

M.N.Venkatachaliah

(Former Chief Justice of India)
5A, Sir M.N.Krishna Rao Road,
Basavangudi, Bangalore - 560 004



Message


On the occasion of the launch of the 'Asian Journal of Professional Ethics & Management,' I convey my good wishes to Dr.C.G.Krishnadas Nair for the success of the mission of the journal. This comes a day not too soon. Ethical issues in management have assumed accentuated significance in the world of business today.

The words 'Global Economic Meltdown' are a mere euphemism for the lack of ethical standards in management. The moral dilemmas of the Business Manager will, if anything at all, grow multifold. The cross-over points in civilizations have coincided with the emergence of new energy-sources. Today, information and knowledge are the energy-source. It is a knowledge society. E-Commerce is the emerging pattern. Prof.Drucker said "E-commerce is to the Information Revolution what the Rail Road was to the industrial revolution - a totally new, totally unprecedented, totally unexpected development." Science and Technology will change the way we look at things. Society, ten-years hence will have no resemblance to the one we see today. Humanity needs new ways of thinking if it can manage the forces of change.

Throughout the ages people in business have tried to rationalize and justify questionable-conduct on the ground that it is in their corporation's best interests. They think that such conduct would never be found out. Quite often there is a conflict between personal ethics of the manager and that of the corporate he serves. Mere moral exhortations and oral piety are offensive unless they are translated into practice. Management's commitment and loyalty to the maximization of profit and of share-holder value are perceived as inimical to higher standards of ethical practices. But as an expert put it : "defining the purpose of the corporation as exclusively economic is a deadly over-simplification which allows over emphasis on self-interest at the expense of consideration of others." It will take quite a while for business leaders to realize that the promotion of other interests, of other stake-holders, of environment and of the society at large is, in the final analyses, in the best interests of business itself as it expands markets, and creates trust.

Attitudes towards ethics in business will change as we plod through the wilderness of life's experience and realize that one cannot manage turbulent changes by being clever. A constant discussion and dialogue of the views, often opposing each other, can lead to the emergence of some basic answers. A German philosopher said 'I believe it is precisely through the presence of the opposites and the feelings they occasion that the great man - the bow with great tension - develops.'

Dr.Krishnadas Nair's endeavour in initiating this dialogue through this publication is timely. He brings to the endeavour his own experience as a great and respected Manager. My esteem for Dr. Krishnadas Nair enhances my optimism for the success of the 'Asian Journal of Professional Ethics & Management.' It will hopefully bring-in 'the bow with great tension.'


M.N.Venkatachaliah