A Systematic Review and Research Agenda on Standardization versus Adaptation of Brand Elements in International Markets. *Brand Management*.