

## Letter from the Chairman Editorial Advisory Board



*E*thics is a frequently used word in modern business and management. Every successful business manager and professional handles his/her work on hand and plan future with management precision. Application of precision needs certain inherent values and qualities both at the conceptual and execution stages. Absorption and awareness of these values ensures social relevance to every act the professional or manager does. With social relevance getting top priority in every sphere of activities - whether that of a teacher, doctor, scientist, engineer, lawyer, business manager, public administrator, soldier - the concept of ethics is becoming more and more relevant as a management tool rather than a philosophical paradigm.

Though business ethics grew out of spiritual and moral concerns of the consequences of one's actions, the concept of ethics today stands out in itself as a guiding principle for growth and success not only of the professional or manager, but for the organisation and all stakeholders. If we closely study the recent global financial catastrophe that has put not only the wrong doers but hundreds of thousands of investors, employees, entrepreneurs as well as the world economy in dolldrums, we will find the real reason is the absence of ethics at the corporate and operational levels.

The time has come when every true professional must attempt to transform the meaning of ethics at operational level with the aim and goal of achieving the best result. Absorption of ethics in thoughts and deeds helps one to be a shining achiever. There is a strong foundation of values and ethics in Asia. Young and upcoming professionals and practicing business managers can grow themselves and be catalysts in the growth of their organizations and the well being of the society at large, when they understand the real value of ethics and apply it in their day to day activities.

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