Britt Nunn - Layperson

Outsourcing and offshoring are a current topic highly debated in America. These terms are closely related but actually are two different strategies used by companies across the world. Outsourcing refers to a firm’s practice of paying another firm to perform a function or produce a product that could be done or made in house by paying the firm. On the other hand offshoring refers to a business process as opposed to production being relocated to a lower cost location, usually oversees.

This issue is important because as offshoring and outsourcing increase globally, quality of life has come into question for both outsourced cheap labor and job security in more developed countries. The negative effects this strategy has economically as well as socially have brought considerable attention to the topic. The dilemma continues in outsourcing and offshoring due to the recognition of both advantages and disadvantages for the use of this strategy.

This thesis will be a group project and the research we will conduct will portray the positives and negatives of outsourcing and offshoring on an equal level. We will present this research to individuals through a survey process where we will analyze the opinions of each participant on the issue both before they are given the pros and cons of the strategy, and after they have been fully educated from our consolidated research. We are conducting this research, and surveying participants because we believe that United States consumer are not fully informed on the subject.

Based on our research we believe a majority of United States Consumers have an overall negative image on U.S. Firm’s use of outsourcing and offshoring. We thus believe that if Americans were shown the positive effects of this strategy and not just the negatives, their opinions will be better informed. We hypothesize that if provided with factual pros and cons of the strategy, American opinions on the matter may sway to be more understanding of the benefits of outsourcing and offshoring.