

AK Crossasia Vortragsreihe:
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**Changes in White-Collars ' Working Life in Pune, India:
A Postcolonial Approach**

Donnerstag, 10. Dezember 2015
Raum 03, Schloss Hohentübingen, 18 c. t.

This talk explores processes of acculturation at an Indo-German engine parts manufacturing plant in the surroundings of the industry hub Pune that resulted out of a German company's acquisition of a business unit of an Indian „industrial lineage firm“ (Lachaiier 1992) and led to social and organizational change.

Using ethnographic methods, it examines which orders were perceived to be under threat from the perspective of different groups involved as well as “when” and “how”.

It looks at how the various status groups dealt with the changes to the "normal"/"proper" order and especially which kinds of emotions were attached to these changes.

Furthermore, the project questions the role that these emotions played in the internal and external communication of threat perceptions. It analyses the ways in which the conflict influenced the creation of new boundaries between groups as well as how individuals assigned themselves to groups or were assigned to them by others as part of the identity-building process, especially against the backdrop of the narrative of a threat that emphasized the loss of Indian traditions and values through western influences.



Organizational changes which influence the daily work of the middle management and provoke resistance amongst white collars are in focus.

Using a postcolonial approach the transition of the “industrial lineage firm” (ibd.) to a “globalized” multi national company and the attempt to establish an “international” corporate culture by the means of work place organization methods, reward systems and trainings are described and analyzed.

Relating to this, Human Resources theories, policies, and activities are of interest.

