

Globalization, Change and Learning in South Asia

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To my WEB (Weiz, Ehsan & Bilquis) of faith and wisdom,
Who represent my past, present and future –
Fondest of my memories, greatest of my hopes and
sweetest of all dreams

Contents

<i>List of figures and tables</i>	<i>xiii</i>
<i>Abbreviations and glossary of terms</i>	<i>xv</i>
<i>Preface</i>	<i>xix</i>
<i>About the editors</i>	<i>xxiii</i>
<i>About the contributors</i>	<i>xxvii</i>
1 The changing context of South Asian economies	1
<i>Shaista E. Khilji</i>	
Introduction	1
Transformation and complexity in South Asia	2
The importance of learning	7
Purpose and structure of the book	10
Contributions to this volume	13
Conclusions	17
2 Gendered contexts and globalization in South Asia	19
<i>Peter A. Murray</i>	
Restraining ideology and gender	19
Gender contexts	21
Is globalization improving gender equality?	23
Gender and institutional change	27
Strategies for East meets West	32
Conclusion	37

3	A catalyst for globalization and knowledge flows: the South Asian diaspora	39
	<i>Masud Chand</i>	
	Introduction to diasporas	39
	What is diaspora?	40
	Overview of South Asian diasporas	41
	Roles played by modern diasporas	45
	Major diaspora organizations	50
	Diasporas and economic development	52
	Evolving issues for diasporas	54
	Policy implications	58
	Conclusion	60
4	Anatomy of corruption in South Asia	63
	<i>Naresh Khatri, Shaista E. Khilji, and Bahaudin Mujtaba</i>	
	Introduction	63
	Corruption: definition	64
	The anatomy of corruption in South Asia	65
	Globalization, socioeconomic development, and corruption	68
	The role of democracy	70
	The role of national culture	71
	Globalization and learning	77
	Conclusions	80
5	Management and culture in South Asia	83
	<i>Shaista E. Khilji and Pramila Rao</i>	
	Introduction	84
	The nature of management and cultural change in South Asia	85
	Multinationals as change agents	87

	Organizations setting global trends	92
	How widespread are the changes?	94
	What can be learned from South Asian organizations?	95
	What can South Asian organizations learn from other organizations globally?	97
	Conclusions	98
6	Globalization and corporate social responsibility: perspectives from South Asia	101
	<i>Monowar Mahmood and Shaista E. Khilji</i>	
	Introduction	102
	The current status of CSR in South Asia	103
	Does East meet West?	119
	Policy implications and recommendations	120
	Conclusions	121
7	Frugal innovation	123
	<i>Yasser Bhatti, Shaista E. Khilji, and Radha Basu</i>	
	Introduction	123
	The changing nature of globalization	125
	Reverse trends in innovation	128
	The concept of frugal innovation	129
	South Asian frugal innovations	132
	Implications for learning	138
	Conclusion	143
	Acknowledgements	145
8	Conclusions: South Asia at the crossroads – implications for learning and change	147
	<i>Shaista E. Khilji</i>	
	Introduction	147

Implications for future research	162
South Asia at a crossroads – looking into the future	163
Conclusions	165
<i>References</i>	167
<i>Index</i>	197

List of figures and tables

Figures

1.1	Trends and challenges in South Asia	11
8.1	Globalization, change, and learning in South Asia	149

Tables

5.1	Multiple-track management system in South Asia	90
7.1	Frugal innovations from South Asia	133

UNCTAD	U.N. Conference on Trade and Development
UNDP	U.N. Development Programme
UNICEF	U.N. Children's Fund (formerly U.N. International Children's Emergency Fund)
USINPAC	U.S. India Political Action Committee
WRAP	Worldwide Responsible Apparel Production
<i>Zakat</i>	Charitable donations

Preface

I am a product of globalization. I have spent my life living, studying, and working in Asia, Europe, and North America. My global experiences have helped me grow as a person and professional. I am fortunate to have had the opportunity to apply these life experiences to my academic career of research and teaching. Personally I appreciate the power of "learning to change". *This makes me what I am today!*

