

# The BRICS Portfolio



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# Outline

- Acknowledgements
- Why focus on corp. BRICS' communication?
- MBA programs: globalization efforts
- What is the BRICs Portfolio?
- BRICs' Survey. . . & Recommendations
- Concluding remarks



# Cross-Cultural Communication Cline (Pandey, 2007)

High Context

Mid

Low Context

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SABC (S. Asian & African)

IBC (Indian)

ABC

Indirect

has features of both

Sing. Interpret.

Relationship-focused

prioritizes trust

Tasks & due dates

Non-linear

Semi-linear

Linear

Polychronic

Bichronic

Monochronic



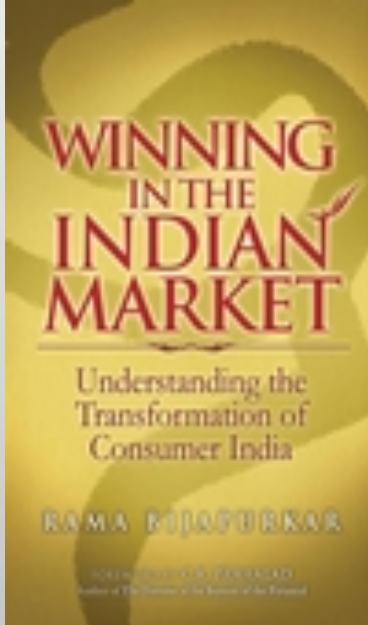
# What? Where?





# Bahmane Tech Park

- [Yahoo!](#) [LinkedIn](#)
- [Informatica](#)
- [Cypress Semiconductor](#)
- [Motorola](#)
- [Dover Corporation](#)
- [Oracle Corporation](#)
- [HP](#), [Juniper Networks](#), [Lenovo](#), [Texas Instruments](#), [MphasiS](#), [Samsung India Software Operations](#), [Sasken](#), [Novell](#), [Cognizant Technology Solutions](#), [Ogilvy](#), [Volvo](#), [Dell](#), [Tesco](#)  
Hindustan Service, [Tecnotree](#)
- US = largest investor



(Big) Deal? or no Deal?

250 m. middle-class Indians with “Western tastes” (*Encyclop. of Business*, 2010).

Devt. thru name changes: outsourcing-prompted & Bollywood depictions of the American dream: see Gap-waering xter in *Kabhi Khushi, Kabhi Gham*/Sometimes happiness, ~ Sadness

Thousands of resources on how to capture the Indian mkt.



# Noteworthy MBA Program Offerings

## Langs. & Conferences/ Institutes

- **Functional Hindi &/or Chinese:**  
Univ. of PA;  
Univ. of Chicago,  
Cornell, Harvard,  
USC, SUNY, Univ.  
of MI; Univ. of  
TX . . .
- *India & Innovation* (2013  
Conf. hosted by  
Univ. of PA  
(forthcoming,  
OUP)

## Timely & Regional Courses (S. Asian, Latin A.)

- Booth Sch.'s *Managing the Firm in the Global Economy, International Commercial Policy*
- Interdiscip. (cultural studies:  
Cornell/joint MBA/MA in S. Asian  
Studies (Univ. of Chicago)
- Biling. Offerings

- Maxwell Sch. (Cornell) :  
Indian Instit. of  
Managemt/Bangl., &  
Hyderabad
- USC's China immersion

## Internships in BRIC nations

# The BRICS Portfolio

## Wkly. Journal Entries & Other Asgs.

### Functional Lang.

- Explore & learn key lang.
- Share how you: chose your name, expressions you learned & how, & the value to you

- select an Indian/Chinese/Brazilian/S.African name
- sample some local beverages (e.g., chai, kaju juice) & food + music/dance (e.g., popular Bollywood songs, Bhangra, kathak, gazal on You-tube). Evaluate your immersion experience with the food and music.
- view ads & share your thoughts on the language(s) used to market
- Research & share how resumes & cover letters look in China, India, Brazil, Romania, & Russia
- Create & submit localized resumes & cover letters
- Evaluate resources on BRICS' themes (e.g., ethics, English dominance, lang. discrimination in Brazil)



