

LIST OF ABBREVIATIONS

Abbreviation	Explanation
APAC	Asia Pacific
BPO	Business Process Outsourcing
BPM	Business Process Management
BPR	Business Process Re-engineering
BSC	Balanced Score Card
B2B	Business to Business
CAGR	Compound Annual Growth Rate
C-DAC	Centre for Development of Advanced Computing
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CMIN/DF	Minimum discrepancy as indexed Chi-square
CMO	Chief Marketing Officer
COV	Coefficient of Variance
CEM	Customer Experience Management
CMP	Customer Management Performance
CRM	Customer Relationship Management
CTO	Chief Technology Officer
CIO	Chief Information Officer
CXO'S	Top C-Level Executive Officers, having Chief in their Title
E	Estimation/Estimated
ERP	Enterprise Resource Planning
FY	Fiscal Year
FICCI	Federation of Indian Chambers of Commerce and Industry
GDP	Gross Domestic Product
GFI	Goodness of Fit Index
GM	General Manager
GSLI	Global Services Location Index™
IBEF	India Brand Equity Foundation
IS	Information Systems
IT	Information Technology
ITeS/ITES	Information Technology Enabled Services
LOS	Level of Significance
MNC	Multi National Companies
N	Population
n	Sample size
NASSCOM	National Association of Software and Services Companies
n.d.	No date
no.	Number
NP	Non-Parametric

OL	Organisational Learning
OP	Organisational Performance
<i>p</i>	Distribution Percentage or Level of Accuracy
PMO	Project Management Officer
PNFI	Parsimonious Normal Fit Index
POC	Point of Contact
PWC	Price Waterhouse Coopers
RBV	Resource Based View
RM	Relationship Marketing
RMR	Root Mean-square Residual
ROA	Return on Asset
ROI	Return on Investment
R&D	Research and Development
RQ	Relationship Quality
SaaS	Software as a Service
SEM	Structural Equation Modeling
SPSS	Statistical Programme for Social Sciences
SSRN	Social Science Research Network
TCS	Tata Consultancy Services
US/U.S.	United States
UK	United Kingdom
USD	United States Dollar
USP	Unique Selling Proposition
VP	Vice President
Y2K	Year 2000 Problem, the Millennium bug
%	Percentage
\$	Dollar
α	Cronbach's Alpha