

# Emerging Market Network Chains

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\*We cannot design the emerging market networks with the same ways of thinking that other countries have designed theirs.”\* This statement is particularly true with network innovations and risk mitigation strategies. We need to \*Think Different.\*

Emerging markets are high growth countries with large populations but with poor industrialization and infrastructure and most of these countries including India, China, Russia etc are protected economies for centuries. Governments liberalized the economies to attract trade and foreign investments in manufacturing, services and Infrastructure and introduced initiatives such as PPP & SEZs. Most populations live in rural areas with poorer connectivity than their urban counter parts. Rural development is largely in the hands of the government. Political and Social factors dominate the minds of Businesses in these economies. The affordability, accessibility and awareness of product and services (whether they are cell phones or houses or food or automobiles) is important. It is in this context, that we talk about design of supply chain or service chain networks in India and in general emerging markets.

Our conclusion is that networks in emerging markets need new formulations and business models to contribute to the much publicized inclusive growth.