

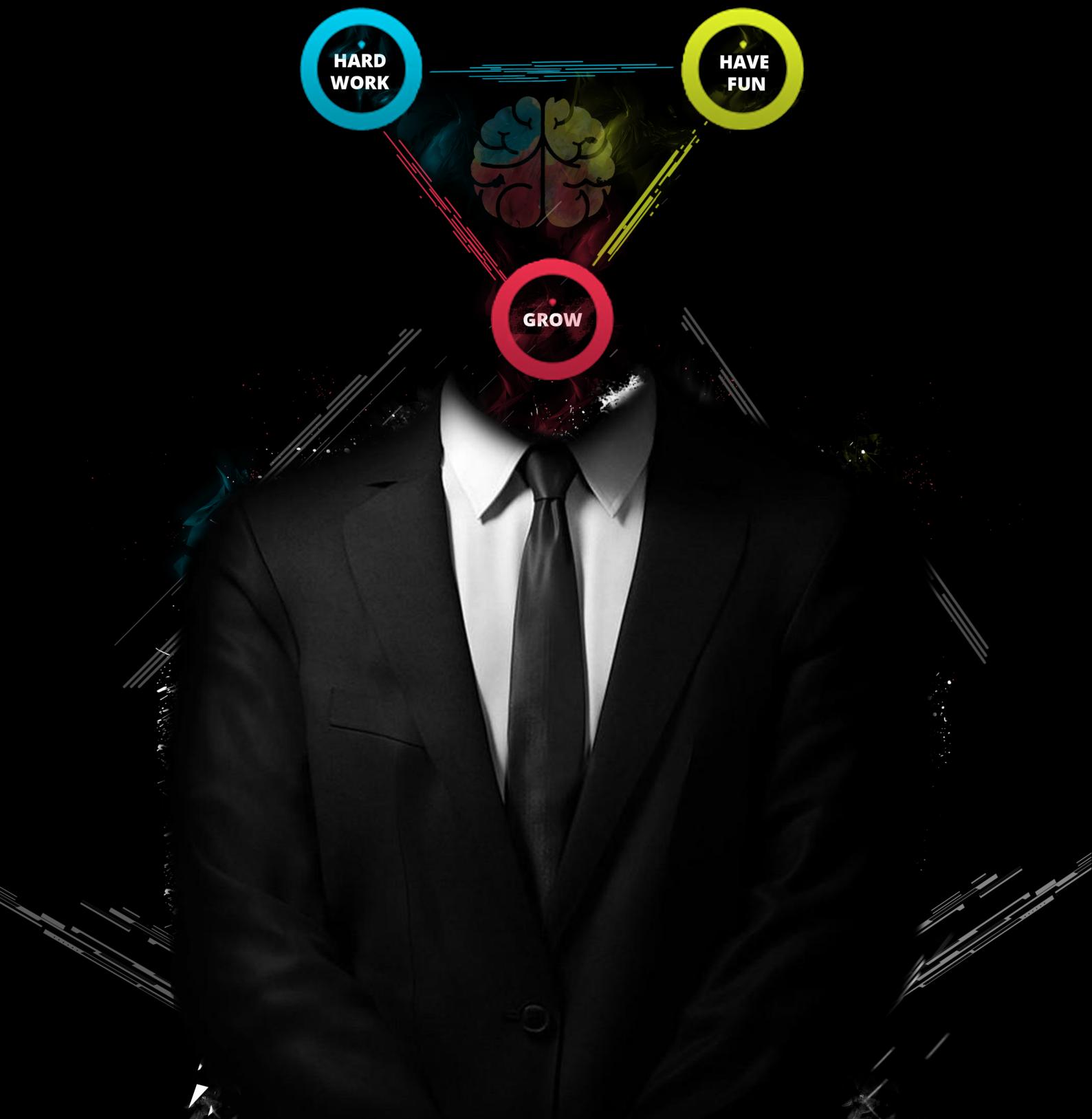


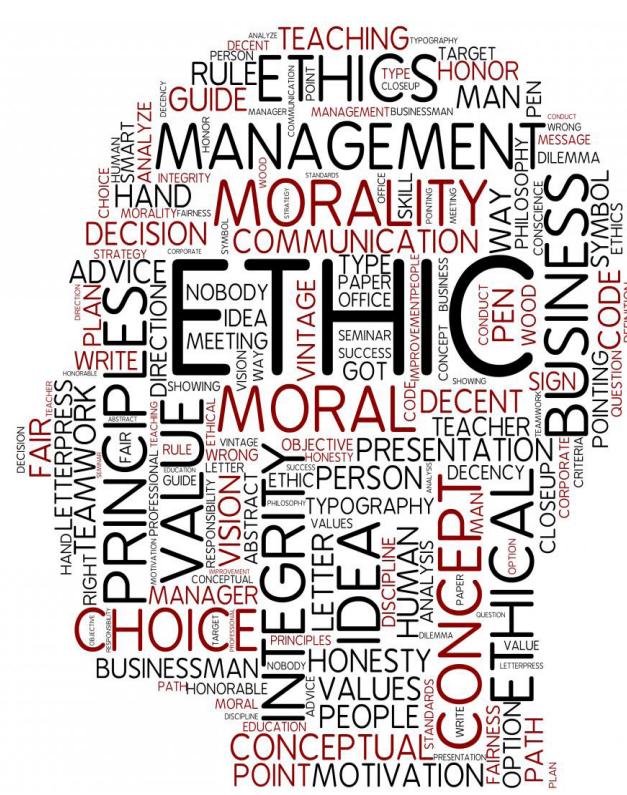
REFLECTIONS

SPRINGER NATURE JOURNALS EDITORIAL OFFICE

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Practicing moral competency is a way to create the world you want to live in, be a part of, and pass on to future generations.

- Leslie E. Sekerka
Professor of Management

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Hello is the universal greeting. Even if the people on the phone do not understand each other for the most part, they will understand "hello". Guess what? You shouldn't answer the phone that way.

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Kishore Kumar Ananchi, Editor, Marketing services, SPS

*** LEARNING TO EXERCISE YOUR MORAL MUSCLES ***

As a member of the Springer academic family for many years, my scholarship in business ethics has reached a variety of readers, from senior leaders to students just starting out in their careers. I've learned that being ethical means choosing to integrate and sustain a routine of making informed responsible choices. If you expect to engage in such an effort, before problems arise, self-awareness is essential. This means looking for and examining the ethical elements in all of your actions, not just when an ethical problem takes center stage. Adults need to have an ongoing focus toward developing their moral strength, recognizing that everyone is in a constant state of learning and becoming – over the course of a lifetime. The inability, unwillingness, or moral blindness of others simply increases the burden of moral responsibility on everyone else. Therefore, if you want to be ethical, you need to build up your moral muscle!

These muscles, known as moral competencies, are emotional signaling, reflective pause, self-regulation, and moral preparation. Rather than saving "ethics" for urgent matters, the idea is to utilize moral competency on a daily basis. Personal governance needs to be applied to situations that emerge in your everyday routines. Framing moral competency as a practice reflects that these abilities can be honed through regular use. In so doing, you can extend your capacity to apply them to challenging ethical concerns with greater ease, and potentially mitigate the propensity for ethical issues to emerge in the first place! Practicing moral competency is a way to create the world you want to live in, be a part of, and pass on to future generations.

