

# CONSUMER CHRONICLE

BUSINESS ECONOMICS MAGAZINE

Google Culture

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# EDITOR'S NOTE

Greetings and welcome to Business & Economics magazine, Consumer Chronicle's (CC) 7th Edition! The CC team would like to congratulate all students on ending yet another marvelous academic year. In celebration of the end of a memorable phase of our lives and an amazing 2024 so far, CC has brought to you a fresh, fun, and engaging magazine for your perusal.

This installment delves into the integration of multiculturalism in the realm of business and economics. Adapting to the wants and needs of different races and cultures is undoubtedly essential for prospering in today's competitive and highly globalized world.

In addition, this edition comprises informative interviews with industry experts to provide deeper insights into the connection between culture, business, and economy. Furthermore, This edition highlights the international business achievements of our students from DP-1 and the experience they gained from networking with other teams from all across the globe representing different cultures and business problems. Stay tuned to learn more!

Lastly, fun and exciting games have been curated for this particular theme. Make sure to check them out!

We hope that this edition of Consumer Chronicles not only informs but also inspires you to appreciate the beauty of multiculturalism and being open-minded in today's world.

We hope you enjoy the 7th edition of The Consumer Chronicles Magazine!

**-Mahirr Sikka - Editor In-Chief**

# DEVELOPING A CULTURE OF BELONGING

## Investigating Google's Multicultural Approach

Muzammil Zeeshan - DP 1

In the pursuit of building a truly diverse and inclusive workforce, Google has implemented a multi-sided approach to encourage a sense of belonging for employees across all cultures. The article highlights their efforts, which can be further analyzed through the lens of Geert Hofstede's Cultural Dimensions Theory. Google displays a low power distance culture, motivating employees to voice their perspectives through initiatives like Sourdough. This connects with individuals from egalitarian cultures that value minimal hierarchical barriers and open speech across all levels. While operating in largely unorthodox Western societies, Google recognizes the socialist needs of certain demographic segments through Employee Resource Groups (ERGs). These groups essentially provide a community of belonging, and cater to the more collectivist mindset. Hofstede's masculinity-femininity dimension explores cultural values around gender roles. Google balances traditionally masculine workplace traits like ambition with feminine traits like collaboration and inclusive leadership, appealing to a wide range of cultural perspectives. For example, their celebration of individual achievement and competitiveness reflects more masculine values, while their emphasis on work-life balance and programs that promote open dialogue exhibit more feminine cultural traits of cooperation and modesty.



As a disruptive tech giant, Google embraces uncertainty through risk-taking and innovation, lining up with cultures displaying low uncertainty avoidance according to Hofstede's model. However, structured support systems like mentorship programs and clear processes help address the needs of those from cultures with higher uncertainty avoidance that prefer more stability and defined rules. Google skilfully provides to both cultural preferences. Google's approach reflects a long-term orientation, investing in sustained cultural change through multiyear diversity goals and a continuous improvement mindset. This future-focused resolution works around with long-term-oriented cultures. Google promotes an indulgent culture allowing free self-expression and integration of work-life through benefits such as generous paid time off and on-site facilities. This atmosphere of satisfying human desires and pursuits allows for cultures to emphasize indulgence over restraint, as defined by Hofstede's cultural dimension of indulgence versus restraint. By carefully considering the distinctions of Hofstede's Cultural Dimensions, Google can create an environment that revolves around its highly multicultural workforce from nations around the world. This intentional approach to addressing key cultural differences through programs and policies created for various dimensions enables Google to enable the innovative potential of diversity while developing a true "culture of belonging" where every employee feels respected, valued, and able to thrive.



# HOW KFC DOES MENU LOCALIZATION:

## A Worldwide Food Adventure.

Zaara Sofi - DP 1

With over two decades of experience from across the globe, Kentucky Fried Chicken (KFC) has captured the taste buds of people worldwide. The fast-food franchise has been able to do this by tweaking the standard menu. As for local restaurants, KFC has them on its menu and the business needs to know the tastes of the people. The fast-food franchise does thorough grass-root research to know what the people in the local market love most about their dishes. In China or India, not all products that are sold in the US may attract customers. Significant investment into research & development enables the business to come up with choices that are familiar but tantalizing dishes based on ingredients and local dishes of the market in question.

