Insourcing Strategy: A Response to Outsourcing and Off-Shoring on the United States

Omid Nodoushani, Southern Connecticut State University
Joseph McKnight, Pfizer Corporation

EXECUTIVE SUMMARY

In this paper we propose an investigation of the concept of insourcing and how insourcing could or would affect the American economy and labor market. Is the idea of bringing back to America previously outsourced jobs and off-shored companies feasible? Is insourcing in America’s best short and/or long-term interests? This research investigates the effect insourcing would have on America from a political, economic, social, technological, and legal perspective. Although this paper focuses on industries superior to just these two companies, the concept for this paper was born in response to research into the outsourcing practices of, and results seen by, Dell, Inc. and WalMart.

Keywords: Strategy, Insourcing, Outsourcing, Off-shoring