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KNOWLEDGE PROCESS OUTSOURCING - OPPORTUNITIES, CHALLENGES & STRATEGIES

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ABSTRACT

Knowledge process outsourcing makes a sharp break from the conventional types of work normally associated with outsourcing. Nevertheless, despite the KPO sector being a comparative new comer on the outsourcing scene, it has thus far been highly successful. The present empirical study aims to highlight the business opportunities in knowledge process outsourcing sector. An attempt has been made to see important challenges in the sphere of KPO. Further, efforts have been made to enlist the significant operational and competitive strategies for the success of KPO. 40 senior executives of national and multinational companies have been surveyed with the help of structured questionnaire after pilot survey. Henry Garrett's ranking technique has been used for analysis of data. Inferences were drawn on the basis of average Garrett Score. Cost minimization and risk diversification have been observed as major reasons to go for knowledge process outsourcing. According to study, skill acquisition and retention was rated as biggest organizational challenge, Customer challenges. Clients confidentiality and data security has been considered as major customer challenge as far as environmental challenges are concerned. Straightforwardness in dealings and specify the role of supplier and management has been regarded as significant operational strategies whereas challenge the providers and creating more awareness about the nature of work KPO involves are inferred as most important competitive strategy for KPO. There is a need to increase the value of "Brand India" as a potential high end destination.

KEYWORDS: *Knowledge Process Outsourcing, High value activities, competitive strategies, environmental challenges, competitive advantage, Resource Leverage.*