In the Asia-Pacific region, rice is a staple food, which is why KFC started offering rice bowls with crispy chicken topped with curry or teriyaki sauce. For countries with spicier tastes, such as Thailand or Korea, spicier variations of the chicken are widely available. In the Middle East, not many prefer meat, which is why KFC started selling falafel wraps as well as the Shawarma Twister containing chicken, pickles, and garlic sauce. Another vivid example is India, A market that does not consume beef, so KFC offers a unique Zinger burger with paneer (cottage cheese) and the Chana Snacker, which is made from chickpeas.

While accommodating local variations, KFC keeps its core menu products. The Original Recipe chicken, Extra Crispy, and Hot Wings are offered around the world. This enhances KFC's brand image. Furthermore, KFC utilizes technology as well to improve the consumer experience: thanks to digital ordering, consumers can swiftly purchase online via KFC's mobile app and website. In some places, touch-screen kiosks allow customers to personalize their orders, increasing convenience, thus improving KFC's process aspect of the marketing mix. KFC also collaborates with food delivery apps to offer quick home delivery. KFC, however, has cultural barriers to overcome such as the high vegetarian population in India.

To tackle this, KFC has curated menus based on culture. For example, the company incorporates more vegetarian items in Indian KFC stores and also creates flavours which suit the Indian taste pallet better such as the Indian Tandoori Zinger Burger.

The success of KFC lies not only in what they serve but who they serve it. The company invests heavily in employee training and development programs to ensure excellent customer service delivery by their staff members. Additionally, KFC fosters inclusivity and diversity which creates a conducive working environment for all its employees.

In conclusion, KFC's international menu adaptation reflects its flexibility and commitment to satisfying different tastes worldwide. Whether one is enjoying Hot Wings in the USA or having a Zinger burger in India; Kentucky Fried Chicken can speak every flavor language across borders.



# STUDENT ACHIEVEMENTS!

## THE DIAMOND CHALLENGE

The Diamond Challenge is an international business innovation competition that invites high school students worldwide to build solutions to solve problems they are passionate about and join a growing community of innovators and changemakers. From GGS, two teams from DP-1 were selected for the international finals in Delaware. One team (Yash Nath & Mahirr Sikka) presented a hydroponics-based start-up, while the other team (Kushagra Jain, Ahana Bahl & Ayanna Walia) pitched a sustainable fashion-based start-up. Both teams aimed to reduce waste and promote sustainability through their innovative business ideas.

### Reflection by Yash Nath - DP 1

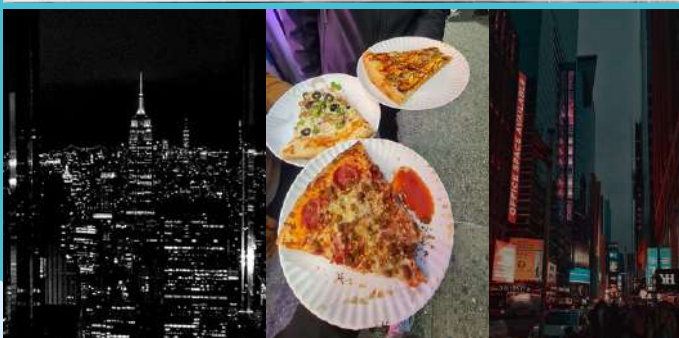
My Diamond Challenge journey was an adventure I'll never forget. Traveling to Delaware, USA, with my two teammates and no adult supervisor was a bold leap into the unknown. Managing everything on our own was both thrilling and empowering, pushing us beyond our limits. It was not without its hurdles however, there was even a time when one of us nearly lost their passport!

Our project was a hydroponics system designed for home use, aimed at promoting sustainability. Pitching our idea to the judges in a tight five-minute window was intense, but our hard work paid off. We won over \$2000 in cash prizes, and we took home a striking diamond-shaped trophy. As we admired the trophy, we couldn't help but smile, feeling like we had unearthed a real gem.



