

## A New Look of Dharma & Karma: Social & Ethical Sense of Management for Management

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### Abstract

*At red light; one can see the team of baggers who knocks each car's windows for bagging for the sake of Lord Ram. This is very common which can be seen everywhere but don't know why those words compelled us to think. Even they couldn't get the alms but may be sake of Lord Ram's name they get....when we looked them they were having cell phones also. We lost our patients and shouted "you are having money to recharge the cell and bagging the money?" Very smartly they relied "Madam we are living in IT's era, it's easy to connect with each other to know the good prospect in our business." We normally shocked, but it's true. We were feeling the fragrances of management vision. Then we wowed what a Hindu culture is which sets a mile stone for life skills thousands of years back. It is very known in Hindu culture that Lord Ram and Lord Krishna were an incarnation of Lord Vishnu. Then question arise why Lord Vishnu required to be incarnated? After a long mental churn came to the result that Both Lords won the evils, so past era was also having same environment then on the basis of it only they adopted the techniques which are now a part of management syllabus, which is creating awareness about Social and Ethical Sense of Management for Management. How Social and Ethical Sense of Management is for Management, to know this we have divided the paper under these sections-*

*Subject & Problem, Key Research Questions, Research Context, Observations, Practice and Tacit, Knowledge Conclusion and Implication for Society and Policy, References*

*After analyzing the main objective with these sections came to the conclusion that although we introduce lots of new techniques for better life skills ,betterment for the society, but ultimately we have to follow the techniques(ethics & values) which Lord Ram, Lord Krishna used for peace & Ram- Rajya.*

**Key words:** *Social and Ethical Sense of Management, implementing strategic management decisions, Corporate Social Responsibility (CSR), Business Ethics, Quality of Work Life and Quality Circles, globalization, values.*

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### PAPER/ARTICLE INFO

RECEIVED ON: 10/08/2012  
ACCEPTED ON: 21/09/2012

### Reference to this paper should be made as follows:

Shrivastava, Sangya (2012)  
"A New Look of Dharma & Karma: Social & Ethical Sense of Management for Management" *Int. J. of Trade and Commerce-IIARTC*, Vol. 1, No. 2, pp. 213-219

## **1. INTRODUCTION**

At the red light; one can see team of baggers came and knock each car's window & saying "jke ds uke ls 5 ;i;s ns ns lkc jke rsjk HkGk djsaxsa". This is very common which can see every where but don't know why those words compelled me to think. Even they couldn't get the alms but may be the sake of Lord Ram's name they get....When we looked them, they were having cell phones also. We lost our patients and shouted, "you are having money to recharge the cell & bagging the money??" Very smartly they relied "*Madam we are living in IT's era, it's easy to connect with each other to know the good prospect in our business.*" We were shocked, but it's true. We were feeling the fragrances of management vision. Then, we woved what a Hindu culture is which sets a mile stone for life skills thousands of years back. It is very known in Hindu culture that Lord Ram and Lord Krishna were an incarnation of Lord Vishnu. Then question arise why Lord Vishnu required to be incarnated? After a long mental churn we came to the result that Both Lords won the evils. Past era was also having same environment. That's why they developed the techniques which are now a day's essential part of our management syllabus, which is creating social & ethical sense of management for management. Ramayan and Mahabhart is the example of their long vision.

## **2. SUBJECT AND PROBLEM**

The business world is constantly evolving and changing; the management discipline is also responding to these changes. This reflects the environment where a person has to learn, develop and put his 100%. This may not be restricted to physical facilities but should also include psychological reassurances as assets. This is the cause of any development. Now-a-days we are advocating for developed countries, but is it? Where we stand for? Where our society is going on? To assess and evaluates all these, the paper aims to draw upon an in-depth understanding of the important developments in various areas of management with the study of Lord Ram's personality. This paper is also examining the application part of contemporary issues in management with broad sense.

## **3. KEY RESEARCH QUESTIONS**

Having completed this paper, the outcome is expected to:

- An ability to critically evaluate strategic change and contemporary issues in management; since Ramayana era.
- Critically evaluate the relevance of a range of contemporary issues in implementing strategic management decisions.
- Social and Ethical Sense of Management for Management a globalised environment, with Dharma and Dhamma.

## **4. RESEARCH CONTEXT**

To evaluate the contribution of Ramayana in management science, I have collected 25 no. of samples, from different age groups. I asked a common question,

- Ram- Rajya is good or today's global environment?
- If Ram -Rajya, so why?
- What are the factors which promotes Ram- Rajya?

- Which are the areas where we miss Ram- Rajya?

About 98% of population advocated for Ram- Rajya, because Ramayana had made lots of contributions to management science. They developed systematic advanced management techniques related to division of labor, hierarchy, and teams. Although management systems existed long before the modern era, but we can find all advanced business management techniques from their.

