

Editorial

Dear Readers,

Globalization is irreversible. We have reached a stage where no country in the comity of nations can live in isolation. Cross border business is the order of the day. Mobility of technology, human resource, capital, goods and services from one country to others is growing year after year. In particular, Information Technology has made remarkable impact on global business. Increasing mergers and acquisitions are new norms today. In this background, Transnational and Multinational corporations have to 'learn' to do business in different cultural, Political, Economic and Geographical environments. This is not only true with different countries, it is also true to a great extent within the same country. There would be sub-cultures and different Political, Economic and Geographical environments within a country. India is a good example for this. Hence, it is important to understand different cultures and cross cultural implications to successfully do business across the borders.

This volume of AMBER would focus on **Cross Cultural Management in Global Business**. Articles covered include diverse topics such as Cross-cultural management in global business: A Japanese perspective, Organizational culture and psychological engagement driving towards human side of management: Implications from Human Resources Management and employee empowerment research, Perception belies – Ethical management practices not always rosy with MNCs, Dichotomy between culture and consumer colour choices – A pragmatic stance, Comparative analysis on pervasiveness of occupational stress among BPO/ITES employees in Chennai & Puducherry regions, Employees Perception Towards CSR: An Empirical Study, The Encounter with Indian Culture through Buddhism in Japan Making of an Anime Film "Buddha", Globalization and Cross Culture: Issues and Challenges in IT Sector: A Case study on Infosys Technologies, Culture impact of advertising in regard to different local and Global Brands in India, Globalization and Cross Culture: Issues and Challenges in IT Sector: A Case study on Infosys Technologies and Cross Cultural management.

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Next issue of AMBER would focus on the **Business History of Karnataka (Connecting Tomorrow with Yesterday)**. Future of Business, Commerce, Industry and Economic Development have roots in the past. Understanding the historical development of business in our country over the years provides insight about the challenges and opportunities faced by the business organizations. As a first step the coming issue would focus on the Business History of Karnataka. This effort is to connect tomorrow with yesterday.

Dr. H.R. Venkatesha
Chief Editor