## Samples: Students'

- I looked over names I would most likely go by in China and that would be “FU” which means wealthy. So my name would be Fu Johnson, not too bad! Food that I tried for the first time was Shrimp Lo Mein. I wanted to try moon cakes but I wasn’t able to find them. Other Chinese foods that I do enjoy are Sing ah Pour Noodle. Its noodles, shrimp, chicken, cabbage, and some curry spice. I love it at the right place! I listen to some Chinese Hip Hop for the first time called Chinese Hip Hop China Rap - Dewen feat. 拖鞋 - 女神不说话,

## Samples: Students'

- The Indian name I chose was Chandra. It means moon.
- The Indian name I chose for myself was Aashita meaning "One who is full of hope." I chose this name because I think it describes me perfectly.
- Some need-to-know phrases that I found if you need to visit India are: NA-MA-SKAR or **NAMASTE** = hello + **bye**; YEH KIT-NE KA HAI? (how much does this cost?) & **haggle**!
- Although I didn't understand the lang. of each ad, it was a great way to advertise. It shows that they're able to broaden their horizon & their diversity, which can help bring them more \$.

## Indian Commercials: Reactions

- The Nike & the Domino ads were quite amusing. The commercials added humor & sex appeal to sell products. It was funny to hear how they incorporated the English words into the commercial.
- I found the NIKE commercial to be interesting because it shows how valued the game of cricket is to Indians. It's similar to how football/baseball is for Americans.
- They made me laugh, despite the fact that I couldn't understand what they were saying. It kept me interested in watching them, trying to comprehend . . .
- “U.S. corp ads are more interactive in India; pairs or groups are featured—not solo individuals—attesting to the communal culture.”

## Samples: Contd.

- The indian I name I chose for myself is Durai. The name translates to mean chief or leader. I chose this name because more often than not, I'm the leader or when it comes to group projects. I was able to try samosas, which I actually enjoyed & wouldn't mind eating as a quick snack between classes. I also learned some Hindi phrases by using Google. The list of phrases I learned are: . . .

