

Book Title: **India: A culture in transition**

EDITOR(S)

**Dr Ashish Malik**, University of Newcastle, Australia  
ashish.malik@newcastle.edu.au

and

**Dr Vijay Pereira**, University of Portsmouth, UK  
vijay.pereira@port.ac.uk

**We invite book chapter contributions of up to 8000 words maximum from authors on the following topics. The manuscript will be published by Routledge and we attach its referencing format for the manuscript.**

**Important dates**

**Submission of abstract of 150 words: 30th June 2014**

**Notification of Decision and call for final chapters: 10th July 2014**

**Final chapters due: 15th September 2014**

#### ABOUT THE MANUSCRIPT

*This edited collection aims to present a sound theoretical and empirical basis for understanding the evolving and changing nature of culture in Indian organisations. This collection will incorporate contributions from national and international academics with active interests of researching in organisational culture and management in domestic firms and Indian multinationals. In addition to covering topical issues on culture, this collection offers novel theoretical lenses and methodological approaches to analyse and understand culture in Indian organisations. Rich and reflective case study insights from practitioners and academic reviews balance and integrate the theoretical underpinnings and cultural practices in the transforming tapestry of Indian culture. The use of rich case studies including the high growth sectors such as the IT industry highlight some of the macro and micro level challenges faced by organisations in managing a culture in transition. The editors are keen on including topics such as listed below:*

- **Understanding culture in Indian organisations**
- **Postcolonial understanding of culture**
- **Role of cultural literacy in organisations in India**
- **Methodological approaches to understanding culture(s)**
- **Cross-cultural approaches**
- **Cultural integration in Indian and foreign MNCs**
- **Diffusing culture in internationalisation**
- **Managing cultural challenges for Indian immigrants and expatriates in India**
- **Corruption, culture and business organisations**
- **Spirituality and culture in Indian organisations**

## **Routledge Author-Date Stylesheet**

**REFERENCES:** The body text will follow the standard Author-Date style of in-text referencing, to be placed *before* the punctuation mark. Therefore

(Organski 1980: 32).

In case of more than one reference, it should be arranged *either* chronologically (Organski 1980; Maoz 1983; Collier 1991) *or* alphabetically (Collier 1991; Maoz 1983; Organski 1980); inter-reference separations should be marked by a semi-colon as shown in the bracketed examples here.

An exception should be made *only* where the argument is built in a particular order in the text, and the author is keen to cite the references in the same order. Thus, one could have a scenario of (Maoz 1983; Collier 1991; Organski 1980) which is neither chronological nor alphabetical.

If there is more than one work by the same author in the same year, then use 'a', 'b', 'c', and so on to differentiate them. For instance, Collier 1991a, Collier 1991b, Collier 1991c, and so on both in the text and in the references.

If there are two authors with same surname publishing in the same year, use their initials to differentiate between the two. For instance, G. S. Sharma 1974; R. Sharma 1974 should be used in-text and in the references.

In co/multi-authored books: for co-authored books (up to and including 3 authors), write Sharma, Bhatia and Kumar 2001. For more than 3 authors, write Sharma *et al.* 2001.

All Reference citations must be listed at the end of the chapter under the title 'References' (in edited volumes) and at the end of the book under the title 'Bibliography' (in monographs). They must include complete publication details including place and year of publication, publisher's name in the case of books and volume, issue and page numbers in the case of journal articles. The following style of citation & punctuation is to be followed for citations in the References/Bibliography:

### Book

Organski, A. F. K. and Jacek Kugler. 1980. *The War Ledger*. Chicago: University of Chicago Press.

### Article in Edited Volume

Collier, David. 1991. 'The Comparative Method: Two Decades of Change', in Dankwart A. Rustow and Kenneth Paul Erickson (eds), *Comparative Political Dynamics: Global Research Perspectives*, pp. 7–31. New York: Harper Collins.

OR

Aspin, David. 1997. 'Autonomy and Education: An Integrated Approach to Knowledge, Curriculum and Learning in the Democratic School', in David Bridges (ed.), *Education, Autonomy and Democratic Citizenship*, pp. 248–60, New York: Routledge.

