Dear Researchers:

We are contacting you (again) for assistance in completing an assignment for a client. We understand from Profs. Paris and Shim that you have recently been discussing occupational changes and outsourcing in the US economy, and they have assured us that you are capable of executing the following assignment.

We have been awarded a contract by an Indian client, active in IT (Information Technology) and BPO (Business Process Outsourcing) industries. They are concerned about protectionist moves to bar them from US work in these areas. Accordingly, they are expanding their N. American operations to be closer to the US market and have established subsidiaries in Canada (Ontario). They are also looking to set up satellite operations in the US, as well. They will need to establish another domestic US division, in an appropriate metropolitan location. Our job is to advise them re. this decision. We have narrowed the choices to the following 6 metropolitan areas: NYC, LA, Atlanta, Chicago, Rochester, and the San Francisco Bay area. We have narrowed the field to these choices because these are large metropolitan centers, with diverse (ethnically, racially) populations, & lots of FIRE industry businesses, that are prospects for the firm’s marketing efforts. We are asking you to do a closer evaluation of these metropolises and rank them in order of their viability for our client's new operations. We expect your detailed report by Mon. 4/12.

Our relocation recommendation must meet some additional criteria. There must be adequate numbers of clerical and administrative workers in the available labor force, and the local wage rates must not be too high. There should also be affordable office space with ready transit access for the clerical and administrative staff; in addition, decent affordable housing & in reasonably safe surroundings for the international staffers, both within an under 45min. commute.

Profs. Broughton and Mariassy assures us that you have knowledge of census data, know how to find necessary business statistics, troll the Web and make use of various other research tools required for this task. If you have further questions or concerns regarding this project please contact us. Our usual reimbursement rates will apply for this project.

Sincerely,

Joseph Bowes
Benjamin Kerr
Alex Piper
For those who may think this is just a classroom exercise with little relevance to the “real world”, check out the following story from the WSJ 5/25/04, which deals precisely with what we’re asking you to consider. The question for you to think about is “how then, did the Buffalo authorities figure out that they needed to appeal to Indian hi-tech firms; & how did they come up with the analysis for their appeal? Your project this week is an example of just what Buffalo (& other) economic development agencies are having to do in this globalizing economy.

HEADLINE: BUFFALO'S FUTURE MAY HINGE ON BANGALORE
Newspaper: WSJ May 24, 2004, Monday
SECTION: Section A; Page 4, Column 1
BYLINE: BOB DAVIS

Shock waves from India's election are buffeting the Rust Belt city of Buffalo (New York), which has bet a good part of its economic future on its ability to compete with India and to lure Indian investment; for the past year or so, Buffalo has battled to keep new call-center jobs from going to India, while it has courted Indian companies to invest in its local biotech industry (M)

(this is just the abstract, if you want to read the full story go to LexisNexis)