## Samples: Contd.

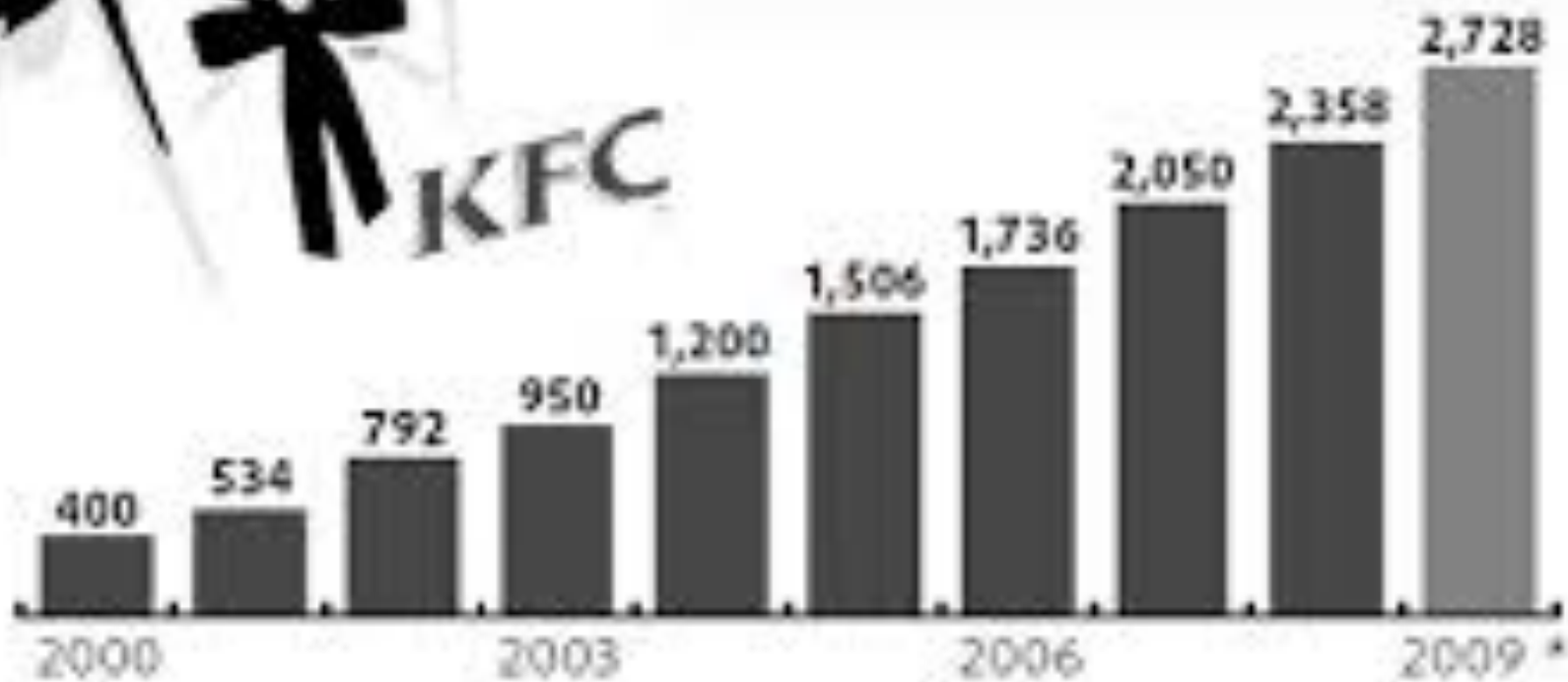
- China: Resumes set a very humble tone, compared to American resumes which are straight to the point and in some cases, over-confident.
- Russia: One interesting fact about a Russian resume is that it asks for your hobbies. Most American recruiters would find that unnecessary and a waste of time.
- Brazil: asks for age, sex--things prohibited in the US to ask. They also take the time to reflect on their future goals, which could be hindering, because US employers look at employees as LT investments.
- Romania: Sometimes hand-written cover letters are required and they also use the CV format. They ask for your nationality, and you to describe your willingness to further go in detail about your personal experiences—whether related to the job or not





## Growing number of outlets

KFC opened its first restaurant in Beijing in 1987. By 2000, the fast food chain had opened 400 outlets in China.



\* Estimated

Source: KFC

Graphic by I: K

# MINICARRAFINHAS DE TODO MUNDO COLEÇÃO

2014

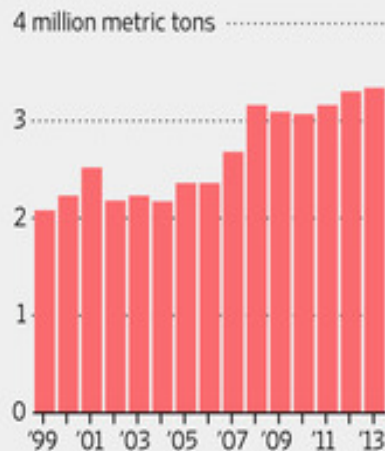


## Brazil & ?

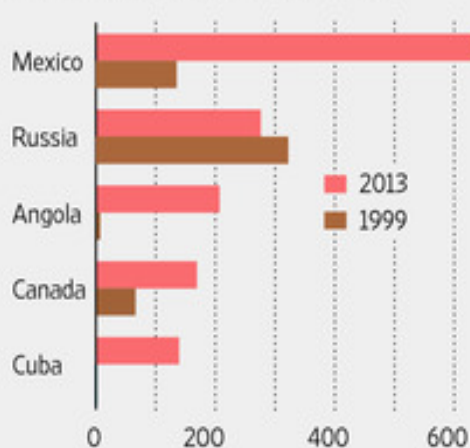
### Flying Out

U.S. chicken exports are on the rise, benefiting Brazilian meat company JBS through its subsidiary Pilgrim's.