To encourage these practices at an even earlier age, I recently launched a children's book series, weaving my academic findings into stories about "Being a Better Bear." By reading these books, young ones can begin to gain insight on how being ethical isn't always easy, because it means you need to be less selfish and think about others. Insights about ethical decision-making and moral emotions along with scholarship on how to proceed with moral action, is made easy to understand through the character of Fred Bear. The books are designed to help children recognize and deal with the ethical issues that they face in everyday life. And, as it turns out, my college students love Fred! While I still require the classic reading assignments in my courses, I've found undergraduates identifying the empirical elements of the research in these stories, and tracing them back to the original source material. Perhaps Fred should

be a new teaching tool for business ethics education!

Being a Better Bear can be purchased at: <http://campusstore.menlo.edu/being-better-bear-what-it-means-be-ethical-leslie-sekerka>



Leslie E. Sekerka, Ph.D.
Professor of Management
Director, Ethics in Action Research and Education Center
Menlo College, Atherton, CA

KNOW THE AUTHOR

Dr. Sekerka's teaching and scholarship takes a uniquely proactive approach to applied ethics. Her award winning scholarship appears in a variety of venues including journals, proceedings, and special issues targeting Positive Organizational Ethics. Her books on moral development range from Ethics Training in Action and Ethics is a Daily Deal for adult learners, to the Being a Better Bear book series for children. As Founder/Director of the Ethics in Action Research and Education Center, she works with Silicon Valley leaders on emerging ethical issues and how to develop and sustain an ethical culture in organizational settings. Dr. Sekerka is an Academic Partner at Santa Clara University's Markkula Center for Applied Ethics and known globally as a business ethics specialist, providing workshops and seminars to help advance employees' moral competency.



