

## “NEED OF ETHICS IN MANAGEMENT”

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### ABSTRACT

*The Research paper titled ‘Need of Ethics in Management’ reflects the role Indian Ethos plays in the management / Business. For practicing the Indian Ethos one needs to possess different types of qualities. The purpose of the Indian Ethos can be fulfilled only when all the requisite values are inculcated within the ones who are managing the business. The need of the Indian Ethos in business is matchless as it deserves to be the best philosophy. Ethics and the Ethical behavior are the essential parts of the healthy management. The success of management and in turn the business is only possible when the principle following Indian Ethos is followed religiously within the organization. Management ethics is the ethical treatment of employees, stakeholders, owners and the public by a company. Ethics describes a code of conduct for the human community and creates the environment for the business and to the people who work within the organizations.*

### INTRODUCTION

“Ethics has been coined from the Greek word “Ethikos” which pertains to character. When applied to business this means having a character for the business or the corporate organization. “Morality” is the term which is considered similar to Ethics. The term Morality has been derived from the Latin root ‘moralis’ which means behavior. Ethico-moral actions thus pertain to set of actions engineered by the characters expressed through behavior. Character defines the course of action whereas behavior gives it an immediate shape.

Ethics describes a code of conduct for the human community and creates the environment for business and to the people who work within these organizations.

Business Ethics is a form of Applied Ethics, which not only includes moral values but has a pragmatic approach of these values to institutions, technologies and activities which we term as business.

### Nature of Business Ethics

Business Ethics has normative and descriptive dimensions. As a corporate practice and a career specialization, the field is primarily normative. Academics attempting to understand business behavior employ descriptive methods. The range and quantity of business ethical issues reflects the interaction of profit maximizing behavior with non economic concerns. Business Ethics contain various aspects:

- **Personal Ethics** which is concerned with helping people and serving society at a large.
- **Professional Ethics** which is associated with the company's expectation from employers and offering them guideline on handling more common ethical problems that may in the course of doing business.
- **General Management Ethics** which includes corporate social responsibility, concerning relationship between different companies and Moral rights and duties between a company and its stakeholders.

Business Ethics reflects the philosophy of business, of which one aim is to determine the fundamental purposes of a company.

#### PURPOSE OF INDIAN ETHOS:

- To develop proper management system in the organization. Management systems based on principles as per ancient wisdom are of immense help for the smooth conduct of business. Value oriented management system can be established with the help of Indian Ethos.
- To ensure all round development growth and prosperity i.e. productivity, marketing, profitability etc.
- Indian Ethos teach us that if one works with sincerity for the society, for the organization and for the nature then one gets inner satisfaction, peace and happiness and his/her image becomes bright.

#### QUALITY OF VALUES REQUIRED FOR INDIAN ETHOS:

1. Fearlessness
2. Courage
3. Purity of mind and heart
4. Integration of thoughts, action and behavior
5. Straight Forwardness
6. Generosity
7. Spirit of sacrifices for the sake of common goal
8. Inspired ideals and vision
9. Creativity
10. Empathy, love and affection
11. Patience
12. Faith
13. Friendly with all
14. Calmness
15. Control of mind and restraint on senses and passions
16. Non violence(in ways of adopting collective bargaining)
17. Non Greediness
18. Firm but Fair
19. Charity in action and behavior

20. Harmlessness
21. Modesty
22. Gentleness, truthfulness and loyalty

#### NEED OF INDIAN ETHOS:

1. **Management Attitude:** - Top management having firm belief in value oriented involving whole in the management. Profit is earned through service and satisfaction of all the stakeholders, employees, customers, shareholders and citizens, fulfilling the social responsibility.
2. **Humanizing organizations:** - Looking at the three aspects of human organization i.e. inter personal relations, man machine equation where man is the prime concern and inner management through mental and spiritual growth of individual.
3. **Interiorizing (Self) Management:** - Self management is management by consciousness. The objective of self management is to first know and manage one self and then manage others. When the soul manages the other four members of the human being namely the body, mind, intellect and the heart, the conflict these four have amongst them can be resolved.
4. **Self Introspection:** - It is self analysis and self criticism to locate the areas of friction and disharmony, a self examination of one's thought feelings, emotions sensation, passion and desire to reduce and subdue the ego.
5. **Brain stilling:** - Brain stilling is the most reliable method to discover solution to problems and difficulties which seems to be difficult to tackle by reason and intellect because through this one can come into contact with the inner mind and high consciousness.
6. **Stepping Back:-** The stepping back from a situation for while enables one to control and master a situation. Never decide anything, never speak a word and never throw into action without stepping back.
7. **Self Dynamiting Meditation:** - A Dynamic meditation is the meditation of transformation of lower consciousness into higher consciousness and hence called transforming meditation. Through meditation in a silent and calm mind one can reach a high level of consciousness which offers guidance in the form of intuitions to tackle the multitude problems.
8. **Role of Intuition (feeling):-** Intuition is an immediate cognition by the inner mind and when fully developed is efficient and effective for taking prompt and sound decisions. Intuition skills enable one to cope with confidence the fluctuating environment and rapid changes. Faith is prerequisite to develop and realize the power of intuition.

#### VALUES FOR THE MANAGERS IN INDIA:

1. **Core values of managers in India:** There are divergent values in tune with the nature and goals of different functional departments and also the overall organizational culture. However there are some dominant values known as core values that are

considered as crucial by the majority of managers e.g. Integrity, Trust, Achievement motivation, Truthfulness and Humility and contentment.

2. **Personal traits of managers in India:** Personal traits are enduring characteristics of an individual by which one can be identified and also to a certain personal trait which make one successful and efficient. These can be Stability, Creativity, Desire for achievement and success and Flexibility.
3. **Goals of a typical manager in India:** Values of a manager will have a direct influence on the goal and objective he sets. Personal goals of a manager may vary depending upon the goals, culture and philosophy of the concerned organization. Nevertheless, each manager works with a certain aim and purpose in his/her mind. The goals of a manager in India generally are \* Customer Satisfaction\* Achievement of department and organizational goals\*Completion of tasks within scheduled time frame.\*Employee motivation\*Career progress
4. **Important personal qualities of a manager:** Managers with limited abilities and skills with static values and goals may not be able to achieve success in all circumstances. Some personal added qualities like height, complexion, voice, dressing, habits, gregariousness, versatility etc. should supplement so as to accomplish all round success. Some qualities are also desirable like - Self Control, Articulation abilities, Physical appearance, Dressing Sense etc.

#### POINTS THAT MAKE INDIAN ETHOS BETTER:

Indian Management methods are bound to work in India. Indian Ethos is better than other ethos present in other countries as the Indians believe in:

- Ego sublimation rather than ego assertion
- Sacrificing spirit rather than fighting spirit
- Team achievement rather than individual achievement
- Spiritual attainment rather than materiality prosperity
- Self control rather than outside control
- Concept of duties rather than concept of rights
- Yielding rather than dominating
- Concern for the improvement and being updated
- Respect for and search for all truth whatever be its source

#### CONCLUSION:

Ethics and Ethical behavior are the essential parts of healthy management. From the management perspective, behaving ethically is an integral part of long-term career success. Wide access to information and more business opportunities than in the past makes ethics a need in modern business world.

Management ethics is the ethical treatment of employees, stockholders, owners and the public by a company. A company while needing to make a profit should have good ethics. Ethical behavior calls for an atmosphere in which it can be performed. It also necessitates awareness

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about the basics of ethical behavior. Eventually it leads to cultural and behavioral enrichment among internal staff of the organization and the business as an overall prospers.

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