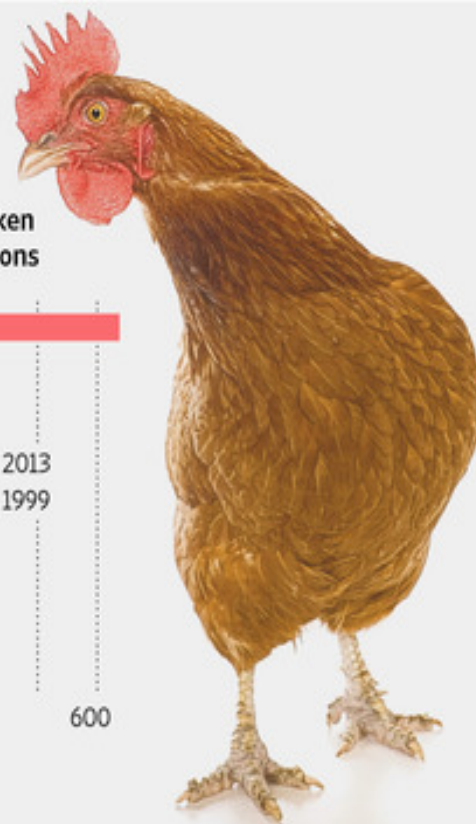
#### Total U.S. chicken meat exports



#### Top five importers of U.S. chicken meat, in thousands of metric tons



Sources: Agriculture Department (total); Census Bureau (countries); iStock (photo)  
The Wall Street Journal



# Cosmetic Bilingualism \$ells: India's Mid. Class





# Hindi thru English? **Bollywood's** Coke Campaign



Inviting: Drink cold, enjoy yourself (for a change)!

# Coke-shoke & Pepsi-wepsi

- *Commonly featured in Bollywood.*
- *Musical integration: brand name in musical hits: Dhoom 2:*  
<http://www.youtube.com/watch?v=E58WMTNKiQM>
- 
- *Pepsi Change the Game Cricket World Cup Ad Campaign + multiple Bollywood appearances, too (Chak de India!)*
- Some cricket players say “**Upar cut**” (Americanized Hindi for “a cut above”) before taking a sip.
- Bollywood Pepsi & Coke endorsers’: Kareena Kapoor, Shahrukh Khan (Pepsi), Aishwarya Rai, Amitabh Bachchan & Aamir Khan (“Thanda matlab Coca Cola!”)
- Coke and Pepsi wield enormous **political clout** in India



# Visual Biculturalism: Ganeshifying the Smart Phone



# The Weight of Gold?: Haldi/Tumeric Face Cream vs. Ponds (from “Golden Treasure” 1846), Neutrogena . . .



The advertisement features a woman's face on the right side, looking towards the left. In the center-left, there is a pile of yellow turmeric powder and several whole turmeric roots. Above the powder is a tube of VICCO turmeric-wso skin cream and its corresponding box. The box and tube both feature a woman's face and the brand name 'VICCO'. The text on the box is in Hindi, including 'विको', 'टर्मेरिक - डब्लू एस ओ', 'स्किन क्रिम', and 'आयुर्वेदिक औषधि'. The background is a warm, golden-yellow color.

मृलायम व  
सतेज कांती..

24 carat Beauty

२४ कैरेट  
सौंदर्य

**VICCO**

[YoursPJ.com](http://YoursPJ.com)

# The **Walmart** Effect?: Wordsmithing btw. the Lines & Sheets





# Culture in Language







# ENTRY FROM BACKSIDE ONLY

**hazaar fundas of**  
**indian-english**

A vocabulary  
development  
information book  
Student's copy and  
teacher's copy  
between India  
and English  
A Guide to English



