

# Experts: Understand local culture before investing

Kevin Mendonsa | TNN

**Mysore:** Understand the culture of people in order to invest globally, advised Avvari V Mohan, associate professor of Strategic Management and director of MBA and MSc programmes at Nottingham University Business School (Malaysia).

He was speaking on 'Sustainability-Oriented Strategies/ Practice for Business Organizations', a symposium on 'Global Business Challenges and Leadership' organized by SDMIMD.

Citing the example of Bali province in Indonesia, Mohan pointed out that only those hotels and industries, which understand the culture of people, have survived. "Rest of the industries



**BRAINSTORMING:** Delegates at a symposium on global business in Mysore

died a natural death," he added.

He said John Hardy jewellery was founded by Canadian designer and artist John Hardy. "He visited Bali in 1970s. After learning the techniques of local artisans, he developed his first pieces by applying new design concepts to traditional Balinese technique," he added.

Ramesh Venkateshwaran, chairman of Custommerce Service Excellence Foundation, spoke on 'Challenges of Leadership'. He said that technology, and not marketing, created economy.

Ramesh pointed out that many Indians live and worry about the past, rather than thinking of future challenges.