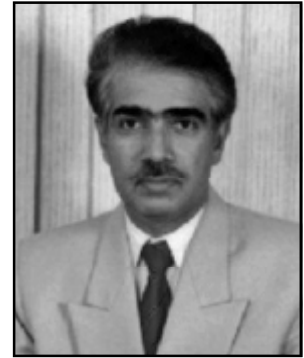


EDITORIAL

The Asian journal of Professional Ethics & Management's dream is to work as a catalyst in the mission of empowering every professional to be a successful manager, with ethics as a guiding force at decision making junctures .

Virtues essential for a successful manager like clarity of thinking, nobility, knowledge with humility, impassionate perception of problems and challenges, total freedom from withdrawal tendency once a project is set in motion, fearlessness, merciful (to the noble) and ruthless (to the rogue), self confidence, valour and integrity, respect for each other, mutual trust, concern for environment and its sustainable development and well being of all, are essential part of our heritage values and ethics.

As Bhagavat Gita explains, "*Iswaraha sarvaboothanam hridese Arjuna thishtathi, Bramayan sarvaboothani yantraroodani maayaya*" - Iswara, God, that inner light, is in the heart of every creature but not recognized by the subject because of 'maaya' – illusion. Ethics are embedded in each one of us. We have to awaken it and use in our decision making and actions. October is the month when Gandhijayanthi is celebrated all over the world. It is the right time for us to remember that Gandhiji referred to Ethics as *soul force* that elicits the divine and guides each of us, provided we listen to it. Gandhiji said that this inner voice of conscience has never failed him and will never fail anyone else.

'*The Asian Journal of Professional Ethics and Management*' is a platform for successful professionals to present articles related to professional ethics and management giving well articulated insight into their experience for our young readers.

From this issue onwards we are introducing two guest columns, one on positive thinking and another on role model; also a student section to provide guidance to counseling on education and career planning.

Dr. C.G. Krishnadas Nair
Chairman – Editorial Advisory Board