PREFACE

In the changed milieu of the last two decades business is no longer considered as an economic institution but a powerful social institution which has a strong influence on socio-political life of the community. Meanwhile ethics has acquired a central stage in the literature of management. It is no longer considered as thought of elite but a hard core business reality. It has now emerged as a separate discipline and unlike others fosters principles, models and training. Today several institutes are working for the development of the ethics as a objective and as special discipline, though ironically the pace of India as compared to developed nations is been slow over the period of time.

Successful business enterprises and economic development just do not happen. They are the results of right environment, planning, efforts, and innovation. But the only businesses that persist in long run are the one with strong social and ethical commitment. These commitments are highly challenging and only an individual of high strata can withstand this. Today managers and entrepreneurs are in the whirlpool of competition, survival, which at times pushes them for attaining goals with unethical practices, but they forget that the situations are for short period and in long run results of unethical practices will lead to disaster. Generally ethics is perceived to be the gospel for large companies and multi national companies, but the truth is – it is for individuals, who in turn are integral part of house, business, organizations and economies at large.

While working on the research, researcher became conscious that he was treading on a slippery ground, to bring light to darken areas. Understanding the depth of circumstances in the present study, an attempt has been made to refurbish knowledge about ethics by extensively reading books, journals, and websites and analyze the ethical dimensions of different management disciplines from selected industries in India.