PERCEPTION MAPPING ON ALTRUISM: A STUDY OF MANAGEMENT PROFESSIONALS IN KOLKATA

Abstract of the Thesis

Introduction

Altruism, as a concept, has received scant attention in the mainstream economic and management theory. Contemporary scholars, however, seem to accept altruistic attitude as a plausible behavioral pattern. It is argued that altruism, being at the core of humans, cannot simply be discarded in a corporate atmosphere.

Research Objectives

Measuring altruistic attitude always appears to be a challenging job. Research work in this area is still at a nascent stage. Attempts have been made in this thesis to i) measure altruistic attitudinal index (AI), ii) establish relationship between AI and determinants of altruistic character, iii) assess relative importance of the identified domains of altruism, iv) indicate the preferred motivating factors of altruism, v) highlight the preferred management areas having relevance with altruism and vi) examine relationship between altruism vis-à-vis success, based on an empirical study covering 550 professionals across various segments in Kolkata.

Estimation Procedure

For measuring altruistic behaviour, characteristic and perceptual data of the sample respondents have been recorded against the identified domains in two different situations, viz. the existing (U_{PC}) and the ideal level of altruism (U_{IC}). The perceptual data sets have been utilised for estimating the part-worth of U_{PC} and U_{IC} through "Conjoint Analysis". The ratio of U_{PC} and U_{IC} has been considered as an attitudinal index of altruism (AI). Preferred sources of motivation and relevance of altruism on strategic management have also been assessed in this study using Thurstone Scaling Technique, while relationship between altruistic attitude and success has been examined and explained through suitable curve fitting.
Observations and Conclusions

Based on the estimated values of Al and results obtained through statistical analysis, segment-wise observations and conclusions have been drawn on-

i) Nature of altruistic attitude
ii) Relative Importance of altruism domains
iii) Influence of identified characters on altruistic attitude
iv) Perception on sources of motivation of altruism
v) Perception on relevance of altruism on strategic management
vi) Nature of relationship between altruistic attitude and success

Future Potential

❖ Knowledge about the altruistic attitudinal pattern of the management professionals would help the corporate policy makers for designing suitable business / management strategy.

❖ Findings of the study would also open scope for further research on ‘Altruism and Management’, particularly in the Indian context.

Key Words- Altruism, Conjoint Analysis, Altruism Index.