

Emerging Market Multinationals Embracing Heterogeneity: Building Social Identity through Communication

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Abstract

The research aims to analyze the social identities of emerging multinational corporations from India. It looks at whether difference of geography and ethnicity can be overcome with a multi-dimensionality or bricolage approach as a managerial paradigm - where the manager, as bricoleur, adopts a socially-efficient hybrid approach of changing the arrangement of socio-historical rules through negotiation of both past and present practices, rather than assuming a revolutionary or disruptive engineering approach. The study presents thematic and discourse analyses of the communication (interviews, blogs, press releases, and public statements) made by the top and middle management of 15 Indian MNCs. The findings reflect the strategies adopted by the firms to fit their public image to a particular culture or audience, and the ways firms migrate to a transnational image with changes in its geographical identities.

Key words: EMNC; Social identity; Bricolage; Multi-dimensionality; Hybrid

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