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Proactive strategies for working women in domestic & international relocations: A glimpse

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Abstract

The human female has undergone dramatic changes during the course of her evolution-far more than the human male. She has left behind many of the feminine qualities of other primates and in the change of modern working women, has become a unique being of an extraordinary kind. Local concepts of beauty have varied wildly and each human society (Professional & Social), has developed its own ideas of what is more appealing.

Keywords: Expat, relocations, key account manager (KAM), human resources, shipment

Introduction

An Individual consumer's decision to purchase product / service is purchased by number of variable's which can be classified into four categories, namely cultural, social, personal and psychological factors. Human being's (consumers), differ from one another and in terms of their gender, age, education, income, personality, lifestyle and other such factors.

The needs of elderly consumers are different from those of young consumer's; requirements and needs of women are different than men. Hence successfully to market the products and services to these varied human being's with different characteristics, the Marketer / Seller, must accordingly modify his Marketing Strategies, especially in the present day competitive environment.

In the plethora of availability of products / services and their alternatives, consumer's perception towards price, quality and value are considered as pivotal determinants of buying behavior and choice of produce (Bishop 1984, Doyle 1984, Jacoby *et al.*, 1985, Valaire A. zeithamil 1988) [7, 8, 9, 10].

Tyranny of Choice: In the beginning choice was not a problem, when our earliest ancestor wondered "what's for dinner", the answer wasn't very complicated. It was whatever Animal / Vegetable, in the neighborhood he could run down, kill / pluck / cut, and brought back to the cave or hut.

Today just by walking into a cavernous supermarket and just a gaze, over a sea of different types of vegetables and cuts of meat that someone else has rundown, killed, plucked, dressed and packaged for you.

An Explosion of choice has changed business over recent decades is the amazing proliferation of products / services, choice in just about every category. It's been estimate there are one million SKUs (stock keeping units) out there in India. An average Supermarket has 40,000 SKUs. That means there is a good chance to ignore 39,850 items from that store. Choice is the law of division, which was published in the 22 Immutable Laws of Marketing. Division is a process that is unstoppable, by considering the explosion of choice.

Similar, in the Industry of Logistics, there are several Relocation companies branded & Local, To name a few:

1. Writer Relocations.
2. Crown Relocations.
3. Santa Fe Relocations.
4. Sterling Relocations.
5. Leo Packers & Movers.
6. Agarwal Packers.

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Besides, the local transporters also pack and move the Personal Shipments or House Hold goods, every company offers multiple Relocating services but the shipper (Individual) may need few services.

In the B2B, buying or selling, the buying organizations must have adequate clarity by analyzing the needs of the Individuals, later, the very same services can be purchased from Vendors or Relocating Companies, by RFI / RFP. (Request for Indent or Proposal).

The human gender in which I experienced in some detail the nature of the relationship between Males and females all around the country. The more I travelled professionally & personally, the more disturbed and angry I became with the way women were being treated in many regions, Despite the advances made by feminist rebellion in the nation, there are still some women in the country who are considered, either the property of males or inferior members of society.

“There is something Magical” about smile! Happy children, happy customers and happy women, can completely change the mood of observer in a positive way.

Female expats or working women are increasingly taking on Intra national or International assignments along with trend, women are learning to adapt to the cultural influences, but, unlike their male counterparts, they may also be coping with gender related issues that are incumbent with living and working as a single female in foreign country or away from home or domicile.

For example, a female arrives at her host city for the first time and begins to chat with taxi / cab / auto rickshaw, the driver asks her “Are you travelling alone”,

Later the woman arrives at a restaurant and the host says “table for two”, this is a single working or professional woman who has never experienced such questions like this before and does not know how to respond. While seasoned female’s would know how to cope with these situations, a less worldly, perhaps younger female, may be left feeling a bit baffled and confused.

A French in Kondapur, Hyderabad, India & Relocating to Villers- Pol, France

Jean - gilles Chamignon is what he might be called or John, shortly, a typical French man working for Bombardier Inc., devoted to all aspects of his life, professionally and family., juggles his life as a husband, employee and as a father of two kids. So, when he received his job posting to viller’s pol france, from Hyderabad, India.

I received this enquiry from the headquarters of Writer Relocations, Mumbai, on Thursday 29 May 2008, during my tenure as Head - Relocations, Hyderabad.

Subsequently, the enquiry was passed to the key account manager to conduct pre- move survey of the shipment, such that, the volume of the shipment can be estimated. “Jean Gilles chamignon” has a hobby of collecting Macho bikes to his collection, he was commuting in Hyderabad on ‘Royal Enfield, Thunderbird’.

The key account manager, came to me during the packing of the shipment and said to me that the shipper wants to take his bike to the destination and he did not include the same in the list of Inventory. The shipper too, disclosed his desire, in the midst of packing, the key Account Manager was ignorant of necessary documentation, his hobby and the attachment of two wheeler to the shipment.

