COMPANY PROFILE

Cite.Communities
Espace 141, Nirvana Country, Sector 49-50
Gurgaon, Haryana – 122018 – India
Email: link@cite.co
— Raise Your Standards —
“A community works if each member is willing to be both a mentor and a student at the same time, this encourages healthy constructive conversations. We strive to provide a polite and professional environment to inspire just that!”

Sidhartha Roy
Founder, CEO
Cite.Communities
Cite.Communities was established in May 2004 with a single mission to improve organizational business by addressing professional concerns.

Our network boasts of over 20 lakh (2 million) members worldwide, adding more than 2000 new members every single day. Our community sites are filled with real life problem/solution discussion threads and various other useful resources and over 100,000 downloads including Power Point presentations, Word, Excel & PDF formats.

Our main objective is to help people improve their organizations by fostering open discussions on all organizational problems. Over the years we have sort of created a knowledgebase where people can read about various problems other people have faced and how they solved those problems.

These real world case studies are very important if one wants to develop into a good business manager. Our members have shown tremendous attachment to our network. Becoming a member of the network makes users part of a fantastically constructive group of people who not only challenge and stimulate one to improve but also help with advice and solutions to organizational problems from their experience.
Let's take an example from John...

John was very excited. He was promoted to general manager.
One day, some of his staff asked for solutions...

John said, "Do this... Do that... no problem."
The next day, there were so many questions he couldn’t answer...

He never knew the excitement would wear off this quick.
Before long, John was frustrated...
Then, a friend came to the rescue...

Jane told him there is a website called Cite.co that can help him answers all his problems...
Today, John is recognized as a problem solver in his company.

“To solve any problem, here are three questions to ask yourself: First, what could I do? Second, what could I read? And third, who could I ask?”

Jim Rohn
Problems show up everywhere in our life.

Every day, we are faced with literally hundreds of problems of varying levels of importance and our lives consist of solving those problems. Sometimes, there are problems that are so big and that affect so many people that we feel there is nothing we can do about it. Most of us just want to get on with life and though we may be affected by a problem, we never feel there’s anything we can do about it, except complain. You may complain to yourself or you may complain to others. We complain out of habit and we often don’t notice or remember it moments later. The difference between a professional and an ordinary person is that the professional seeks out solution as soon as possible.

By looking at the world from the perspective of a professional, a paradigm shift occurs. Where you may see a problem, the professional sees an opportunity that comes from providing a solution.

A big problem also implies a big opportunity because a big problem is one that affects many people. Hence, if you could find a solution to solve the problem, it makes a big impact.
This is what **Cite.co** is for; to help you find the solution you’re looking for through conversation with other experienced professionals who may have faced similar problems themselves.

It is an online knowledge management community, which owns seven different domains in one huge network. It is focused towards the knowledge sharing for management professionals in the corporate world.

Our network consists of seven domains:

- **Cite.co** – Cite.Communities
- **CiteMan.com** – For business improvement articles
- **CiteHR.com** – For human resource community
- **CiteFin.com** – For finance management community
- **CiteSales.com** – For sales and marketing community
- **CiteOps.com** – For operations community
- **CiteLegal.com** – For legal community

Each domain has live discussion boards and knowledge repositories. These discussion boards have posts made by the members on real-time problems, which are resolved through conversation and discussions with experts. There are forums and sub forums, which cover every area for knowledge sharing.
There are options for networking with a very high degree of security up to anonymity. The questions raised often needs privacy. Hence we allow our members to remain anonymous and seek a solution. Apart from these there are groups, which can be formed by the members to enhance personal knowledge repositories and provide a platform to exchange ideas.

These collectively form communities, which are further supported by moderators and senior members. The list of seniors includes leaders who have been working in the industry for decades and are alumni to the esteemed seats for learning including XLRI, IIM, Jamnalal Bajaj and SCHMRD.

The members are management professionals and students, entrepreneur, practice manager, industry leaders and world class authors. It’s a free to use online community. Cite.Communities provides an easy way to find solutions to your professional problems while also helping you get exposed to real world business issues so that you grow constantly and improve your domain expertise.
Here's how to use it... When you face any complicated problem in your professional work and need a mentor or some peer feedback, you should post the question (only after using the reSearch box to see if information is already available) on our network using the "Start Discussion" orange button at the top.

You can do this using your real name or with an anonymous account – generally when the issue is sensitive we encourage users to post with an anonymous username – like say your name is Hari Narayan, you could use "Hari.Fire" or "Nara.H" which are unidentifiable.

Our network provides a full set of features which allow you to keep updated and make your professional life proactive and lively. You can easily find or ask for information from our entire network of professionals – great discussions or material are also promoted on our Facebook, LinkedIn, and twitter networks – giving your more audience.

