

Mayank Kumar Golpelwar analyses why Business Process Outsourcing (BPO) units and their young employees found themselves to be the target of severe criticism from India's middle classes. Using social and organizational psychological frameworks as well as ethnographic and variance analytic research, the author takes a look at the validity of the criticism against the BPO industry. He uses the framework of cultural theories to analyze and present the gap between the mainstream Indian culture and its rapidly emerging and globalized BPO sub-culture.

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