Meeting people from all over the world was a highlight of the trip. We exchanged contacts, shared stories, and even danced together at the summit's gala. It was amazing to connect with so many different cultures, creating friendships and memories that will last a lifetime. One of our new friends even joked that he was Sachin Tendulkar's cousin! Whether true or not, it added a fun twist to our international connections.

The adventure didn't stop there. We capped off our journey with an unforgettable night in New York City. Roaming around Times Square at 2 AM, completely alone and soaking in the electric atmosphere, was surreal. We enjoyed the night, ate some street food, and bathed in the dazzling lights of Times Square. We spent time watching the New York skyline and even joked about living there if our little hydroponics project ever took off. It was the perfect way to celebrate our achievements and the incredible journey we had been on.



# BUSINESS ACHIEVEMENTS!

## THE DIAMOND CHALLENGE

Reflection by Kushagra Jain - DP 1

The Diamond Challenge was an extraordinary journey for us at Ethique, where we had the opportunity to showcase our innovative approach to sustainable fashion. Competing against 1000 teams from around the globe, we initially faced the daunting task of standing out in a crowded field. However, our passion for addressing the pressing issues of textile waste, food wastage, and water scarcity helped us secure a spot in the top 30 for the global finals held in University of Delaware, USA.

Ethique is a revolutionary company dedicated to combating the detrimental effects of fast fashion by addressing textile waste, food wastage, and water scarcity. By using textile waste from factories and natural colors derived from food waste, we create stylish and sustainable clothing. Our commitment to end-to-end sustainable practices ensures that every step of our production process is environmentally friendly, including reusing water utilized in textile washing. Each of our products features a unique QR code, allowing customers to trace the journey of their clothing from production to purchase.



Interacting with participants from various nationalities was a highlight of the Diamond Challenge. These exchanges provided us with a broader perspective on global market trends and the diverse challenges faced by different regions, enriching our understanding and inspiring us to refine our business model further. Engaging with venture capitalists and real investors was another invaluable aspect of the competition. Their insights into market trends and innovations were instrumental in helping us better position Ethique in the competitive landscape of sustainable fashion.

A particularly memorable moment was our participation in the Sustainable Materials Business Innovation Sprint. Given just 15 minutes to develop a sustainable business idea, we had to rely on our creativity, teamwork, and quick thinking. Winning this sprint was a thrilling validation of our innovative approach and commitment to sustainability. This experience not only showcased our teams potential but also provided us with critical feedback and guidance that will be instrumental as we move forward.

Overall, these experiences were a great learning experiences for our whole team. Through these experiences, we are more motivated than ever to lead the charge towards a sustainable future.



# INTERVIEW OF MS. SUBIE SRIVASTAVA

## GENERAL MANAGER - GENESIS GLOBAL SCHOOL

Conducted and Moderated by Sameer Gupta

**According to you, what is the importance of culture in the business and economics world?**

Culture in the business and economics world is integral, encompassing values, beliefs, language, norms, and rituals that define the workplace. A business must respect and reflect the cultural values of its people to ensure ongoing success. This respect for culture is crucial, whether operating in Japan, India, or elsewhere, as it influences business practices and employee behavior. For instance, promoting tourism effectively requires marketing strategies tailored to the local culture. Understanding and integrating cultural differences can lead to a more cohesive and productive work environment, ultimately driving the business forward.

**What role does culture play in the context of schools and educational facilities?**

Culture plays a vital role in schools and educational facilities. It is the responsibility of every school to preserve the local culture and heritage through education, programs, and cultural references. Schools must respect individuals from diverse cultural backgrounds, fostering global citizenship. In decision-making, the local context must always be considered. Schools should facilitate the exchange of cultural values and ideas, promoting mutual understanding and respect among students and staff. This cultural exchange enriches the educational experience, preparing students for a globalized world.

