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## Message

*The Asian Journal of Professional Ethics and Management comes at a time when ethics seems to be an almost forgotten word and professionalism is mistaken for profit. Be it in business or in government or in honourable professions like education or medicine, self is placed above the organization or society. The present economic crisis is partly a reflection of this trend. It is time to reverse this trend and develop a healthy value system across professions. It is only appropriate that a journal is devoted to create awareness on the subject which in due course would promote an ethical culture in the Asian region.*

*I must congratulate Dr. Krishnadas Nair for taking the initiative in founding this journal. I hope it will enjoy wide readership and help in achieving the objectives of its founders.*



**A. Ravindra**