

## A MODEL FOR DEVELOPING VALUES FOR GLOBAL BUSINESS

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**Abstract :** This paper tries to explore the fall in values in the current global times for business and commerce. The values which affect a manager are both personal individual values and professional business values. One needs to understand both because these values are the base for personal as well as professional ethics.

The reasons for fall in values has been looked. A business model with a strong set of values will be the foundation stone for a strong industry and a strong nation and a strong value based global world at large.

The reasons for fall in values can be attributed to:

- 1) A fall in “human” investments.
- 2) Need for instant gratification.
- 3) Money as a barometer for evaluations.
- 4) Shift from need to wants
- 5) “Life as a phenomena” is ignored.

A model has been suggested for developing values for global business.

**Keyword :** Sensitivity , investments, gratification ,capitalism .

### INTRODUCTION

Modern times are difficult times for the contemporary business professionals. Hence it is imperative that work is done to find a solution for the same. Most erosion in wellbeing is happening due to erosion and fall in values. This paper tries to explore the reasons for fall in values.

While on one hand man is now proficient in use of skills and technology, but he is now weak in emotional understanding and lacks the much needed sensitivity leading to a chaos called life. This chaos gets spilled at workplace, at home, with relationships and basically with all interactions. Once the value system gets a sound imprint, it will act as an anchor to hold the person during all times, good or bad. A model has also been suggested for reinforcing the values.

### REASONS FOR FALL IN VALUES AND ETHICS:

**1. Fall in “Human” investments:** While investments in tangibles has increased which only supplement instant gratification of needs, people have forgotten that it is as important to invest in another human being, as a person. This would mean valuing another human being, respecting the differences and giving due acknowledgement to each other's presence. Human beings have the ingrained need to be loved, valued and acknowledged. If one overlooks this need, the fundamentals of any relationship will be weak, leading to a weaker family, a weaker society, a weaker nation and a weaker world at large. If you look at those nations who are at loggerheads today, you will see that these nations ignored “human investments”, and those nations who are having a higher happiness index, have always made human investments.

**2. Need for instant gratification:** Capitalism gave rise to consumption and consumerism. Maslows theory

of need hierarch begins with the basic physiological needs of food, clothing, shelter and sex as the basic needs. Today the world wants everything at the light of speed. The joy of patience is unknown to the youth of today. What comes at the speed of light , also goes at the speed of light, leaving a person wanting for more. Thus man is caught in the vicious circle of need, its gratification, and then again more, new and a better need etc.

**3. Money as a barometer for evaluations of what is worthy and valuable:** Today modern management says that money is one important criterion for measuring success, because what gets measured can be called success. Happiness is an important measure for success. However, we need to understand that happiness is not merely absence of sadness. Happiness cannot be measured as it is very subjective.

**4. Shift from needs to wants:** Today there is a shift from needs to wants. We don't need a pizza, but we want a pizza. We don't need a cola, but we want a cola. A population obsessed with wants will lose its focus to evolve and will remain stuck and caught in want satisfying activities. The process of human growth and evolution itself will slow down due to this vortex.

**5. Life as a phenomena is ignored:** Life is being taken too casually and is not being given the due respect that it deserves. The spiritual aspect of life is not being understood and not explored by the people. Life is a profound happening, but man has lost perspective of where he stands in the whole picture of the cosmos. Thus, there is a cascading fall in the values in humans, which if not controlled, will only snowball as a threat to the human race itself, where it's a man eat man world. We certainly don't want such a world. Hence its high time that we think of solutions for the same.

Below is a model suggested for the same. It can be used by the Human resources, training and learning departments to impart value to the corporates. Let us understand this model.



**1: Analyse the current level as per need hierarchy:** Maslows theory of need hierarchy can be used as base to begin with. The current level of managers need can be analysed. While lower and middle management may be at lower rungs of the hierarchy, the top and senior management would be at to higher rungs of esteem and prestige needs. Once it is understood where each stands, only then the higher goal can be shown to them. Thus, it becomes the responsibility of the HR to lead the managers as they walk from lower needs to higher needs. This is where HR needs to play a challenging as well as a supporting role.

**2. Move from I.Q., to E.Q., to S.Q.:** The current transition is towards Spiritual quotient. Dana Zahar has done considerable work on S.Q, i.e. Spiritual quotient. Today science and spirituality are moving together in same direction, to meet each other. The Black hole theory by Stephen Hawking is drawing parallels to black hole being the state of shooonya or nothingness as per Hindu scriptures. Even Maslows theory is depicting the same movement, Love and social needs, EQ, Esteem and prestige needs I.Q, and finally self actualization, i.e. S.Q. Thus the HR department will be a life coach to the employees as they move from IQ, to EQ to SQ. Both the above two steps are value building exercises for the HR.

**3. Impart sensitivity training:** This is the most crucial and critical to the process. The managers need to be sensitized to bring them to the necessary level of receptivity to implant any change in them. Professional trainers, counselors and coaches can play a big role in this step. Unless the human resources are sensitized, they will lack the seriousness needed to not just understand, but also live the values that are being learnt. The sensitivity training should last for atleast a week, and not just a one day session. Infact it would require the entire organization to build the necessary seriousness needed even prior to holding the training so that a certain climate is created for the sensitivity training to be effective. Sessions on Yoga, holistic and alternative medicine and healing can also supplement in creating the necessary climate. Infact the very success of the model depends on this crucial and critical stage in the model.

**4. Reinforce the sensitivity by taking active part in CSR activities:** Once the sensitivity training is over, those who are now sensitized will take this ahead by actively participating in Corporate social responsibility, i.e. CSR activities, which genuinely make a difference in someones live. Care must be taken

to ensure that the CSR activity is a responsible act and not just an act for the sake of it. E.g. beautification of the city by potting some plants is certainly not what CSR implies in its true meaning! CSR and value building have strong linkages.

**4. Check the current level as per the need hierarchy:** What started with the lowest rung of food, clothing and shelter, would now have probably gone up if the model was implemented in the right spirit. Chances are that the managers will now be motivated to move towards self actualization and the paradigm shift in perspectives would have taken place. Now the values are cemented in them and the impressions are more or less life long lasting. Feed back can be taken as to what were the learnings by them in the entire model as they moved from gross needs to more subtle needs.

#### **CONCLUSION:**

Thus, we can see that managers will move on a higher plane of evolution as human beings, will be greatly sensitized and will be living the values that they have learnt in the process, making them better managers and also, better humans !. This is a suggestive model developed by the authors of this paper and it can be actually put to test and results can be studied. We wish to take this ahead and are already working on the application of this model.

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