

*International Journal of*

# Indian Culture and Business Management

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# Scope of the Journal

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*India is fast becoming one of the most important development centres for software, IT outsourcing, R&D, biotechnology, customer contact, design, and other knowledge-based products and services. At the same time, India's rapidly expanding middle class represents a promising new market. IJICBM acts as a forum for the exchange of new developments in Indian business environments both in terms of opportunity and threats, and the implications of culture and political landscape on business enterprise.*

## Topics covered include:

- Indian business, culture, etiquette, management
- Economy of India, corporate governance, CSR
- Culture/economic role in science/engineering/technology
- Entrepreneurship/social issues, creativity/innovation, cross-cultural management
- Relationship between India and Western countries
- Foreign investment/trade, outsourcing
- R&D, multi-cultural work teams, communication pitfalls
- Market opportunities, private equity, real estate investment
- Risks/rewards of doing business in India
- Regulatory environment in India
- Best practices for managing communications with Indian counterparts
- Current economic drivers, IT, knowledge management/learning
- Political landscape - effects on business; government support
- Key Indian values: common denominators in a diverse nation, ethics
- Protecting intellectual property



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