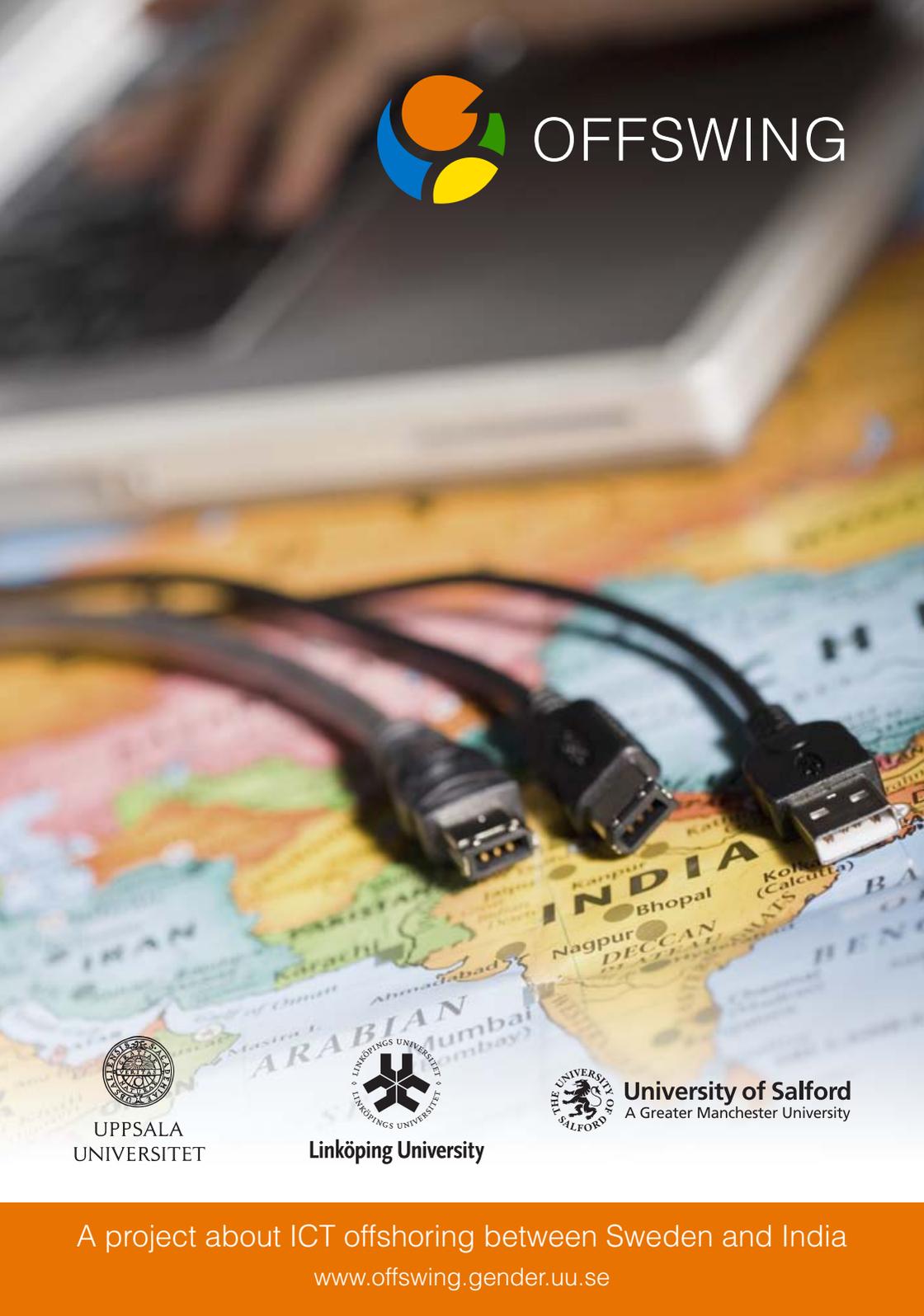# OFFSWING

UPPSALA
UNIVERSITET

Linköping University

University of Salford
A Greater Manchester University

A project about ICT offshoring between Sweden and India

www.offswing.gender.uu.se

OFFSWING

'OFFSWING' is a research project at Uppsala University and Linköping University in Sweden and the University of Salford, UK, focusing on the "soft" issues in advanced ICT offshoring from Sweden to India. The project is designed to benefit the companies concerned by giving feedback about the management of soft issues in their offshoring processes, and to benefit Swedish-Indian offshoring relations in general, by gathering and disseminating knowledge about such issues which have proven to be problematic. Furthermore, by having a gender perspective, the project aims to promote the use of the full potential of both women and men in offshoring relations.

This is a three year project funded by the Swedish Research Council and the Swedish Council for Working life and Social Research. The project examines the Swedish ICT offshoring process from initiating the co-operation, negotiating contracts, communicating with Indian partners and looking into how the Swedish companies:

• find the right persons to work with offshoring projects
• decide the tasks and processes to offshore
• choose the right Indian partner and
• manage concerns among the Swedish employees.

The project aims to examine the Indian partners in terms of how the companies:

- handle public relations and customer relations in finding a Swedish partner
- recruit the right people for the project and
- motivate the employees for the project

The project examines the cooperation between the Swedish and Indian companies regarding how they:

- initate cooperation
- negotiate contracts
- communicate
- develop routines
- transfer knowledge
- manage cultural differences
- manage conflicts and crises

The project has a gender perspective and aims to examine the roles and contributions of men and women when researching the different issues in offshoring. It looks at how the roles of Swedish and Indian men and women may influence different processes in companies and between companies in the two countries.

Our research will be conducted through observations of co-operations and through interviews with people in different positions in Sweden and India. The project will ensure privacy, confidentiality and anonymity of all the participants in the study.

Minna Salminen-Karlsson, assistant professor in sociology, has done research on engineering education and ICT companies since the first half of the 1990's, as well as on women's careers in technological work in a European perspective. In particular, she has been interested in computer engineering culture: how it is transmitted in engineering education and how it is formed in highly technological ICT workplaces. She has also researched learning in ICT companies, in particular the learning that takes place in team working processes.

Martha Blomqvist, assistant professor in sociology and senior lecturer at the Centre for Gender Research, Uppsala University, has conducted several research projects, most of them on working life issues. The last decades her research has focused on gender and organization, exploring changes in the gender division and gender relations as a consequence of organizational change. A recent research project looked into newspaper narratives on gender relations and working conditions in the ICT sector.

Helen Peterson, PhD in sociology and postdoctoral fellow at the Department of Thematic Studies – Technology and Social Change, Linköping University, has done research on gender equality in Swedish ICT consultant companies and how economic crises reconstitute gender relations and reproduce gender segregation. She has also done research on how new technology and flexible working conditions in ICT companies influence work-family balance. Further, her research interests include work mobility and how it influences the daily lives of employees.

Sunrita Dhar-Bhattacharjee, is a Research Fellow in the School of the Built Environment, at the University of Salford. She has been researching on gender segregation in engineering and ICT for the last couple of years in the UK. Her research agenda is to examine gender segregation and inequality and the intersectional perspectives in the study of organizations especially with regards to India and the UK. She is interested in the international comparative methodology and has been researching on the patterns of segregation in terms of women's recruitment, retention and progression in the engineering and ICT sectors.