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Abstract

Business culture varies from one area to another and countries neighboring each other can be totally different in their business manners. This generates often conflicts and difficulties to companies' management when different cultures should be managed. Operating on developing markets brings additional difficulty to business because of possible problems in infrastructure, legal systems and overall business environment. On the other hand developing markets represent today's possibilities when markets on developed countries are highly competed. India has been discussed widely in media during last years and many have suggested it to be next China in economic development. The author has always been interested in different cultures and how they affect in business. This lead to study what kind of business culture is prevailing on this emerging market. Culture is an old issue to study and many researches have been made from different point of views. Idea behind this thesis is to bring new point of views by having India as the target country and by interviewing persons who live or have worked there. The purpose in this work is to get results that would help companies' managers understand what the business culture differences between Finland and the chosen country are and what aspects should be considered when doing business and managing local employees in this country. The objective of this study is to analyze the business culture in India from the viewpoint of Finnish business culture. More precisely to

- introduce the specific features of Indian national culture on individual level that affect business culture,
- examine what kind of business environment is behind India's business culture and
- understand the cultural differences in everyday business.

This study has been made based on qualitative method. 5 persons were interviewed about their experiences working in India. Partly analysis was made based on literature. Multiple results were found and one of them being the most important, that is the fact that conclusions made based on theory and empirical study can be kept valid to some extend but one should not forget that also the opposite might be true when it is about India. Business environment can be seen stable at the moment but many things are different and do not work the same way in India as they do in Finland. On individual level differences between Finland and India for example in time concept, group orientation and language are visible. In daily business Indians require more leadership from their superiors than Finns do. Hierarchy and status direct how decisions are made. Good superior needs to have social skills and as a foreign person the knowledge about many important things such as religion and silent language.

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| Key words | Culture, India, business culture, national culture, business environment |
| Further information | |