



## GLOCALIZATION

-Aparna Sharma

**W**ith the world coming together due to the effects of globalization, the barriers and boundaries have been broken down and a new world has emerged in terms of global economies and trade. As a result the world has seen high workforce exchange in every corner. Keeping the previous thought in mind, one more element which comes into play along with the global workforce exchange is the element of adaptation or simply LOCALIZATION.



“The new year sees the progressive evolution of Corporate culture where SKILL and not country of origin becomes the driver to being successful and managing business needs”.

Technology has made the world become a smaller place. Email, LinkedIn, Twitter, Skype and Face book have allowed professionals to network globally and also explore work opportunities in countries that they might never have dreamt of working even ten years ago. You only have to visit some of the well known coffee shops in metros to know the number of expatriates who work in India.

Skill is a prerequisite for success but country of origin does matter although its importance may vary. For e.g. is it easier for an Englishman to work in India? A British national has an edge since he/she speaks English, his/her great grandfather was either born or worked in India, is exposed to Indian food, cricket, Bollywood and probably had Indian friends back home. This background makes it easier for the Englishman to adjust to India, crowds should not intimidate him/her as much and he/she can easily pick up a conversation at an office get together in Bangalore.

Things could be different when a Hungarian comes to work in India. He/she must be willing to listen, observe, adapt and accept. Special efforts are required to learn the local language. This would help you relate with colleagues and understand-both, that is being spoken and also left unsaid. If a woman expat were to sport Indian attire, she can bond better with other women at work. Asking questions about culture, clothes and food are important ways to “Konnect” with your colleagues. I have found this so true in my own personal experience of working & lives in the Philippines!!!

However, skill is a key driver. An individual needs to join a professional network which enables him/her to be updated with latest developments globally. Also, a conscious effort needs to be made to become part of groups that are involved in sharing knowledge, insights and experiences.

Corporates must design jobs that give employees international exposure, allows them to interact with professionals from other countries. At the same time, it should appoint Mentors for expatriates who come to work in India. A mentor is one who not only helps the expat settle in but is a one stop advisor on anything to do in India, work or personal. This would enable the expat to adjust to India, find his/her bearings so that only skill and not nationality would determine performance.

Send us your feedback and thoughts on:  
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- ➔ *Fashion Q's for the Corporate Cartel, by Anuradha Chandrashekar*

### KTA TALK!

(..contd) As we begin the new year we see a wider role being played by KTA in bringing about transformational changes through identifying the Right Talent and also using its consulting services to help organizations bring in business process alignment with its vision and values and leading them into the next phase of growth. We wish to highlight two significant developments in 2010 - Rajeev Gopalakrishnan ex-Director HR at IFF and XLRI alumni and Rajesh Bahl ex-Country Head and VP of Kuebler joined the team in Chennai and Pune respectively.