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The role of national culture  
Globalization and learning; Conclusions; 5  
Management and culture in South Asia; Introduction; The nature of management and cultural change in South Asia; Multinationals as change agents; Organizations setting global trends; How widespread are the changes?; What can be learned from South Asian organizations?; What can South Asian organizations learn from other organizations globally?; Conclusions; 6  
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Impact of globalization: convergence or divergence of CSR activities  
Does East meet West?; Policy implications and recommendations; Conclusions; 7  
Frugal innovation; Introduction; The changing nature of globalization; Reverse trends in innovation; The concept of frugal innovation; South Asian frugal innovations; Implications for learning; Conclusion; Acknowledgements; 8  
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## Sommario/riassunto

Globalization has changed business the world over. Financial crises in the West and parts of Asia have triggered a search for new models and ways of doing business. South Asia offers a novel perspective on these issues, both from an intra-Asia and international standpoint. Globalization, Change and Learning in South Asia is an edited collection focussing on analysis and review of contemporary business practices in South Asia. This title shows the importance of South Asia to business and management research, and the practice of business, highlighting the role of extensive learning in addressing

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