

COMPARATIVE ECONOMIC ADVANTAGE THROUGH INFORMATION INTEGRITY – CASE OF THE AUTOMOBILE INDUSTRY IN INDIA

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ABSTRACT

Internationalism is the principle of cooperation among nations for the promotion of their common good. Traditionally, internationalism has its origin in economic integration through activities of traders, who crossed borders in order to trade, it was termed foreign trade (FT). With the advances in technology, internationalism came to be operated differently. Now FT and flow of investment across borders support economic integration leading to added economic benefit as well. The paper observes that foreign direct investment (FDI) has increased the importance of international trade among firms. While the above conclusion is important in itself as it indicates need for change in strategic direction for national economic development, it is further embedded with a basis for internationalization of production further. That is trade (FT), flow of investment (FDI) and *flow of information from knowledge and marketing linkages across borders support economic integration*. Further, this information in the manner of knowledge and marketing linkages is originated as function of the recipients of FDI. This recognition, which is based on international business implications of local market factor points to the aspect that there is a requirement to control Accuracy, Consistency and Reliability of information termed together as Information Integrity (I*I) for comparative advantage. The proposed paper will focus on economic impact of I*I.

Keywords: Economic integration, Information Integrity, automobile industry