Since decades, it has been a mystery that what actually motivates employees to act ethically in organizations. We sometimes assume that a person’s values are formed during childhood and do not change after that. In fact, a great deal of psychological research, as well as one’s own personal experience demonstrates that as people mature, they change their values in very deep and profound ways. They begin to evaluate these moral standards and their consequences and to revise them where they are inadequate, inconsistent and unreasonable. There are various factors that contribute to the development of personal values, moral standards and ethical behaviour. Motivating employees to comply with ethical standards on the job is a major challenge which has to be faced by today’s management because a simple solution to the problem does not exist.

To address these issues and to facilitate solutions in this area, the present research work has been conducted in four media organizations. The study defines the role of corporate cultural variables in influencing ethical compliance among employees at work. The study is organized into seven chapters. Chapter one provides an introduction to the study and presents a review of the existing literature. The second chapter defines the statement of problem and the conceptual framework related to the study. Chapter three explains the objectives and research methodology adopted for this study. The fourth chapter discusses the results of empirical analysis of corporate culture and chapter five discusses the results of empirical analysis of work ethics in print media. The chapter six analyses the relationship between corporate culture and work ethics. The study concludes with a summary of major findings and a set of suggestions. It also defines the limitations of this research work and scope for future research in this field.

Working closely with the media practitioners has not only given me a deeper understanding of the special requirements that media organizations have for compliance to work ethics, it has also deepened my awareness of the significant links between corporate culture and work ethics. I hope this deepened awareness permeates this study and text.