

**IMR** *C* 2006  
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# Global Competitiveness through Outsourcing: Implications for Services & Manufacturing

Date : July 13 – 15, 2006  
Venue : IIM Bangalore, INDIA

Outsourcing in both manufacturing and service sectors has had a long history. What is more recent, however, is the globalisation of outsourcing. A wide range of activities in manufacturing and services is becoming increasingly tradable due to technology, opening up of foreign direct investments (FDI) and new kinds of organisational arrangements. Further catalysing this process are the recent advances in the ICT sector. All these have collectively resulted in the use of outsourcing as an important element of corporate strategy in redefining global competitiveness. These developments offer immense potential for firms to create new value. The emergence of newer markets in rapidly developing countries such as India and China enabled policy makers and firms to deploy these new mechanisms.

Clearly, the issue merits greater attention from both researchers and practitioners. The IMR Conference seeks to fulfil this need by bringing together “best-in class” practitioners, educators and researchers in the field of management to share their knowledge on this important theme. Papers are welcome on any subject broadly related to the topics given below. Other related topics of interest are welcome, as well.

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## Sub-themes of the conference

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- **Outsourcing & Globalisation**

- Recent trends and emerging export and growth opportunities in various services in India and globally
- Outsourcing issues in India in the context of other emerging economies and global competitiveness
- Implications of manufacturing and service globalisation for international relations and international political economy
- Impact of services revolution on the pace and nature of domestic regulatory and other reforms
- Interplay between services and manufacturing outsourcing

- **Services Vs Manufacturing Issues**

- Sources of competitiveness (domestic and external factors) in service and manufacturing sectors
- Services versus manufacturing: Sectoral growth and sustainability issues
- Recent trends and developments in outsourcing (services and manufacturing)

- **Policy & Other Implications of Outsourcing**

- Implications of outsourcing (in the context of employment, growth, incomes, technology spillovers, productivity, innovation, management and organisational structures, brand equity etc.)
- Opening up the service sector and related implications

- Labour, capital, information mobility issues in the services revolution
- Intellectual property issues
- Impact on society
- Implications for corporate governance and disclosure practices

- **Competitive Strategies for Outsourcing**

- Sustainable strategies for competitive advantage through outsourcing
- Differentiation in the outsourcing space and opportunities
- Enhancing competitiveness in different clusters of services (infrastructure services including energy, telecom, distribution, transport; professional and business services including IT, accountancy, healthcare consulting, education; cultural services including audiovisual, entertainment, tourism)
- Role of outsourcing in public sector and Government
- Case studies on outsourcing in manufacturing and service firms

Authors whose papers are finally scheduled for presentation are very important to IMR, as they collectively create value. Therefore, they will receive the following special considerations:

- All authors presenting their papers will have the conference registration charges fully waived.
- Furthermore, papers presented in the conference will be specially considered for publication in IIMB Management Review.

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## Important Deadlines for Paper Submission

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Extended abstract (400 words) due on : September 30, 2005

Full paper due on : January 31, 2006

Intimation of acceptance : March 31, 2006

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