**Binoo K John**



# **Worldviews 宇宙观**

**Linear division vs. circular enclosure  
(线分环合)**

**Western: one dividing into 2 (一分为二)**

**Chinese: two combining into 1 (合二为一)**

**[Xei xei to Dr. J. Feng for slides 26-30]**

# Core Values 价值观

Linear individuality and circular integrity  
线单环整

**W: individualism-oriented  
and rights-based**

**C: collectivism-oriented  
& duty-based**

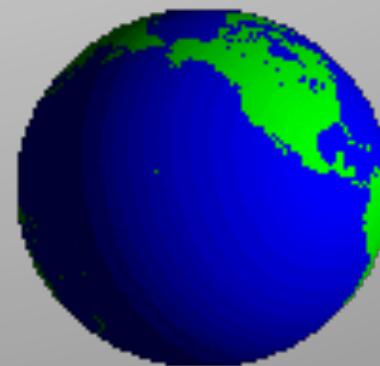




失之东隅，收之桑榆。  
What is lost at  
sunrise can be  
regained at sunset.  
— 冯异

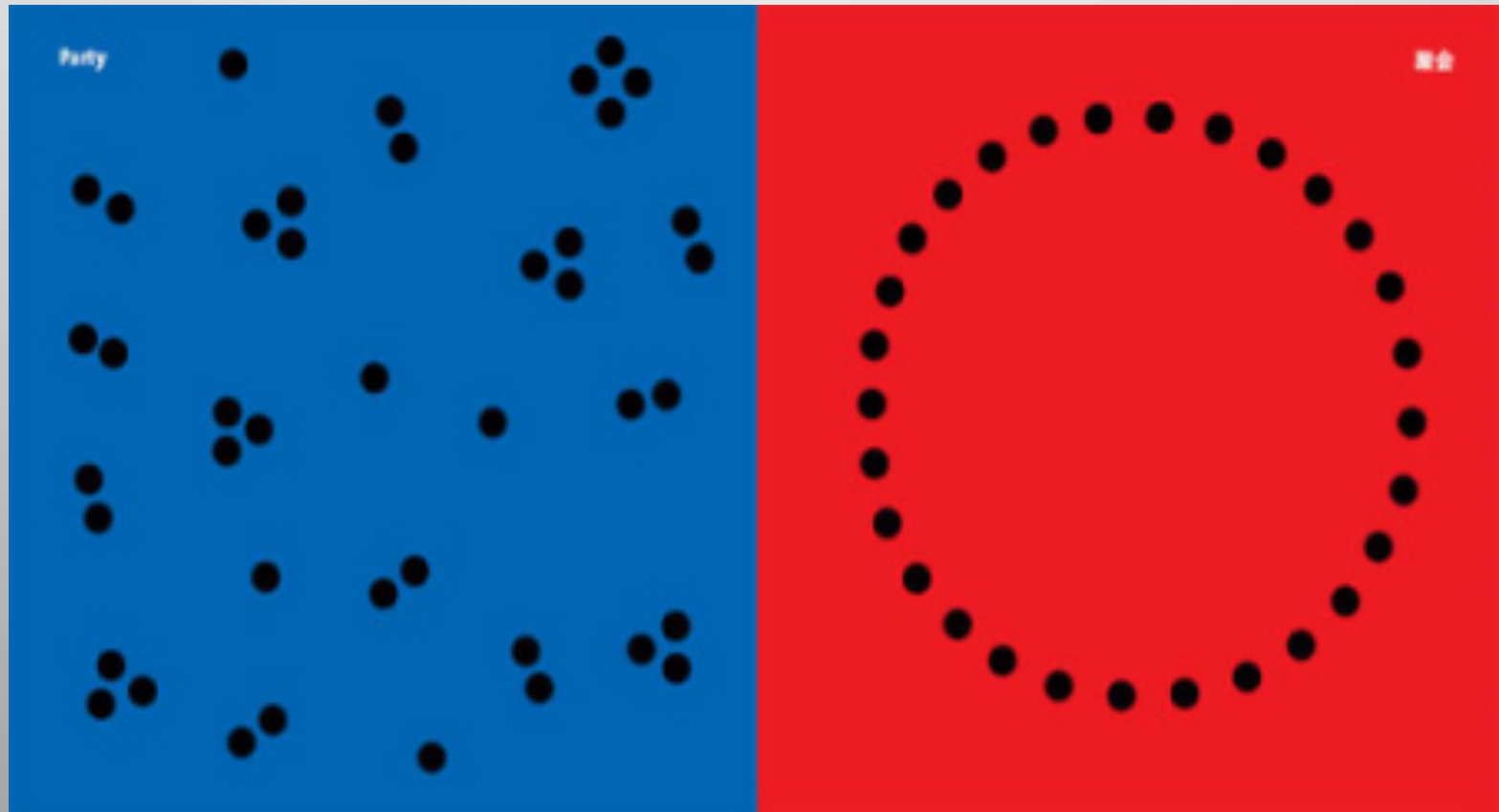


Idiom: 时来运转  
The favor of the  
time cycle brings  
good luck.