I had to rush to John’s house, based on the request from the KAM and the client. John & his wife were pleasing to fulfill

their request, his wife was a typical French speaking lady. Having understood the ‘Language of the heart’, empathized with him, later, immediately, I met a senior official from Excise & Customs, (Name not revealed due to anonymity), through my personal contact’s and explained the difficulty, he further gave a ring to the Incharge of Inland container depot (ICD) Sanatnagar, Hyderabad, He said, stuff the two wheeler in the container, but, make sure that your client, takes all the responsibility of unloading and customs at the destination, John agreed and accepted for this proposal, when I reached John’s residence along with KAM, out of courtesy & relationship meet and also to see to what extent the shipment was packed, I saw a loader was staring at John’s wife, she was wearing ‘Sarong’ with a glass of liquor in her hand.

I had to scream at the loader in a Roaring voice in Hindi, chal apna kaam kar, which means, c’mmom do your work.

Packing crew and Packing supervisors in the Relocating companies are well aware of expat shipments, understand the cultural differences, but the loaders, extended employees, unskilled, inexperienced, employed during hi volume shipments, on wages, daily or hourly basis are the problematic personnel, for a simple reason, they are inexperienced and untrained, but these behaviors will have direct impact on the organization, as all the expat shipments are sensitive.

Staring at women and especially when their dress is revealing is a very natural phenomenon, comparatively at intense in the city of Hyderabad. However, the shipment sailed smoothly, Jean - gilles chamignon, could easily unload and clear the shipment at the destination, Villers- pol France. I was appreciated for timely needed help to the shipper, from the head office and team for a successful personal choice relocation. I also received a e-mail from jean-gilles chamignon, on 1/4/2010, that he is not riding the thunderbird, as the temperature is 15 under zero and he also mentioned he misses India, a lot particularly Indians. I have a great relationship with client, till date.

Human Resource professionals need to develop strategies to help these women cope. One Proactive strategy is to identify the traits which are typically associated with successful female expatriates. While successful female expats can be any age, they all tend to have a distinct understanding, an admiration even a respect of world culture. These seasoned expats are able to manage most aspects of the settling-in process on their own while their independent spirits help them cope with potential gender related issues in their professional lives. For the less worldly, expat females, relocation packages must & should include comprehensive intercultural training. (Personal Interview: Mrs. Usha Durbha & Mrs. Haripriya.... H M Clause India Pvt. Ltd, a French company in Hyderabad).

For example, most of the expat females maintain time punctuality. A personal experience of mine, during, my tenure in Writer Relocations, in the year of 2008- 09, I received a call of grievance to my land line, by a newly landed expat female, stating that a plumber who was given a time and didn’t show up on time. I had to explain her, that may be due to the heavy traffic or some reason the plumber delayed his attendance, but, gave the assurance, for his turn up, though that was not my responsibility. Requested her, to take the discipline on a lighter note and not to take indiscipline seriously, whereas most of the expats experience anxiety and paranoia for indiscipline.

Orientation & Settling department's staff must train the expat's and handyman services personnel of & about the discipline and importance of punctuality, especially when they are dealing with Non-Indians.

If a female expat understands why her clients, colleagues are behaving a certain way, and is taught how to react to gender related situations, she will enjoy a smoother settling -in period quickly add value to her role and to herself in organization.

Single female expats will most likely live alone, she may need time off to be out at home to accept vendor deliveries, help unpacking, handyman services or even security assistance. She can also be provided with some traditional "expat perks", she could employ a housekeeper or a nanny, which will give her time to explore the country, travel around the region, meet other expats (Writer Relocations has expat's club, in Mumbai) and enjoy the city's nightlife. These additional benefits will or may improve her quality of life and increase the likelihood of a successful overseas assignment.

Women, must & should be open minded to listen & learn and adapt & adopt to cultural influences, differences in expat Relocation and successful overseas, intra India assignments.

The entire study boils down to honour and accept the fact that the logical and emotional thoughts, opinions, ideas of & about women are the most considered for in the industry of Relocations, such logical, emotional, cultural causal effects cannot always be understood with the usage of data, for a simple reason and the only reason, is every shipment in Relocations is different when compared, every case is different to other.

Conclusion

Women are no 'No Different'. The women say, feel, think, they are different, so did, Architects, Bankers, Professionals, Rich, Poor, Expats, Repatriates, the religious, agnostics, Indian or French, Now-a-days, are of these legions, more freely talk about how very much alike all of human beings. She cannot consider herself "Different" in the Global world. If she does, she isolates herself from others and from contact with other human beings, if she isolates in the world of globalization, it is not something for which others are responsible. It is something she creates by feeling that she is different in some way. She must learn to practice, adapt & adopt, cultural influences, similarities as just another human being on this beautiful earth.

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