**BUSINESS ETHICS AND SUSTAINABILITY**

**Learning Outcome 1: ACTIVITY 3**

**Theoretical perspectives: global cultural differences**

Read through the article and identify the key features of Indian business culture that influence business culture.

*Berger, R. and Herstein, R, (2014) The evolution of business ethics in India. International Journal of Social Economics, Vol 41 No 11, 1073 – 1086.* (This article will be available in your online student resources.)

* Read through the article and identify the key features of Indian business culture that influence attitudes and approaches to business ethics. Compare your findings to activity 2.
* What advice would you give to managers working together from India, China and the USA on how to best manage relationships and build cultural understanding?
* Write a response to the staff newsletter article using the article ‘Views from India’