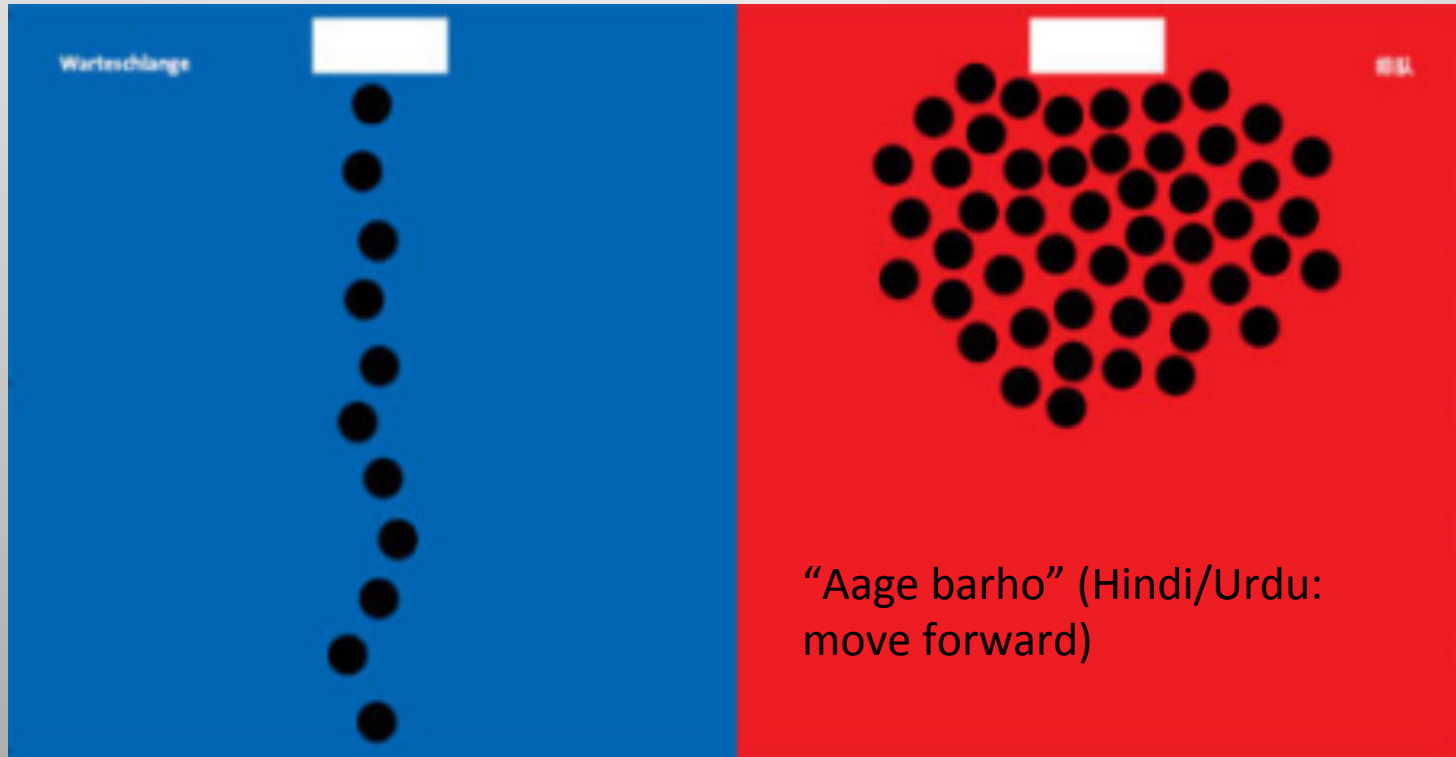




# Networking: U.S. vs. Chinese, African, Indian



# Line/queue formation



# Dietary preferences: cold + warm vs. hot



## Examples of Professional Docs. from ?

[Note: My complementary middle name]

