

Title: Influencing Factors in Formulation of Emerging Market Sourcing Strategies – A case study

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Abstract: In the years to come supply chain cost discipline and effectiveness will remain at the top of the management agenda. Businesses are under constant pressure and are always looking for ways to reduce costs and improve profitability. Globalization has made businesses think beyond boundaries and explore various options to reduce cost which include setting of global supply chains and off shore / emerging market sourcing (EM sourcing). With respect to EM sourcing execution, businesses face many challenges. This paper attempts to give a heads up to the potential challenges of the EM sourcing at various stages. It also attempts to give an insight on the factors to be considered while making key decisions at the initial stages of the EM sourcing strategy formulation with the help of a case study.

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