World Trade Organisation and Business Process Outsourcing in India

Edited by

Dr. R. Hiremani Naik Reader and Local Head, Department of Commerce, Karnatak University, Kittura Rani Channamma Post Graduate Centre, Belgaum, Karnataka

University Book House Pvt. Ltd. Jaipur

Contents

1.	Outsourcing and Its Impact on Developing Economy Dr. R. Hiremani Naik	1
2.		11
	Dr. H.S. Anita and O.K. Ganesh Babu	1
3.	GATS and Business Process Outsourcing in India: E merging Issues	19
	Dr. R.R. Biradar	
4.	Outsourcing in Advertising: India to Emerge as Global Hub	45
	Umesh H. Arahunasi	
5.	FDI and Technology in Retailing	57
	Dr. H.R. Venkatesha	
6.	Economics of Business Process Outsourcing: Emerging Challenges and Opportunities in Indian Financial Sector	71
	Tanaji G. Rathod	
7.	Globalisation and Workforce Structure in India	9 3
	Dr. G.K. Boodeppa	
8.	Foreign Direct Investment and Indian Services Sector	103
	Dr. D.N. Patil	3
9.	Impact of Globalisation and WTO on Indian Financial Sector	109
	R.N. Chawhan	

10.	Repositioning Business Strategy in the Indian Power Sector	123
	Dr. R. Hiremani Naik and Tanaji G Rathod	
11.	Business Process Outsourcing: A strategy for cost effectiveness through Business Process Re-engineerin	149 g
	Dr. R. Hiremani Naik and P.L. Harale	
12.	Foreign Direct Investment in India – A Diagnostic Study	155
	Dr. A.S. Shiralashetti and Dr. S.S.Hugar	
13.	Business Process Outsourcing Under Globalise Regime: A SWOT Analysis	166
	Dr. Akash S.B. and Prof. H. Y. Kamble	
14.	Knowledge Process Outsourcing (KNO) in India: Some issues and challenge	174
	R.O. Olekar and Shivakumar Deene	
15.	Banking Services in the Outsourcing Economy – Challenges Ahead	182
	Dr. R. Hiremani Naik	
16.	Business Process Outsourcing: Progress, Problems and Prospects	192
	Ms. N.Tamragundi	
17.	Intellectual Property Rights: Is India Intelligent to protect its Intellectual Property Rights	200
	I.S. Mathapati	
18.	Outsourcing: Moving towards legal services in India	212
	S.T. Naik	
19.	Asian Economic Integration: A Strategic Relevance of Broad Approach	215
	Dr. H.H. Uliveppa and M.N. Siddalingappanavar	
20.	Outsourcing: Skilled Oriented Human Resource Dr. R. Hiremani Naik	233
	Dr. K. Filtemani Naik	

٠