



T A PAI MANAGEMENT INSTITUTE

MANIPAL - 576104

Research Seminar

**Investigating India's Competitive Edge in
IT-ITeS Sector.**

Speaker

Prof. Sankalpa Bhattacharjee

TAPMI, Manipal

2:00 PM, February 02, 2011 (Wednesday)

F2 Class Room, TAPMI Campus

ALL ARE INVITED

Abstract

India's unprecedented success in a technology intensive sector like IT-ITeS has attracted global attention. This attention is partly because of the rate at which the industry is growing but more so because of the fact that it is being exhibited by a country like India, which historically known for its agrarian structure, low per-capita income, lower levels of technology adoption and predominance of low-wage, commodity-based exports. In the overall framework of Porter's Diamond Model, the study argues that technological prominence of the Indian IT-ITeS sector has been achieved on account of favourable factor endowments, that seem to be tailor made for this industry; burgeoning demand conditions; robust growth of related (and supporting) industries with technological pervasiveness; healthy competitive environment prevailing in the industry on account of entry of new players (including MNCs) given lower entry barriers on one hand and huge foreign exchange earning potential on the other; and supportive government policies. The interplay of these forces has catapulted India as the most favoured outsourcing destination.

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