You can follow people who you find interesting or who you know make valuable contributions. Whenever they participate in any thread, you will receive updates and will have an opportunity to interact on the same discussion.
We provide live notifications of all such updates - whenever people you are following participate or when there are new posts in the discussions you are participating in - you are always connected.

You can also subscribe to topic categories which will send you email alerts whenever new discussions on the subject appear on our network.

Our network spans hundreds of thousands of professionals just like you who visit our knowledgebase every day to update themselves and to help out other members who are in need for some feedback.

Being pro-active in discussion helps them gain confidence while being humble in the knowledge that no one can survive alone and we must pull each other up. We also encourage our users to share important information with their community – when everyone puts in a log, we can together build that bridge to get to prosperity in career.
Our Vision

Our vision is to become the most extensive, accurate, organized and easy-to-use knowledge repository for real life business issues with the help of millions of users from around the world.

We believe that every individual is an expert in his own right and hence can ably answer questions that pertain to his field or area of interest. We value people’s opinions, thoughts and the information they provide us, and we want to share it with the whole world. Cite.co is the most powerful information sharing network and we want you to be a part of it.

Why Cite.co?

If you like the personal touch and like original and interesting answers that you can understand, you have come to the right place. To explain something simply is a lot harder than to explain something complicated. We believe it takes an expert with a great understanding of his/her subject to be able to do this. Our members are gracious and are enthusiastic about to help others to gain a greater understanding of the things they are not familiar with. So if you have any questions on management, then you are invited to ask away.
In addition, we are absolutely free. We just want you to come, learn and share. For us, every question is valuable. And that is why our team of competent moderators works with commitment to ensure that every answer is authentic, well compiled and relevant. Cite.co is the most categorized and organized question and answer website available. This makes access to the relevant information much easier.

Our Experts

We have a dedicated and selfless team of experts, including industry leaders, veterans and academic alumni from India as well as foreign institutions. Cite.co is a knowledge repository of functional and operational solution to handle real-time management problems. These situations are shared by managers, CEO, CFO and other C-Suite executives, right from their desks. The solution is arrived by a team of experts who offer it unconditionally.

This puts the tacit knowledge in writing, in the manner where it can be best resolved. It includes a wide range of topics from industry to academia with legal and financial areas being discussed.
Management, we believe is a summation of lessons we learn over time – over the years we have created a set of rules to follow which confirm to our victories over management issues.

As our society develops and matures – which we believe is a direct result of changes in each individual’s perception of our society – rules for management or rather implementations of these rules are changing and are constantly being adapted. We believe that the state of our society is a result of the summation of these individual perceptions – each negative perception adds problems – and each positive one – helps us work towards getting better.

Through our network we want to try to add more of these positive perceptions – through self improvement, improvement in the lives of the employees of the organizations, improvement in the business they are doing. We want to let them know that they are not alone in the problems they are facing – we are all here – a tight group of people who are willing to spend a few minutes a day to help solve those small problems – so they don’t add up to one very big problem.
Cite. Communities is a continuously growing network of management professionals from all around the globe. Thanks to its intelligibility, reach and ease of use, Cite. Communities has quickly become one of the biggest online management support groups in the world.

Cite. Communities has been the online destination for many top management professionals since May 2004. We are committed to creating and promoting good management practices – our article libraries and bulletins are visited by thousands of top management professionals on a daily basis for consultation and research.
Compare citehr.com to:

CiteMan.com  CiteFin.com  CiteSales.com  CiteLegal.com

Age
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64

Gender
- Male
- Female

Has Children
- Yes
- No

Education
- No College
- Some College
- College
- Graduate School

Browsing Location
- home
- school
- work
Key Facts

- Serving **7 million professionals worldwide**
- Attracting over 2000 new member registrations everyday
- Used by major companies such as Google, Microsoft, Tata, IBM, Infosys, Amazon, HP, ICICI and other giants from every sector
- Mentioned in the *American Journal of Accountancy* as one of the TOP STOPS on the Internet
- Ranked by Alexa.com as among the top 4,000 websites in the world
- Mentioned in CNBC Awaaaz as a knowledge repository

Cite.co, a vibrant knowledge base with real-time, problem-solving social platform, has been widely referred and preferred as it allows its members to remain anonymous and still get solutions, free of charge. It is more than just a knowledge repository for real life business issues; Cite.co is an experience where you connect with new people, professionals and experts. We share an article every week with the best of the problem and its solution. We include industry leader's comment to the solution contributed by the experts. We share the result of weekly polls on the issues affecting the industry.
Please contact us to discuss the opportunity to work together. We look forward to offer the area of knowledge relevant to your readers.

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