Telephone Etiquette

Most of us answer the phone with "Hello". It's the universal greeting. Even if the people on the phone do not understand each other for the most part, they will understand "hello". Guess what? You shouldn't answer the phone that way.

This is one of the many things we learned at telephone etiquette training.

Well then, you may ask, how are you supposed to answer the phone? You let the person know where they're calling, and introduce yourself. With just these two steps, you've eliminated all the confusion that results when someone calls the wrong number.

Another thing you should be doing when you're on the phone, smile! Sure, there's no eye contact involved and it's not like the other person can see your smile, but they will be able to hear it. Your tone improves, you sound more cheerful, and the person you're speaking to feels taken care of as a result. It's the little things like this that count.



How do I know this? We made phone calls to each other to demonstrate good telephone etiquette, and sure enough, the person on the other line could tell if you were smiling. We also asked a lot of questions over the phone, because we had learned that the person asking the questions is the person in control. When we had an angry person on the other line, pretending, or not, that they had a problem with us, all we had to do was start asking them questions and not attempting to answer all the questions they had for us. We got all the necessary details that way, with a minimum of fuss.

Pay attention to the other person, even if the call is trivial. They will feel much more comfortable, and will end the phone call thinking that calling with their questions wasn't as bad as they thought it would be. This isn't the only way to take good care of people on the line. Take notes, keep everything you'd need in arms reach if a call comes through, and don't keep the person waiting. This doesn't just help them feel good though. It wouldn't matter much if all of this left you feeling miserable. It would keep calls short, and would leave you happy with a job well done.



Another thing we do when we get a lot of calls is to people on hold. No matter how good the hold music is, no-one likes being put on hold. After a minute all that goes through your head is that they've forgotten about you. So you hang up, call again, and get put on hold again. The good way to handle this is to make sure that no-one is on hold for more than a minute. Keep going back to each person on hold and let them know why they are still on hold, and ask them if they'd like to leave a message instead. This leaves people much less annoyed with waiting.

At the start of this training session, the trainer promised us that everything he taught us would be useful. At the end of it, I couldn't help but agree with him.



Where there is a **will** there is no **pill**

Mind is the best fighter against all diseases. I used to say in my editorial training programmes that communication is the key to success. Fifty percent of the job is done when you possess this vital skill. Likewise mind fights 50% to protect your health.

That said, it doesn't always work with mind alone like it does with communication. We also need 'discipline'. Now discipline is a word that we are so used to detesting! Integrating healthy discipline to our routine is mandatory for fitness.

We value things like house, car, mobile, etc. which are of course our essentials in life. However, the sad thing is we don't realise that there is one priceless thing for which we are the absolute owner – our body. Sad again is the fact that we are more inclined in maintaining and taking good care about these "man-made products" that we fail to take care of the "man" itself.

In life, nothing is more important than taking good care of our body. However, what happens really is the reverse – we take it for granted. Our body has the design and power to fight all diseases. What it needs is our support to facilitate the resistance. Our belief, thought process, time and sometimes communication play an important role in maintaining good health.

We have great goals in life, earn lot of money, achieve high positions, fame, etc. How does it all matter if there is no health? Who can fix a prize for 5 years extended guarantee for human life? Realizing what happens inside our body and allowing things to happen the way they should happen will help us stay fit.

How to acquire this knowledge about our body?

Knowing about healthy food practices seems to be an answer. However, what has to be consumed, when and how are the real answers. Let us try to find the answers and apply them to our life. Knowledge is wealth but the right knowledge at the right time is the real wealth. Human body is friendly and compatible with nature. There is so much to observe, analyze, know, apply, practice, feel and experience. So let us get on with the search for this knowledge and create a healthy mankind in future.

- N. Kannan, Manager, Wiley Blackwell, SPS



KNOW **THE AUTHOR**

I completed my post-graduation in Trichy and started working in Chennai from 1996. SPS is my second place of work and I have grown with SPS from 1997. I have had the opportunity to work with various clients such as Springer, Chapman and Hall (later became Kluwer Academic Publishers) in the initial stages of my career. I finally found my calling with Wiley. I am currently a Manager and I take care of the production editorial and author corrections team. Health is the best wealth and I learnt this lesson few years back, ever since I have been trying to do my share and spread awareness about the same across all forums.



