



## Doing Business in India: Selected Themes to Consider

By Jan Stentoft, Ole Stegmann Mikkelsen, Antony Paulraj

University Press of Southern Denmark. Paperback. Book Condition: new. BRAND NEW, Doing Business in India: Selected Themes to Consider, Jan Stentoft, Ole Stegmann Mikkelsen, Antony Paulraj, This book is about the theory and practice of doing business in India and is based on M.Sc. students' evaluated assignments related to a field study trip to India in 2013. The book is organized into six chapters. Chapter one reflects on why one should do business in India. Reasons for doing business in India are among others access to low cost production and to a rapid growing market for products due to high economic growth in India. The second chapter is concerned with Indian business culture. When engaging in business in India, it is important to pay attention to cultural aspects. One should adapt to local customs, habits and traditions. The third chapter is concerned with innovation in India. The chapter analyzes how innovation takes place from an Indian perspective. The fourth chapter is about knowledge management. The chapter provides an analysis on how knowledge in industrial enterprises is shared in India. The fifth chapter deals with outsourcing and offshoring activities to India. The chapter creates an overview of important factors to consider...



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