<b>“Father’s Name:</b>	Mr. /Shri _____
<b>Gender:</b>	Male.
<b>Date of Birth:</b>	22nd November, 1983.
<b>Languages Known:</b>	English, Hindi, Bengali.
<b>Marital status:</b>	Bachelor
<b>Conveyance:</b>	Yes (two wheeler)

# Indian Resumes Contd.: Pandey, 2011

## Personal Details:-

- Date of birth 15th June \_\_\_\_
- Father Harishchandra \_\_\_\_\_
- Mother Madhuri \_\_\_\_\_
- **Referential** Address C/O,\_\_\_\_\_, T-42 D, \_\_\_\_\_Colony, Lucknow.
- **Mob:-** \_\_\_\_\_
- Marital Status **Unmarried**
- Nationality Indian
- Hobbies Reading books, Listening Music &  
**Making fun** with others.
- Strengths Perseverance, Flexible, Willing to accept Challenges.
- Language Known English, Hindi
- Aim **To gain my own identity in society being a Successful personality in life.**
- **Date:**-----
- **Place:**----- Name \_\_\_\_\_

## Other Distinctive Features of Indian Resumes

- Average Length: 3 pp. + affidavit-like closings
- Contact Info.: E-mail ID; M(ob), Vill, District, Post, Pin
- “*Near Shri Masjeed*” (i.e., Shri mosque); “*Behind . . .*”  
“near Z.P. school”
- Acad. vs. professional qualifications
- %/marks 10, 12<sup>th</sup> standard (listed) onwards (vs. GPA)
- dates downplayed: “Pursuing M.A. Public Admin.”
- Assurance-providing non-egalitarian language:

# E-Mail from Hotel Manager: Farz @ Work

Dear Madam,

Greetings for the day!!!!

Further, we are pleased to confirm your room reservation from 14/03/10 for 17 nights @30000.00 inclusive of taxes. **Kindly let us know the payment procedure, like are you going to send some advance (sic) amount or will pay at the time of check in? [indirect request]**

regards,

Arun \_\_\_\_\_



# E-Letter: Thesis @ the End

Dear **Madam**,  
**Namaskar!**

Thank you so much for these sweet words. This time I applied online and mailed all the necessary documents but I have not got any response from the university up to now. The university must have already announced the admission offer and I may not have been offered it. Since I can not come on self-finance, offering admission without any assistantship is **useless** for me.

**Madam**, since you are there for a long time and involved in academia, you must have got some knowledge about it. I would be grateful to you if you could suggest me how I could get assistantship or scholarship.

Sincerely,  
Rajendra

# E-mail from Indian Publisher: Hybrid Style

**Thanks** for intimating the receipt of the packet. Also, just wanted to inform you that I have not been contacted by Ruth till now. Shall I contact her on my own. Finally, which journals do you **guys** plan to subscribe for the university?

P. S. Please send your message to both of our e-mails

Thanks a lot Anita. I just received a response from Liudmila. she says she **would** send me the updated version by Sunday evening.

Warm regards

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# A Cover Letter?

Hi Anita Pandey mam

I am from India I have done Masters degree M.A in Applied Linguistics from University of Hyderabad (CALTS- Centre for applied linguistics and translation studies) India also have worked as a Linguist Editor in IIIT, Hyderabad (International Institute of Information Technology) And currently teaching Mandarin(Chinese) in an M.B.A institution since last 2 and 1/2 years as a visiting faculty also at present I am working in an IT firm in Mumbai as a Globalization Engineer. Here I would like to work in your institute and I am very much interested to work with

here enclosed is my cv please find the attachment and let me know the reply.

Regards

Nitu

Subject: Nitu's cv from India

[Thanks understood]



# नमस्ते/Namaste! Thank you!

*Asante sana!*

*Dhanyevaad!*

*Gracias!*

*Kitos*

*Merci beaucoup!*

*Shukran! شکریہ*

*Shukriya!*

*Tack!*

*Xie xie! 謝謝*

**languagebuildingblocks.com**

# Selected References

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