#### Article in Journal

Maoz, Zeev. 1983. 'Resolve, Capabilities, and the Outcome of Interstate Disputes, 1816–1976', *Journal of Conflict Resolution*, 27(2): 195–229.

#### Unpublished Dissertation, etc.

Kier, Elizabeth. 1992. 'Changes in Conventional Military Doctrines: The Cultural Roots of Doctrinal Change'. Unpublished Ph.D. dissertation, Cornell University.

#### Unpublished Paper

Kumar, Avinash. 2003. 'Defining the Disciplines: Hindi History versus Hindi Literature, 1900–1940'. Paper presented at the Department of History, School of Oriental and African Studies, London, 11 March.

Nass, C. 2000. 'Why Researchers Treat On-Line Journals like Real People'. Paper presented at the conference 'Future Books and the World Today', Rome, 25–26 November.

#### Archival Reference

Bengal Political and Secret Department Files: various years beginning 1816. Asian and African Collections (formerly Oriental & India Office Collections), the British Library, London.

Assam Secretariat Files: Revenue A and B, Confidential and Education, 1890–1938. Assam State Archives, Guwahati.

#### Census & Reports

*Census of India. Vol. 3: Madras and Coorg. Part 1: Report.* 1951. (ed.) S. Venkateshwaran. Madras: Government of India Press.

Hunter, W. W. 1885. *Imperial Gazetteer of India. Vol. IV: Cochin to Ganuria.* London: Trubner & Co.

#### Book Review/Review Essay

Wirtz, James. 1989. 'Counterinsurgency Paradigms', review of *Deadly Paradigms: The Failure of U. S. Counterinsurgency Policy*, by Michael Shafer, *International Security*, 14(1): 184–94.

#### Article in Newspaper/Magazine

'Aborting a Take-Off'. 1992. *Sunday*, July 19–25, pp. 14–15. (Add correspondent's or writer's name if available.)

Reference to/from a Website

Asad, Talal. 2000. 'What Do Human Rights Do? An Anthropological Enquiry', *Theory and Event* 4(4),  
[http://muse.jhu.edu/login?uri=/journals/theory\\_and\\_event/v004/4.4asad.html](http://muse.jhu.edu/login?uri=/journals/theory_and_event/v004/4.4asad.html) (accessed on 13 October 2011).

**(NOTE:** It is essential to mention the date of access of all websites and URLs because several websites become redundant over time, and cannot be referred to later on. In case of article references from websites, follow the reference style of printed texts above, followed by the name of the website and date on which it was accessed. Please also remove the hyperlink.)

**NOTES:** In the manuscript, they should be listed at the end of the chapter/article, and set in the same point-size as text matter (11 or 12 points) for copyediting purposes, although they will be eventually be set as endnotes.

**SUPERSCRIPTS:** Place superscripts for endnote references *after* the punctuation mark. Please link these with the text of the notes.

• Understanding culture in Indian organisations • Postcolonial understanding of culture • Role of cultural literacy in organisations in India • Methodological approaches to understanding culture(s) • Cross-cultural approaches • Cultural integration in Indian and foreign MNCs • Diffusing culture in internationalisation • Managing cultural challenges for Indian immigrants and expatriates in India • Corruption, culture and business organisations • Spirituality and culture in Indian organisations. All Reference citations must be listed at the end of the chapter under the title "References" (in edited volumes) and at the end of the book under the title "Bibliography" (in monographs). Related titles. Carousel Previous Carousel Next. Agrarian Crisis and Farmer Suicides. This paper illustrates the emergence transitive culture in Asia, especially focusing on India, by documenting transitive behavior changes due to the introduction of mobile phones and internet technology, in urban and rural areas. This cultural transition, which includes creation of new cultural behavior, many a time connecting the past with the present state, could be termed as Transitive Culture according to Sathikh and Senthil Kumar [19] Transitive Culture, in its broadest sense, is behavior as it is being cultivated, or cultured, that connects the accumulated experience of the past with the present way of life influenced.