**What are some steps Genesis Global School follows to promote, address challenges, and celebrate cultural diversity among students, faculty, and the staff?**

At Genesis Global School, promoting and celebrating cultural diversity involves several steps. The school organizes multicultural events and cultural trips, such as a trip to Italy, to expose students to different cultures. Language services and showcases highlight linguistic diversity, while dress-up days celebrate various cultural traditions, including Indowestern clothing. The diverse community includes students and teachers from various cultural backgrounds, fostering a rich learning environment. The school emphasizes the importance of respecting local culture while learning about different places, creating a global, inclusive atmosphere for all.





# INTERVIEW OF MS. SUBIE SRIVASTAVA

## GENERAL MANAGER - GENESIS GLOBAL SCHOOL

**Conducted and Moderated by  
Sameer Gupta**



**How do you deal with diverse perspectives and bias in decision making in this developing economic world?**

Dealing with diverse perspectives and bias in decision-making at Genesis Global School involves several strategies. Respect for diversity, mission, and vision is paramount. The school fosters a culture of feedback and listening, ensuring open communication channels for all stakeholders. Teachers participate in sessions to discuss events and resolve conflicts constructively. Improvement plans for students exemplify this approach. Clear goals and guidelines aid in structured decision-making. Open dialogue and open-mindedness to change are essential, strengthening skills and promoting economic development within the school community.

**What are the positive and negative impacts of culture-driven communities and workplaces on a business' success and profits?**

Culture-driven communities and workplaces significantly impact a business's success and profits. Positively, culture can serve as a marketing foundation, particularly in sectors like tourism, where it becomes a key selling point. However, there are drawbacks; cultural rigidity can limit business flexibility, as seen in differing practices, such as restaurant closing times in South Korea versus India. Stereotyping and prejudice can also arise. Despite these challenges, culture remains essential for businesses and economies to thrive, providing a unique identity and driving engagement.

**In your professional opinion, how does multiculturalism impact a business' market share and brand awareness?**

Multiculturalism positively impacts a business's market share and brand awareness. Integrating diverse values and cultures fosters the exchange of ideas and programs, enhancing brand promotion. Advertising multiculturalism boosts brand awareness and attracts a broader audience. At Genesis Global School, embracing multiculturalism supports education by allowing students to learn within their cultural contexts, making them comfortable and adaptable in a multicultural world. This adaptability is crucial for thriving in a growing economic landscape, ultimately benefiting the business.



# INTERVIEW OF MS. SUBIE SRIVASTAVA

## GENERAL MANAGER - GENESIS GLOBAL SCHOOL

Conducted and Moderated by  
Sameer Gupta

Looking ahead, how do you think future enterprises and societies can address multiculturalism and work culture effectively?

Future enterprises and societies can address multiculturalism and work culture effectively through acceptance, respect, and understanding of diversity. Organizations should value each employee, as seen in Dubai, which respects specific cultural requirements while embracing others. At Genesis Global School, teachers respect and accept Ramadan, exemplifying cultural sensitivity. Businesses must manage time zone differences and be adaptive to multicultural employees. Implementing diverse team-building activities and establishing standard protocols and policies for culture are essential. Embracing these practices ensures a cohesive and inclusive work environment, fostering global cooperation and success.

Should schools promote their culture more to promote global citizenship?

Schools play a vital role in promoting global citizenship through cultural promotion. They should prioritize creating a welcoming environment for students from diverse backgrounds, establishing acceptance as a foundational value. Providing a safe and friendly atmosphere fosters cross-learning, allowing students to feel at home regardless of their cultural background. Exposure to different cultures through trips, language programs, and showcases further enhances understanding and appreciation. By actively promoting cultural diversity, schools contribute to nurturing global citizens who are empathetic, respectful, and prepared to thrive in an interconnected world.



