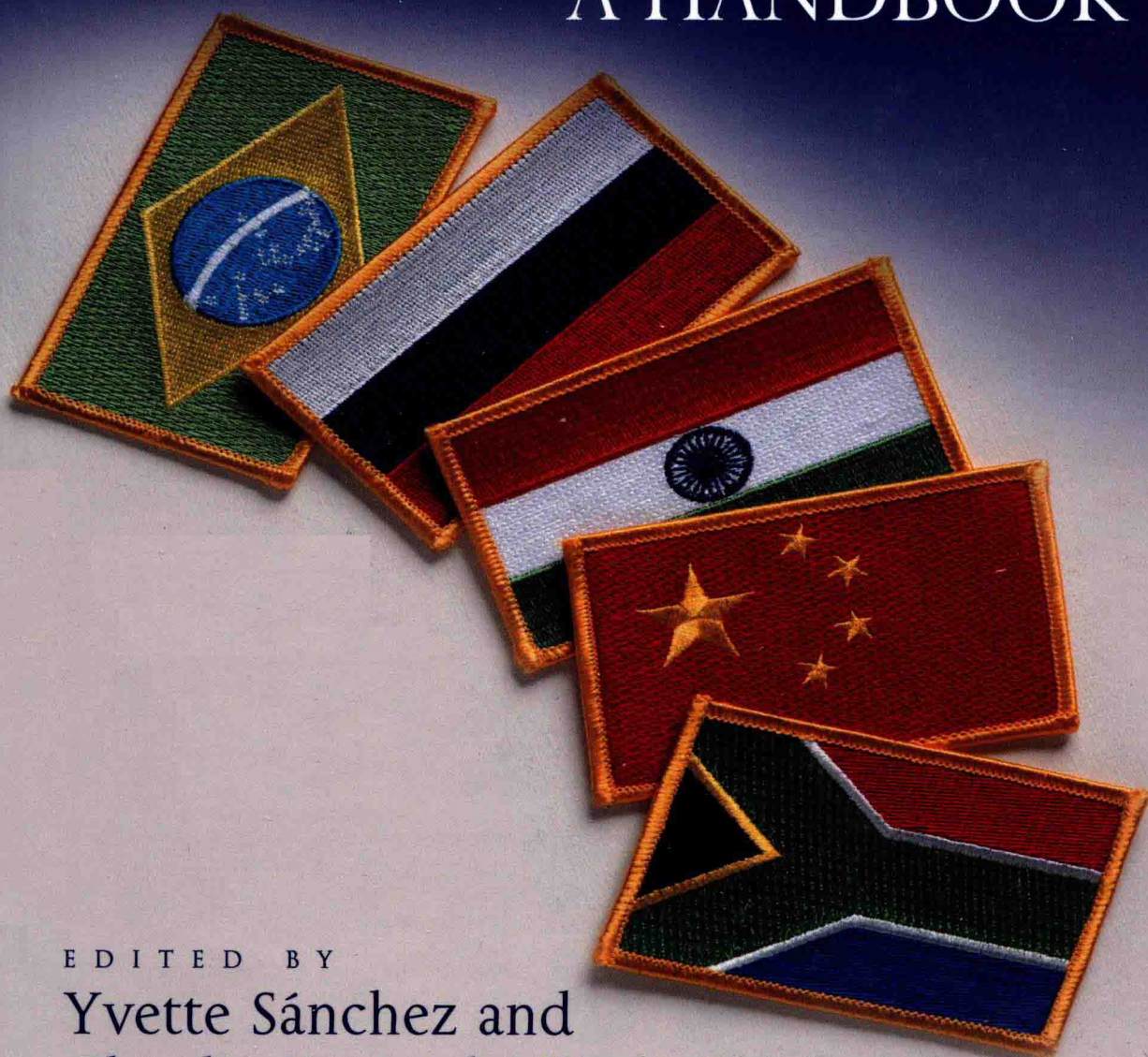


Transculturalism and Business in the BRIC States

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A HANDBOOK



EDITED BY

Yvette Sánchez and
Claudia Franziska Brühwiler

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YVETTE SÁNCHEZ AND

CLAUDIA FRANZISKA BRÜHWILER

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Transculturalism and Business in the BRIC States

Using original models and metaphors that shed interesting new light, this publication is an accessible introduction to both transcultural theory and the BRIC area, and is suitable for both scholars and practitioners. The chapters on bilateral BRIC relations were an especially rewarding read, providing us with a multifaceted picture of the complexity of doing business in the BRIC area.