To analyze all key questions firstly we should know what are the contemporary issues in management? Although no's of contemporary issues are there in management now days but due to limitation of study the paper is evaluating only few areas -

- Changing social, economic and political environment
- appropriate technology, infrastructure and networking
- Ethics and values
- Industrial unrest and Increasing stress
- Cross cultural training, multi skilling, competence building, and emotional intelligence
- How to create a culture of innovation and change

## **5. OBSERVATIONS**

What do the stories of Ramayana and Mahabharata teach us? Why Indian tells these stories to their children? Why does it become the means of attraction? On the foot prints of Ramayana and Mahabharata not only Indians but developed country is also shaping their management systems. It has become very popular due to its management approach .We feel that these stories are the first steps to learn the life skills. Rama was an example for dharma, ethics and values. He showed the way. The great Ramayana tells a good way of living, a right way to be followed, how to be a man should live. We can get the lesson from the stories of Ramayana and Mahabharata - sincerity, honesty, dedication, sacrifice, duty etc., are important effort to understand the duties of the individual, the family and the society. Rama is the ocean of human values.

## **6. PRACTICE AND TACIT KNOWLEDGE**

Management principles, practice and tacit knowledge are the life guards to survive in global village; these guards were used by Lord Ram. We can find out lots of examples, like- Rama applied the teamwork in search of Sita and was successful in the mission. Another incidence, in which use of management principle is very clearly visible, is that of Hanuman going to Lanka. His mission was to search Sita there and give her Lord Ram's message. When it became clear that Sita was in Lanka, Jamvant helped him in realizing his true potential and motivated him to go in the enemy's camp. The mission was to completely analyze the situation in Lanka. He did the SWOT analysis about the Lankans, ascertaining the goals, choosing a right plan analyzing the strengths and assessing the weaknesses of the competitor. These are the management practice is all about .This SWOT analysis is one of the most important aspects of modern day management. Moreover a classic example of a good Manager was Sughriv has shown some of the best managerial skills to get his kingdom back from his brother. In the same manner, again and again Ravana has shown the signs of a bad manager; he ignored the suggestions of his managers and hence led to the demise of his kingdom. Moreover, during a crisis, a company looks forward to the best of his managers to bail it out of the same. A good

manager listens to what his subordinates has to say and tries to keep them together especially when the organization needs that most. But Ravana's mismanagement was responsible for crisis. Lord Ram was the master of nurturing relations. When Ravana was lying wounded in the battle field and was about to die, he shared some important lessons with Lord Ram, which he had learnt in his life, sent to seek Ravana's wisdom by Ram.

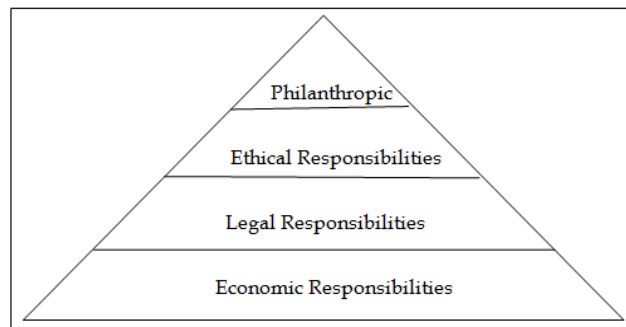
But when we talk about rapid growth of technological, infrastructure development and strong networking at the time of Lord Ram, lots of witness & evidences are available for. To maintain social and political peace, Lord Ram attacked on Lanka. The technology both sides were using sophisticated weaponry (economically strong), the all in one ultimate weapon being Brahmastra ("the weapon of Brahma")(guns & cannons), Ravan's air craft(now a days aeroplane) in which he kidnapped Devi Sita, Jatayu(a bird)who fighter for Sita's security(fighter plane), lord Hanuman crossed the whole river and burn Lanka alone(missiles), the army of Ram was floated the stones on see for bridge,. Very high Technology was used in that era (Rakshasas were flying in the air) etc. Lord Rama managed to free the environment from the wrong doings of many Rakshasas (social security).

## 7. IMPLICATION FOR SOCIETY AND POLICY

The life of Lord Shri Ram was primarily and ultimately based on the values and ethics. Every aspect of birth to Nirvana of Ram, announces that it has specific reason. But when connect to this with this era we found many substantial evidences which proved that many companies are starting to monitor and manage key indicators, addressing such issues can directly cut cost and save money. As such, these can evaluate the application of management theories and putting those in practices specifically for company's reputation. When, we implicate Shri Ram's techniques for Society benefits, we can only say that "old wine in new bottle" means **old techniques with new terminology.**

### 7.1. Corporate Social Responsibility (CSR)

The idea of CSR can be discerned from "corporate", "social" and "responsibility" which we already discussed earlier. It concerns the social environment and a changed social contract. Many advocated for social impact of their decisions and actions, which they learnt from Ramayana. They suggested to organizations for acting to protect and improve the welfare of the general public. The organizations must aim to address the needs of society as 'considerable talk and lip service'.