# CULTURAL DIVERSITY

## The Economic Catalyst of India

Utsav Sadh - DP 1

India, a country with one of the diverse multicultural populations, sets an example of a multicultural nation that benefitted from multiculturalism in terms of economical growth. This multiculturalism in the form of multiple languages, regularly practiced religions, and various ethnical backgrounds can be an important factor in economical growth. In this perspective, the economic possibilities of the cultural diversity in India are multiple. For instance, expatriate, refugee, and other migrated people give India connection and source of revenues to other parts of the world. Over 30 million will relocate and get accesses remittance from India through countries including Saudi Arabia, UAE, Malaysia Singapore, USA, Canada, UK, and Australia based on their religion, ethnicity, and social class. Fund remittance of Indians continues and has a significant contribution to India's GDP and boosts the country foreign currency reserves. Besides, a variety of products, crafts, and skills are found in each of the cultures in Indian territory. These items are taken to other countries and therefore can help in generating more cash. Also, foreign tourists visit India for leisure and to feel the diverse culture which promotes business tourism in India. However, it is not only about how culture serves the purpose of the financial growth of a country but it is also related. Similarly in the economy, it also has an influence on culture.

With the improvement in the economy, more people are emigrating to India to look for job opportunities, and the more people there are, the more diverse their traditions will be. It therefore makes India even more diverse. Today, the world has seen a liberalized India, which is more than eager to encourage foreign investment in its economy. This has led to a lot of growth as many people would opt to buy the original products instead of counterfeit copies. To be specific, it is possible to notice that the economic growth of India has been approximately 6 percent. This unfortunate trend is expected to continue and reach 9% as the financial year 2022/23 comes to an end. The increase has been occasioned by community expenditure, increased capital investments, and increased foreign exchange earnings. Besides, the multicultural population of India also creates an element of togetherness - the concept of 'unity in diversity,' which also plays a crucial role in the country's social structure. This social cohesion is vital for economic stability because it guarantees the security of property besides providing a conducive base for business operations and the execution of government policies. In addition, the multicultural society as well as diverse cultures and standard practices in the area have boosted the progression of several segments of the economy in India. For instance, the textile industry in India has a huge consideration for the diverse clothes-bearing inhabitants of the country. Likewise, the food industry in India represents the diva of the country's food culture. Therefore, it is clear that multiculturalism is an important component in India in terms of economy. It plays its part in boosting the economic standards of the country and also, in the cultural aspect, enhances the social structure of the country. Hence, there is a need to comprehend the various dynamics and relationships between culture and economy for both culture and economy to support each other in the two sectors' development.



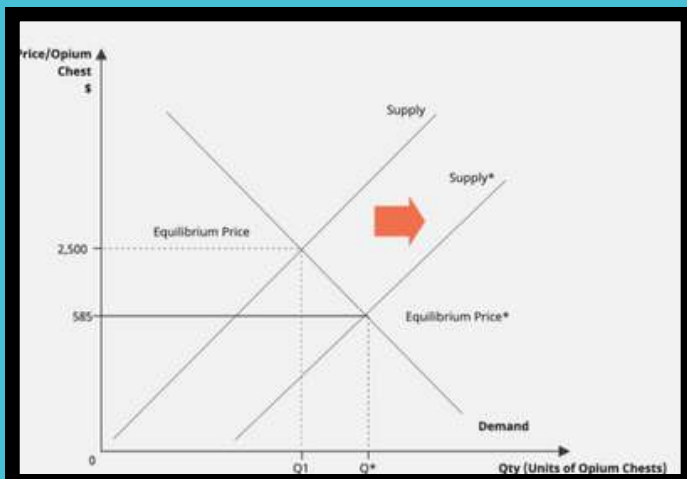
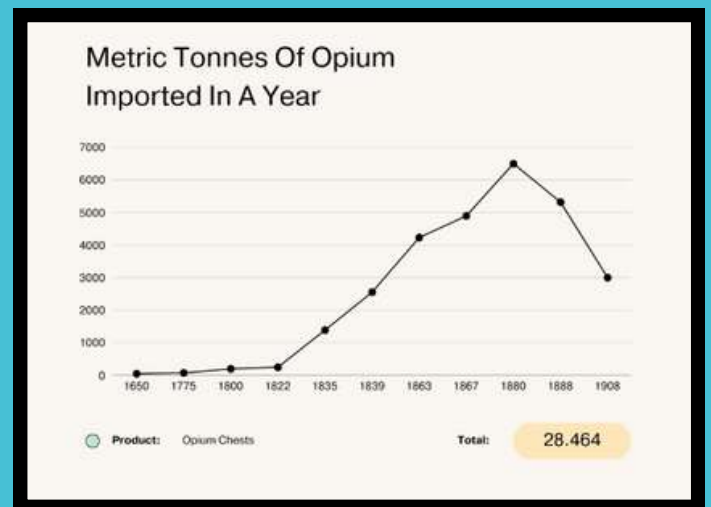
# CULTURAL IMPACT OF THE OPIUM TRADE