Juergen Bolten, University of Jena, Germany

A valuable source and resource for all interested in the Brics. Academics, students, journalists, managers and politicians can all profit from this extensive volume. It tackles theoretical and conceptual problems regarding not only the historical use of the term BRICS, but also how the "transcultural encounter or cross cultural relations" have been interpreted and dealt with by different academic fields in the member countries. In this reader the complexity of culture appears in full force!

Livia Barbosa, Pontifical Catholic University of
Rio de Janeiro, Brazil

List of Abbreviations

BASIC	Brazil, South Africa, India, China
BRIC	Brazil, Russia, India, China
BRICS	Brazil, Russia, India, China, South Africa
BTTC	BRICS think-tank council
BERS	China-Brazil Earth Resources Satellite
CIS	Commonwealth of Independent States
CRA	Contingency Reserve Arrangement
CSR	Corporate social responsibility
CSTO	Collective Security Treaty Organization
DIRC	South African Department of International Relations and Cooperation
EU	European Union
FDI	Foreign direct investment
Fig.	Figure
G3	G3 Free Trade Agreement between Colombia, Mexico, and Venezuela
G4	G4 nations Brazil, Germany, India, and Japan
G8	Group of Eight (Canada, France, Germany, Italy, Japan, Russia, United Kingdom, United States, and the European Union)
G20	Group of Twenty
GATT	General Agreement on Tariffs and Trade
GDP	Gross Domestic Product
IBSA	India, Brazil, and South Africa
ICAR	Indian Council for Agricultural Research
IMF	International Monetary Fund
IR	International Relations
ISRO	Indian Space Research Organisation
LEP	Look East Policy
Ltd	Private limited company
MDGs	Millennium Development Goals
MFN	Most favored nation
MINT	Mexico, Indonesia, Nigeria, Turkey
NPT	Non-Proliferation Treaty

ODA	Official Development Assistance
PIGS	Portugal, Ireland, Greece, Spain
PIIGS	Portugal, Ireland, Italy, Greece, Spain
PRC	People's Republic of China
UN	United Nations
UNASUR	Union of South American Nations
UNCTAD	United Nations Conference on Trade and Development
UNECA	United Nations Economic Commission for Africa
US	United States
WTO	World Trade Organization

Acknowledgments

The BRICs evolved from a group of countries combined by an outsider without an initial joint purpose to a coalition that has laid the foundation for a new development bank. In a similar fashion, this book grew out of an internal project at the School of Humanities and the Social Sciences at the University of St.Gallen, Switzerland, to an endeavor connecting scholars from the BRICS world and beyond. Thereby, we tapped not only the cross-cultural expertise of St.Gallen's School of Humanities and Social Sciences, but animated scholars from abroad to take an alternative, that is, transcultural, approach to their research on the BRIC(S) and thus established a fertile network of academics trying to make sense of the tightening BRIC relations. We thank the profile area "Culture—Institutions—Markets" (KIM-HSG) of the University of St.Gallen without whose funding and support such a long-term venture would not have been possible, and we hope to bring more academic talent to the field of transcultural research.

Many people who have contributed substantially to the handbook appear as actual authors and/or co-authors. However, just as many people have worked behind the scenes, investing valuable time and generously offering their expertise, for which we are very grateful. In the academic community, we are indebted to the following colleagues: Professor Daria Berg's vast knowledge of China shaped Chapter 9 in some aspects; Professor Jürgen Bolten joined the authors for a workshop during the early writing stages and made many suggestions that have put the project on the right track; Professor Jasmin Mahadevan generously shared her experience in transcultural research; Professor Dietmar Treichel likewise commented on the project during an early workshop. In addition, we are indebted to all those who supported us in gathering data or presenting the same adequately: Annatina Aerne, M.A., Prof. Dr Sabrina Bresciani, Dr Inés García de la Puente, and Beatrix Kobelt, they all deserve our thanks for stepping in whenever necessary. A special thank you is also due for Dr Anne Schreiter who provided research and administrative assistance during the first half of the project's duration.

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wonderful home. And, of course, we would like to thank you, dear reader, for picking up our handbook and making the choice to explore the BRICs!

Professor Dr Yvette Sánchez
Dr Claudia Franziska Brühwiler
St.Gallen, Switzerland, October 2014

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