

IMPLEMENTING GLOBAL STRATEGIES IN A LOCAL CONTEXT

Software Outsourcing in the Caribbean

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Abstract: The globalisation of the software industry is seen to be driven by lower costs in developing countries and skill shortages in industrialised economies. A software export industry, in particular, is thus seen as a means by which some developing countries can leverage competitive advantage. While many studies have explored the strategies used by some of the more successful software-exporting countries, little research has been done in locations that lack some of the basic resources deemed necessary for success in this area. This paper describes two Caribbean software-outsourcing ventures in order to explore possible software-export strategies available within such non-traditional contexts. The role of government and degree of integration of the software outsourcer into the local environment are found to feature significantly.

Keywords: Offshore Software Outsourcing, Developing Countries, Caribbean Software Industry, Global Software Outsourcing, Offshore Software Development

About the Author

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