## **7.2. Business Ethics**

Earlier it was said that – “business of business is business” – now there is a sudden change in the slogan. In the contemporary scenario, where ethics have got due importance, the slogan has taken the form- “business of business is ethical business.” The modern definition of ethics is “culture of apparitional operating system along with value, where employees conduct themselves with, as a “collective body”. For business, company’s by-laws must be positive towards the ethics, which was used by Lord Ram earlier. The Identity of Lord Ram shows ethics as perception of right or wrong in the behavior and practices for society which we are practicing as Business Ethics.

## **7.3. Quality of Work Life and Quality Circles**

The quality of work life (QWL) is attraction of future employees and retention of current employees. The QWL aims for the improvement of employee satisfaction, a better change and transition-management, strengthening of workplace learning and helping employees from their problems. Lord Ram applied these concepts for winning war between Sugriv and his brother. The basic element of QWL are Job security & reward system .It concerns about the training and career enhancements, participation in decision-making, operations and environment. It promotes employee satisfaction, improvement of working conditions and organizational effectiveness. But management is facing consequence of incorporation of quality work in policies, application in procedures, leading style and operations. The duty of the management is to determine such elements and sort out circles that affect the efficiency and quality of work life of the employees.

## **7.4. Transparency**

Lord Ram was very transparent with his kingdom. That’s why we again and again remember the word “Ram Rajya”. But in current scenario generally, transparency is critical for corporate accounting and statements. In India big companies are starting for publishing their gain and regain the confidence of shareholders and consumers in all aspects of business. But the names are very few in counting. The companies must practice for transparency for the all aspects of business. Then only we can regain “Ram- Rajya” again, where all are become happy.

## **7.5. The Journey of People Management**

Human resource management is not a new concept for Indian environment, but it has been started with journey named people management , in which recruitment's , selections, training & development, Talent Branding, motivation & moral improvement, discipline, safety & health and completed with joint consultation & wage Policies. All these was included in Ramayana as “Social Capital”, without gaining social capita, journey cannot be completed. Now a day this is called as “Human Capital Measurement”.

## **7.6. Globalization**

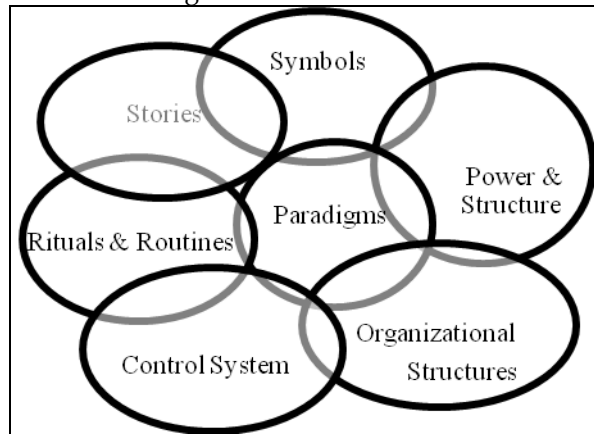
Moreover, with the globalization of many industries in the 1980s and 1990s, International competition had been increased because of five basic functions –planning, organizing, staffing, leading, and controlling. Economic globalization makes skills .Other contemporary issues in management include productivity, quality, innovation, and ethics, some of which also stem from globalization. Due to International competition, concern for quality, & forcing managers of a variety of companies, such as automobile, computer, and electronics manufactures, to strive for

greater quality has been developed. So it became necessary for companies to act in a socially responsible manner, where actions and policies are ethical, particularly in the areas of the environment and human rights.

### 7.7 Cultural Audit

Cultural audit is described by “Johnson & Scholes” by figure to maintain organizational culture, where Lord Ram also believes on that –

Figure: 2. Cultural Audit



### 8. CONCLUSION

The topic which we chosen “A New Look of Dharma & Karma: Social & Ethical Sense of Management for Management” is the mixture of Dharma & Karma. Dharma developed the sense of ethical values and Karma displayed “Ram- Rajya” To meet global competition, we must be better than our counterparts. To constitute our social & ethical sense, we must develop the leadership quality & polices in which values & performance are on priority. For application of our rich Indian tradition, we have to maintain our ethical & social values in every sense and better manner by utilizing our traditional knowledge & techniques. Theses are the individual’s responsibility. The aim of this paper is only awakening for ethical values, which is going to be disappeared in this global era. To achieve peace & growth, like Ram- Rajya, we must conclude and say that we are using only application part of management system of Indian tradition. . The terminologies are new, but techniques are too old. We must adopt management system of Indian tradition like management.

So “Old bottle is full of new wine”.

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