Preface

World today is facing unprecedented environmental challenge by way of global warming and climate change that has potential to disrupt mankind. Energy demand around the world is ever rising as a result of emerging economies reporting increasing GDP growth due to industrialization and urbanization. At the same time developed world continues to clock highest per capita consumption of energy. Primary source of energy continue to be fossil fuels and in pursuit of more energy from fossil fuels planet earth is getting irrevocably damaged. Using renewable energy has proved to be a very effective means to combat environmental evils. Wind energy due to its size, technology and scalability has emerged as most promising renewable energy source around the world.

As a result of globalization, markets all over the world are fast getting interlinked midst of falling trade barriers and dumping duties... thanks to persisted efforts of world trade organization. Wind industry in India is no exception to this and is witnessing effects of globalization by way of stiff foreign competition. Indian wind turbine manufacturing companies are forced to fight their global peers in domestic market. As a part of their survival and growth strategy, Indian wind turbine companies are compelled to look for promising wind energy markets beyond home market. US wind industry because of its open market economy, good wind conditions, huge potential, ease of financing mechanism and favorable policy, is an obvious first choice.

This dissertation is original, unpublished, independent work by the researcher to study wind power industry in USA and formulate market entry and growth strategies for an Indian new entrant wind power Company in the US market.

In first chapter preamble, researcher has stated objectives, importance and relevance of the research besides hypothesis that is being tested. This chapter also briefly explains serious environment concerns and how energy and environment are like two sides of a coin. Quick recap of important basic concepts of energy and electricity are mentioned to create necessary background.

As a part of second chapter Research methodology, researcher has highlighted various sources of literature review, primary and secondary data collection. Rationale of primary data collection questionnaire design, pilot survey and identification of respondents for survey are also covered. Important aspect of defining universe population and sample size are specified in this chapter.
Since wind energy is at the core of the research work, *chapter three* wind energy fundamentals is dedicated to history, evolution of wind power besides diving deep in details of wind turbine generators. Benefits of wind power, myths and entire project value chain including economics are included. Chapter comprises of important insights on wind industry in India just so as to create reference and benchmark.

Empirical study of wind industry in USA being one of the three pillars of research work, *chapter four* is devoted to US wind industry. This chapter gives a complete guided tour of US wind industry from past to present, with due focus on stakeholder analysis, policy, potential, wind resources etc. Profile of major wind industry stakeholders in US market are briefly touched upon which make research very practical.

*Chapter five*, data analysis, reviews responses of primary data collection survey deployed via internet. Researcher has incorporated analysis of all sixty one questions using tables and figures. Each question has been analyzed based on profile, position, experience, function and overall count of respondents.

*In chapter six*, researcher has tested all three hypotheses on the basis of relevant questions from the primary data survey and responses received from respondents, with a rationale and explanation.

In *Chapter seven*, findings and discussions researcher has discussed at length rationale of response for every question. Researcher has given explanation of what it could mean to Indian new entrant company. Question-wise recommendation on actions Indian company should consider is incorporated. Additionally researcher has also drawn a 10 year strategic road-map for Indian new entrant company with explanation that is split in to entry phase and growth phase. This makes research work very real-life with a practical utility value.

In *chapter eight*, researcher has highlighted specific important contributions he has made to the existing body of research and dwelled upon scope for further research.

This applied research would be like a lighthouse for wind industry marketing professionals and specifically to Indian companies aspiring to enter and grow in the global markets.

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The Researcher