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**East India Company Mercantilism:
Impact on India's Business System**

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East India Company Mercantilism: Impact on India's Business System

Abstract

This paper indicates the strategic choices under mercantilism in the pre-colonial commercial era played a significant role in redirecting India's long-term business trajectories. It has been argued that pre-colonial European commercial connections significantly influenced long-term economic transformation trajectories through the mechanism of mercantilism. According to research, the East India Company (EIC) had a significant impact on regional economies like India, causing many of them to adjust to the growing needs of international trade. The spatial and substantive nature of economic activity was modified to suit commercial developments. Yet what remains unclear is the competitive strategy adopted by EIC vis-à-vis other European mercantile companies and its impact on the economic landscape of India. In this article, we use the national business systems framework as propounded by Richard Whitley to explore how strategic choices by EIC was a precursor to the subsequent emergence of a distinct business system under colonial power. We focus on the company's trade diversification and governance as business strategies. We also talk about the processes and practices that connected local economies to long-distance maritime trade networks, which changed the way economies were organised geographically and socially. Overall, the findings suggest that the strategic decisions made during the mercantilist period in the pre-colonial commercial era significantly influenced the long-term business pathways in India.



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