The idea for this book is based upon my research and teaching interests, which have focused on issues related to *globalization, change, and learning* in Asian emerging economies for over a decade. My sabbatical year particularly allowed me to further explore topics at the intersection of these three critical areas, and develop a graduate level course titled, "Globalization, change and learning". I have now taught this course over two summer semesters at the George Washington University (U.S.A.) to a captive student audience that is diverse in its affiliation (from international affairs, business, politics, human development, education, etc.), interests, as well as cultural makeup. Although this course focuses on discussing how America can improve its future and how American organizations can be made more relevant, the lessons are equally useful for any other country in its efforts to become competitive. Because of the international makeup of the classes, students have demanded and sometimes led many discussions related to the relevance of globalization, change, and learning as it pertains to several other countries including China, Turkey, Morocco, Norway, South Africa,

India, Pakistan, etc. Teaching this course was instrumental in broadening my perspective and strengthening my passion for the topic. Simultaneously, I have also been leading the *South Asian Journal of Global Business Research*, a scholarly journal dedicated to advancing theoretical and empirical knowledge of business issues facing multinationals and local organizations of South Asia and South Asian diasporas. Hence, when Professor Chris Rowley, Asia Series Editor at Chandos Publishing, contacted me for a book idea, I quickly proposed, *Globalization, Change and Learning in South Asia*.

This is the first volume to capture a range of business and management topics related to South Asia. It provides readers with firsthand knowledge of the business environment, trends, and practices in South Asia in view of a globalizing world. All of the authors capture a balanced view of how organizations and leaders are coping with the pressures of globalization; they also identify both challenges and noteworthy practices and trends. The volume aims to deepen knowledge about South Asian organizations and peoples. As I discuss in this volume, South Asia is the world's most populous and economically vibrant region. It provides a rich context for researchers to explore a plethora of business and management issues. My hope is that this volume stimulates further interest in the region and heightens awareness and understanding of South Asian organizations and contemporary business practices. As international business researchers and practitioners look for new avenues for growth and explore global trends, South Asia (as is discussed in this volume) offers immense potential.

I would like to offer my thanks to all contributors to this volume who have stayed committed to this work and have given their talent and time to this project. Special thanks are due to Series Editor, Professor Chris Rowley, for his constant encouragement, and to many of my graduate students, who

have sat through my class and advising sessions, contributed to discussions, offered creative insights, shared their personal/professional experiences, and asked some very tough questions that made me pause, think, and reflect. Acknowledgements are also due to all of my colleagues at the George Washington University for their continued support over the years. It would be remiss of me if I did not mention Candice Matthews – my research assistant for the past two years. I would not have been able to achieve the same level of productivity without her enormous support: “I don’t know how I would have managed all of my professional roles without you. I will miss you when you leave.”

I would like to thank my warm-hearted husband whose support has been invaluable in helping me balance a career and family; to my brothers who have taught me many life lessons; to my parents for giving all of us the gift of education and for raising four very strong girls; to my son who fills my life with pure joy; and to my very own *Global “Fantastic Five” Girl Power* for being a constant source of hope and encouragement for me throughout the years – my incredible sisters Raana, Uzma, and Saadia as well as amazing friends Seema and Barbara. “Thank you for your love, support, and sincerity. I would not have been able to celebrate the joys of my life nor face all of the challenges without your understanding and wisdom. You make my life beautiful and enviable.” Last but not least, I would like to express my gratitude to Allan, my friend of years, who has always given me strength and unconditional love. “This is why I keep returning to you.”

S.E.K.

Washington, D.C., U.S.A.

5 February 2013

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Her research interests include cross-cultural management with a particular focus on human resource management practices in India and Mexico. She is also interested in innovative teaching strategies specifically related to debates and Socrates seminars. Her work has been published in *Cross-Cultural Management: An International Journal*, *Employee Relations*, *Journal of Indian Business Research*, *Multicultural Educational and Technology Journal* among others. She is the author of *HRMex*, a book that details HRM practices in Mexico. She is also the author of *Taking Sides*, a McGraw-Hill publication on 20 debate topics in human resource management.