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CHANGING GLOBAL ECONOMIC SCENARIO AND INDIAN BUSINESS PROCESS OUTSOURCING INDUSTRY: AN ANALYSIS

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ABSTRACT

The last decade saw an upheaval in the growth and development of the Indian economy, which was accompanied by the revolution in the technological front and a radical change in the way businesses were done. Instead of being the jack of all trades, the smart organizations have now redefined the way of working and now aim at being the master of their core business. The present study has been conducted with the objective to analyze the impact of economic slowdown on the performance of BPO sector in India. For the evaluation of the Impact of Global Economic Scenario on Indian BPO Industry, a Primary Survey was conducted using self structured questionnaire which was administered upon the Senior Managers, Executives and other Senior Level Employees in the participant organizations. Sample respondents were selected from the list of Top 15 BPO companies provided by NASSCOM (2009-10). The null hypothesis taken for the research is, "There is No Significant Impact of the Global Recession On Indian BPO Industry" For this hypothesis testing, Z-test has been calculated and the evidence suggests that there is impact of global recession on the Indian BPO Industry. On the basis of the above study it can be summarized that some dimensions of BPO industry are highly affected whereas some are very minutely affected but none has escaped from the impact of global recession.

KEYWORDS: BPO, NASSCOM, US RECESSION.