## on China's Economy

Kshitij Singh - DP 1

The opium trade between the East India Company (A colony administrated by the British crown) and the Great Qing (Modern-day China) serves as a testament to the impact of culture on economic prospects and opportunities. The importation of opium had profound effects on the Chinese society. India was considered the Jewel in the crown and therefore became a prominent producer of opium. This study delves into the economic impact on China due to the cultural obsession with opium. An aggressive marketing initiative was taken by the East India Company after the battle of Plassey (1757). It aided the company in securing the main opium-producing areas of India (Bengal and Bihar). The domestic production of opium in China roots back to the 11th century. Most of the opium was imported by China and until the final centuries, the drug was considered expensive for mass adoption. It is estimated that the area allocated for opium in Bengal increased from 36,400 hectares in 1830 to 71,200 hectares by 1840 and close to 200,000 hectares by 1900. Therefore, opium prices fell drastically, the price of a chest of opium from Patna fell from \$2,500 in 1822 to \$585 in 1838, incentivizing a larger population to consume opium.

Despite the ban, the opium exports from India to China rose from just 75 metric Tonnes in 1775 to just under 300 metric Tonnes by 1800 and more than 2,500 metric Tonnes by 1839. The following graph is a representation of opium imported by China during 1650-1908. The expenditure on the importation of opium increased from two million ounces to over nine million ounces a decade later.



After the year 1880, There is a decline in the number of imports of opium chests, indicating the effectiveness of the decree and trade quota. Trade quota refers to a regulation enacted by the government to limit the quantity traded of a good or service. A trade quota is imposed by the government to protect domestic industries from foreign intervention and increase domestic production. Overall, the obsession of opium by Chinese culture had a devastating impact on the economy. China spent billions of silver ounces to the British Empire simply to satisfy the opium craving. This drained China's reserves and wealth. An opportunity cost was prevalent throughout the incident, the national budget could have been allocated towards improving public infrastructure, healthcare or education.

# INTERVIEW OF DR. CHESHTA KAPURIA

Conducted and Moderated by  
Saaransh Jain

**According to you, what is the importance of culture in the business and economics world?**

Culture is intrinsic to any economy, binding society and businesses. Values and principles drive businesses, making social culture and values critical. Respecting native social culture helps businesses thrive. For instance, the Indian concept of "Dharma" significantly influences business and economics. Dharma refers to ethical and moral principles guiding actions and duties, impacting business practices through community-based approaches, corporate social responsibility, and sustainable development.

**How do you deal with diverse perspectives and bias in decision making in this developing economic world?**

Different viewpoints, opinions, and approaches that individuals bring to a situation are based on their unique backgrounds, experiences, and cultural identities. Addressing diverse perspectives requires a multidimensional approach, which includes actively seeking input to promote inclusivity, implementing structured frameworks like SWOT analysis and decision matrices, addressing biases through open dialogues and brainstorming, and conducting regular systematic reviews.

**What are the positive and negative impacts of culture-driven communities and workplaces on a business' success and profits?**

Undoubtedly, Culture-driven communities and workplaces can significantly influence a business's success and profitability. If we look on the positive side, diversity and cultural driven communities encourage different perspectives, providing a strong sense of belonging, lead to establishing a connection between customer relations and overall public reputation. However, there are potential downsides, such as resistance to change, conflicts arising from cultural differences, and exclusionary practices that can marginalize minority groups. An overemphasis on tradition may hinder modernization, and a strong local cultural focus might limit the company's ability to adapt to global markets. Therefore, balancing these impacts is essential for sustaining long-term business success and profitability.



