

1. Record Nr.	UNINA9910810153903321
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Titolo	Doing business in India : a framework for strategic understanding // C. Lakshman
Pubbl/distr/stampa	Amsterdam, Netherlands : , : Elsevier, , 2015 ©2015
ISBN	1-78063-455-2 1-84334-774-1
Descrizione fisica	1 online resource (224 p.)
Collana	Elsevier Asian Studies Series
Classificazione	QG 830
Disciplina	382.0954
Soggetti	Investments, Foreign - India International business enterprises - India India Commerce
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Cover; Doing Business in India: A Framework for Strategic Understanding; Copyright; Contents; List of figures; List of tables; Preface; About the author; Endorsements; Chapter 1: Why India?; Doing business in India: a strategic framework; Institutional context; Macroeconomic context; Political particularities; Consumer and market profile; Chapter 2: The institutional context; Legal institutions; Financial and capital market system; Retail market; Labor market institutions; Challenges provided by the institutional context: case example; Cricket in India - a national obsession T20: a new format Indian Cricket League (ICL); Institutional conflict-based processes and organizational innovation; A battle for legitimacy; Clash of cricket titans: reaction of institutional actors; The role of government in institutions; Questioning ICLs moral legitimacy; The BCCI/ACB contrast and the role of institutional voids; Demise of the ICL; Implications for MNCs; Chapter 3: The macroeconomic context; Path from mixed economy to liberalized capitalism; Towards a free market economy; Benefits of the reforms; Inflation; Fiscal deficit in India; Main sectors of the economy The informal economy Chapter 4: Political particularities in India;

Parliamentary democracy in India; Federalism in India; Business implications of federalism; Chapter 5: Profile of consumers and markets in India; Contrasting consumer values in India; Spiritualism v. materialism; From `two faces of India` to many; Extended v. nuclear families; Spending habits; Driver of purchasing behavior; Technology preferences; Wealth/Income; Education; Role of women in India; Rural v. urban markets; Digital connectivity and m-commerce; Collectivists to individualists; Reaching consumers in India
Chapter 6: Strategies adapted to Indian needs Industry life cycle and stages; Embryonic industry; Growth industry; Mature industry; Declining industry; Operating in embryonic industries; Operating in Indias high-growth industries; Operating in mature industries; Case example: Reliance Retail; Introduction; Rapid growth of Indian retail market; The retail scenario in India; Competitors; The India challenge for retail; India: a growth story grown old?; Reliance Retail Limited (RRL); Early vision and strategy; Response to setback; Strategic intent and response to downturn; Joint venture strategy
Institutional legitimacy Human capital and retail in India; Selection of executives and organizational design; Human capital: the other 70 percent; Framework for understanding success in pan-India retail; Reliances unique staffing strategy; Reliance Retail's hunt for talent and skills; Reliances HRM and its transformation; Awards and achievements; Prospects for the future; Discussion questions; Financial highlights;
Chapter 7: Rural India and bottom-of-the-pyramid markets; Indias cultural roots; Caste system; BoP markets in rural India; Special challenges in rural markets
Case example: ITC and Indias BoP markets

Sommario/riassunto

A comprehensive look at understanding India with a strategic framework that can be readily used for doing business in this market is needed. Doing Business in India discusses the cultural and consumer profile of the people of India and how these fit into the macroeconomic context. The analytical framework provided and illustrated with real case examples spans domains such as the institutional context of the country (full of voids and amazing peculiarities) and the interesting federalist political framework in a country with many states. Based on this foundation, the book introduces the busine
