



Women, Identity and India's Call Centre Industry (Routledge Research on Gender in Asia Series)

By J.K. Tina Basi

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This book examines the concept of globalised identities and the way in which agency is exercised over identity construction by women working in India's transnational call centre industry.

Drawing on qualitative empirical data and extensive original fieldwork, the book provides a nuanced analysis of the experiences of Indian women call centre workers and the role of women's participation in the global labour market. The author uses social, cultural, and historical factors to create a framework for examining the processes of identity construction. Within this framework, the book explores the impact of the call centre labour process on the social landscape of urban centres in India and the way in which this has impacted upon transformations and shifts in society with relation to gendered, sexual, and generational relationships. Highlighting the significance of identity in a globalised world, the author argues that identity acts as one of the most powerful constructs in transforming global 'scapes' and flows of culture and economics.

This book will be of interest to academics working on South Asia, gender and labour studies and issues of globalization, identity and social change.

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Editorial Review

Review

'This is a modern book for modern times. Basi defies conventional wisdom- that call centre employment is either India's post colonial revenge or globalisation's way of destroying national identity - and in true feminist tradition, privileges the experiences of the women themselves. She explores the lives, experiences and aspirations of young women working in call centres in New Dehli outsourced from the UK and examines the ways in which they negotiate patriarchal expectations of management family and culture, actively constructing new identities which work for them in the new India. This is a compelling account of fast changing industry which Basi captures with sophisticated theoretical analysis as well as a woman's eye and understanding.' - *Ruth Pearson, Director, Centre for Development Studies, University of Leeds, UK*

'Tina Basi makes an invaluable contribution to discussions on globalization and postcolonial subjectivity through a captivating study of women call centre workers in India referencing their lives inside and outside the workplace. The focus on identity and agency ensures the emergent picture is one of complexity and contradiction, exploitation and empowerment, challenging singular depictions of docility prevalent in the literature to date.' - *Diane Perrons, Gender Institute, London School of Economics, UK*

'Basi has made an important contribution with her book, *Women, Identity and India's Call Centre Industry* by examining the intersection of gender, work, culture and globalization... the book establishes important empirical and theoretical contributions that make it a must for scholars looking to unpack the social implications that are tethered to the international growth of ITES and the consequent sociology of work.' - *Andrew Stevens, Queen's University, Canada; Work Employment Society 2012 26*

About the Author

J.K. Tina Basi holds a PhD in Gender Studies and Sociology from the University of Leeds. Previously a freelance ethnographic researcher with Intel's Digital Health Group in Ireland, she has also established a consultancy, Mehfil Enterprise, conducting corporate ethnography in media and technology related industries. She is currently working on a new ethnographic research project about spirituality.

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Women, Identity and India's Call Centre Industry (Routledge Research on Gender in Asia Series) can be one of your beginner books that are good idea. We recommend that straight away because this guide has good vocabulary that can increase your knowledge in language, easy to understand, bit entertaining but nonetheless delivering the information. The article writer giving his/her effort to place every word into pleasure arrangement in writing Women, Identity and India's Call Centre Industry (Routledge Research on Gender in Asia Series) yet doesn't forget the main position, giving the reader the hottest and also based confirm resource details that maybe you can be considered one of it. This great information can easily drawn you into new stage of crucial contemplating.

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