# INTERVIEW OF DR. CHESHTA KAPURIA

Conducted and Moderated by  
Saaransh Jain

**In your professional opinion, how does multiculturalism impact a business' market share and brand awareness?**

Professionally speaking, the benefits of multiculturalism for a business's market share and brand awareness far outweigh the negatives. Embracing multiculturalism enables a business to serve a broader and more diverse customer base. By tailoring products to meet the specific needs and preferences of various demographics, businesses can enhance customer satisfaction, thereby increasing market penetration and share. A brand that actively embraces multiculturalism is seen as socially responsible and progressive, attracting positive attention and loyalty from consumers who value these principles.

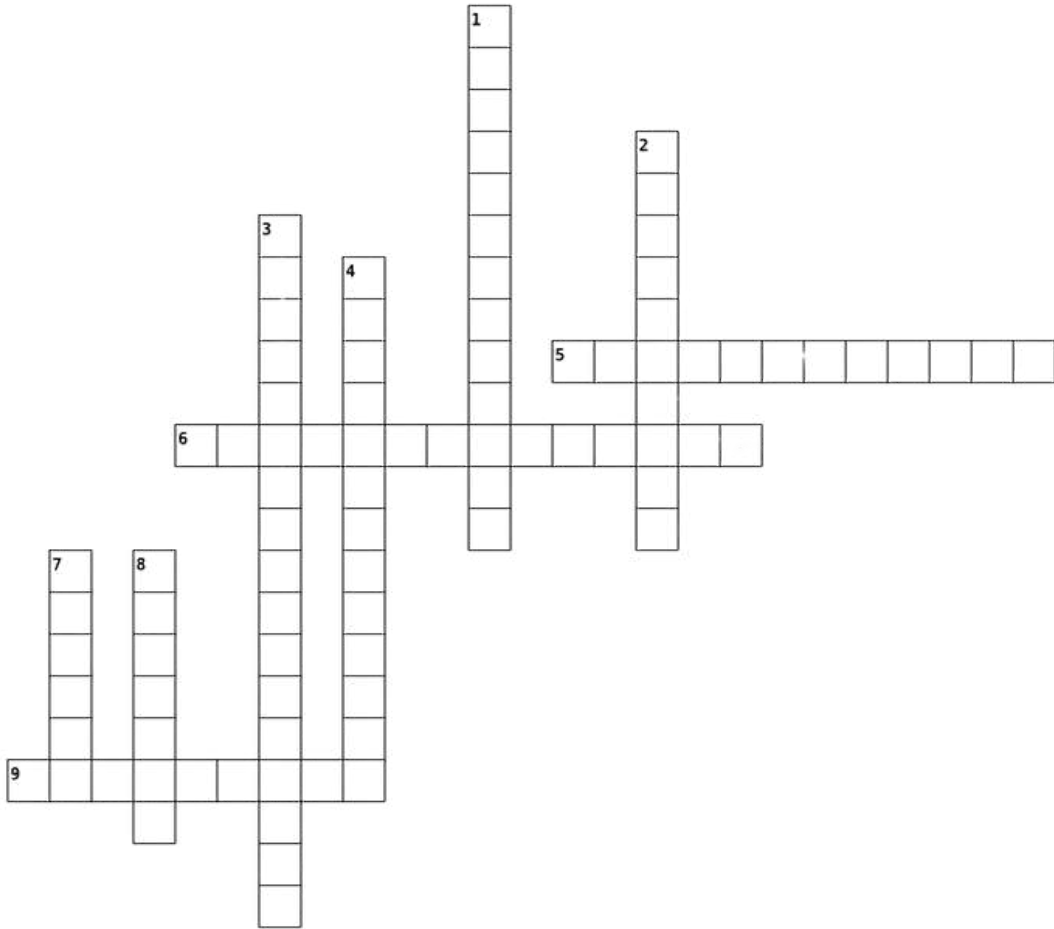
**Looking ahead, how do you think future enterprises and societies can address multiculturalism and work culture effectively?**

Future enterprises and societies can effectively address multiculturalism and work culture by fostering inclusive leadership, creating diverse work environments, and encouraging open dialogue about cultural differences. Implementing inclusive policies, leveraging technology to bridge cultural gaps, and promoting global awareness through cross-cultural training and international experience are crucial. Additionally, focusing on corporate social responsibility and community engagement helps build a positive brand image and connect with diverse markets. Regular monitoring and evaluation of multicultural initiatives ensure continuous improvement and adaptation, leading to more inclusive, innovative, and harmonious workplaces.



