



## ABSTRAK

Perusahaan software lokal India telah berkembang sejak liberalisasi ekonomi diberlakukan pada tahun 1990-an. Peran pemerintah India memiliki peran yang signifikan terhadap perkembangan industri software. Sehingga penelitian ini mengangkat pertanyaan "apa kebijakan pemerintah India dalam mendukung perusahaan software lokal India menjadi EMNCs. Penelitian ini juga menganalisis "apa strategi perusahaan software lokal bersaing dengan software asing dengan menggunakan konsep springboard". Pertumbuhan perusahaan software India menyumbangkan perekonomian India secara signifikan. Kebijakan Pemerintah India telah menciptakan lingkungan yang kondusif dalam kompetisi antara perusahaan software lokal dan asing di pasar global. Pola strategi perusahaan software India memiliki kemiripan dengan perusahaan di Asia lainnya. Sehingga model ini dapat menjadi acuan bagi negara sedang berkembang pada kompetisi pasar global.

Kata kunci : EMNCs, perusahaan software India, Pemerintah India, *new emerging market*.



## ABSTRACT

*Indian software firms have been emerging since the Indian Government imposed economic liberalization in the early 1990's. Undoubtly, the role of Indian Government has contributed significantly for the growth of that industry. So this research asks the question 'what are the Indian Government policies to support Indian software firms transforming from local companies into Emerging Multinational Companies (EMNCs). This research also analyses "what are Indian software firm strategies to compete with non-Indian software firms by using the springboard concept'. The rapid growth of Indian software firms has contributed significantly for Indian economic. The Indian government policies have created good environment for the success of Indian software firms in competing with non-Indian software firms in global market. In this research, it can be analyzed that Indian software firms have become capable to do so. Moreover, the pattern of Indian software firm strategies has the same model with the other Asian countries. So this model can be reference to the other developing countries in developing their industry sector in global market.*

**Keywords :** *EMNCs, Indian software firm, Indian Government, new emerging market.*