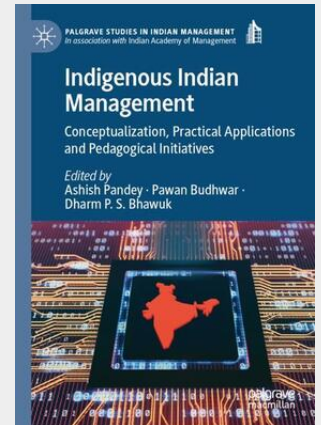


## Indigenous Indian Management

Conceptualization, Practical Applications and Pedagogical Initiatives

This book reflects on the growing appetite for plurality in management knowledge that addresses the problems important to business and society. Over the last three decades, India's rapid economic growth has helped to make it a leading economy of the world. The social and cultural setting of India is unique because of its diversity, large population, and social and economic stratification. India is a living culture of more than three thousand years that simultaneously embraces traditional and contemporary beliefs and practices. From world trade to climate change to democratization, India's actions have a global impact. Reviewing management literature in the Indian context, this book attempts explaining and addressing the problems important to business and society. This book has three primary aims: to identify and describe the insights from traditional culture of India relevant to management, to report on the Indian institutional dynamics and its reflection on management and to present pedagogical initiatives that integrate the wisdom of Indian culture and tradition with contemporary management knowledge. In light of these objectives, this book will be relevant to management scholars, educators, and practitioners, particularly in the areas of organizational behavior, human resource management, strategic management, marketing, entrepreneurship, and international management.

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