4 YEARS
&
BIDDING ADIEU

I am very happy to have been a part of the 'JEO' team for 4 years. I am also very happy that I got promoted while entering my 5th year. As a result, I will be moving to the JA team with excitement and enthusiasm. I am happy to move and I know I have a bright future ahead, but I will miss you guys. Fortunately, I got few good friends in Devi, Helen, Santhi, Priya, Neeraj, Ramya, Sathish, Rama, Raja, and Magesh, and a good brother in Abu Fazil. I would also like to thank the shift coordinators, Deepan, Saraswathi, and Srilakshmi, who helped me survive in this team.

Our team is a good platform for everyone to grow. This is particularly true for freshers, as they learn everything from the bottom up. The trainers are also very nice and friendly. In my batch, I joined with two other girls and of them, I am lucky to be the only one still in SPS. Priya Balaji was my first trainer, but later Devi Shanmugam took over my training and also turned out to be my last team leader. We always need a person who told management how good we were and Naresh Santhanam is the one who helped me move up the ladder. I would also like to thank Radhika Srinivas who molded me into what I am today, and trained me to handle sensitive journals.

Always try to work with people who bring different perspectives to the team and you will always end up learning something new. Anyone who has worked with Deepan can manage a team on their own. He will always provide support and freedom to handle the team. In early 2015, I was moved to Saraswathi's team and I learned a lot about managing people as I had to handle the entire team when she was on leave. My hearty thanks to Sir for giving me this opportunity and for helping me a lot in my career. He is such a great manager. The team was always supportive of me. I wish the team the very best in all your future endeavors.

- Vinothini Elango, Journal Editor, SPS

2012

- Joined as a trainee

Established herself as a hardworking and good team player

2013

Became the second in line team lead

2014

Awarded as the best performer

2015

2016

Promoted to JA

A Day with Janet Hamilton

It is my pleasure to introduce Ms. Janet Hamilton (Quality Assurance Manager, Springer Nature) to the readers of Reflections. Janet has been closely associated with SPS Marketing team for the past 6 years and her visits are always a gala time for us. We get to learn the knick knacks of the various projects and she helps us to come out with flying colors in each of our venture. Not only that, she also brings in a lot of goodies such as chocolates, posters, cakes and what not ;-) Janet is a person who exactly knows how to get things done. Patience is quite a common trait, but there is something very special about Janet's. She is calm and more observing.

Janet came to visit us on 15 April 2016. The day started with Janet's discussion with Mr. Sivakani Jayaprakash (Manager) and Mr. Venkateswara Rao (Associate Director) about the management aspects and the various specifics of the business. This was followed by a meeting with the Technical Director, Mr. R. Balasubramanian to provide an overview of the visit, which was then followed by a business lunch.

Later in the afternoon, Janet joined the marketing team for project discussion. There was a one on one session with the team members in which we gained knowledge about the projects and new updates relating to the same. With the recent merger at Springer, there have been changes in the workflow and this meeting helped us to better understand the customer requirements. We are sure that this informative session will enhance the efficiency and effectiveness of our product delivery.

The day came to a close with a South Indian dinner for all the team members and the management. It was an immense pleasure for the team to have Janet with us for the day. The dinner was hosted as a cross-culture program, where we dined and shared the history of people, culture and spice.

Janet is now home and I am sure with good memories of Chennai and India. It was a wonderful and fruitful experience which we would like to continue in the forthcoming days as well.

- Kishore Kumar Ananchi, Editor, Marketing services, SPS





PASSING ON THE BATON

The success of any magazine is not just dependent on its content; the way the content is presented plays a major role in creating an impression. Mr. Vivek, Coordinator – Artwork, was instrumental in making ‘Reflections’ a visual treat. He was also the man behind the layout and design of our peer reviewed magazine, ‘Celebrating 1000 Journals’.

After a successful stint of 6 months, we were looking at ways to make “Reflections” a 100 percent product of SPS JEO with in-house typesetting. Mr. Aditya Iyer, one of our newest team members was very enthusiastic to take up this task and his creative handiwork is very evident in this issue. We are sure his ideas and artistic inputs will take Reflections to the next level.

We would like to express our heartfelt gratitude to Mr. Vivek for assisting us with this venture in spite of his other pressing responsibilities. We would also like to thank Ms. Mekala, Manager Operations for providing us this invaluable resource.