# BUSINESS ECONOMIC CROSSWORD

Olivia Tito - DP 1



## Across

- 5. Quality of being open, honest, and easily understood in business dealings.
- 6. Fulfilling obligations towards stakeholders and society.
- 9. Actions taken to promote diversity and ensure equal opportunities for all employees.

## Down

- 1. Working together towards a common goal or project.
- 2. Introducing new ideas, methods, or products.
- 3. of backgrounds, perspectives, and experiences among employees.
- 4. Tailoring products or services to meet specific needs or preferences, enhancing customer satisfaction.
- 7. Sets the long-term direction and goals of the company.
- 8. Established routines and traditions that reinforce company culture.

ANSWER KEY:  
Down: 1. Collaboration 2. Innovation 3. Diversity-Variety 4. Customization 7. Vision 8. Rituals  
Across: 5. Transparency 6. Responsibility 9. Inclusion



# BUSINESS ECONOMIC RIDDLES

Saaransh Jain - DP 1

1

I light up the night in  
festive delight,  
Sold in markets, a  
sparkling sight.  
In celebrations, I'm a  
booming trade,  
What am I, whose  
business can't fade?

2

During festivals, I  
glow so bright,  
A symbol of hope,  
bringing light.  
Small businesses sell  
me in scores,  
What am I, found in  
cultural stores?

3

I'm hung by the  
chimney with care,  
Sold by shops, in  
colors rare.  
Filled with treats,  
gifts, and cheer,  
What am I, appearing  
once a year?

4

On floors I bloom with  
vibrant art,  
In festivals, I play my  
part.  
Small shops sell me,  
stencils and more,  
What am I, in front of  
many a door?

## ANSWER KEY

1

Firecrackers

2

Diyas

3

Christmas Stocking

4

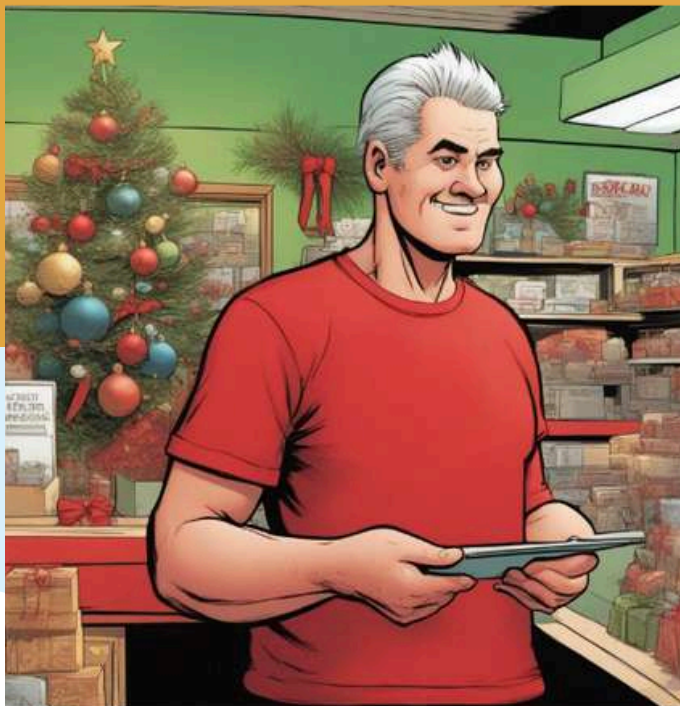
Rangoli





# BUSINESS ECONOMIC COMIC

Saaransh Jain - DP 1



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