

BOOK REVIEW

Indian Ethos And Values In Management

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Tata Mc Graw Hill Education Pvt Ltd New Delhi 2011

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This book deals with is a very contemporary subject “Ethics” a subject which is on everybody’s lips these days and the reason is not very difficult to comprehend. There have been so many accounting and other corporate frauds in the recent past these have caused enormous losses to innocent investors. Scores of investors have lost their life savings, retirees found their nest eggs gone because of the fact that their investments simply evaporated due to some scam and the tax payers money going down the drain. . These events have recurred with alarming regularity in India as well as the rest of the world

Rising levels of awareness among stakeholders, corporations and the general public ensures that stakeholders and consumers are no longer indifferent to unethical practices like financial irregularities, tax-evasion, poor quality products and services, kick-backs, non-compliance with environmental issues. The importance of ethics in B school curriculum may be gauged from the fact that recently (a matter of great pride) that an Indian Mr Nitin Nohria has been appointed the new dean of Harvard and one of the topics close to his heart is ethical practices .The most important thing in his new agenda is the inculcation of ethical values in CEO’s and other managers who head large corporations by

making them take an oath akin to the Hippocrates oath taken by doctors to adhere to ethical values and principals .

Many Indian companies too have recognized the importance of integrity, and transparency, they believe that the goodwill resulting from adopting and successfully implementing a code of business ethics will, in the long run, translate into economic gains.

This book brings out the ethical values embedded in Indian culture, and highlights the long history of Indian values and principals practiced for centuries.

In this era of scams and corruption this book by highlighting Indian Ethos and values comes as a beacon of hope implying that all is not lost and India is and will always be strong on ethical values.

Every day, businessmen are faced with tough ethical decisions that keep even the most seasoned managers tossing and turning at night this book would help managers to inculcate the correct set of values to guide them for taking tough decisions.

The book also covers a great deal of philosophical , religious and historical groundwork ,the book also includes a number of real-world case studies which help in applying the ethical principles and insights offered in the different chapters

The chapters are well structured

Chapter one is on Indian Ethos starting very aptly with the meaning of the word Bharat and proceeding to an introspection of Indian work ethos from the Rig Vedas to modern times.

Chapter two highlights the importance and contribution of Indian Heritage In Business and Management

Chapter three and four gives insights on Human Values and their applications.

Chapter five and elucidates ethics as practiced India

Chapter six dwells on the Educational Systems in Ancient India to bring out a philosophical dimension to ethics

Chapter seven is the authors attempt to bring out a consensus towards a World Ethos imbibing the Indian value system which is strongly appreciated by me.

Chapter Eight gives very interesting case studies which are very much Indian context and which lend support to the ideas propounded by this book.

Ethics is a very important part of the syllabus of all B schools and this book would serve as a very good reference book as well as a valuable guide to students who would like to go beyond the normal curriculum. I would recommend all B school students not only in India but also abroad to include this book in their learning process as I am sure it will help them understand this very important but complex subject.