

1. Record Nr.	UNINA9910298527303321
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Titolo	Business Ethics [[electronic resource]] : Texts and Cases from the Indian Perspective / / by Ananda Das Gupta
Pubbl/distr/stampa	New Delhi : , : Springer India : , : Imprint : Springer, , 2014
ISBN	81-322-1518-4
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (XVI, 200 p. 2 illus.)
Collana	India Studies in Business and Economics, , 2198-0012
Disciplina	174.4
Soggetti	Business ethics Ethics School management and organization Social policy Leadership Business Ethics Administration, Organization and Leadership Social Policy Business Strategy/Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes Index.
Nota di contenuto	PART I: Introducing Ethics.- 1. Understanding the Maze -- 2. What Good is a Set of Principles? -- 3. The East and the West -- PART II: Ethics in Business Practice: Functional Areas of Management -- 4. Ethics in Business Practice: Human Resource Management -- 5. Ethics in Business Practice: Marketing Management -- 6. Ethics in Business Practice: Accounting -- PART III -- 7. The Role of Business in Society: Corporate Governance, Social Responsibility and Social Impact Management -- 8. Corporate Social Responsibility -- 9. Social Impact Management.
Sommario/riassunto	Business ethics is understood in a comprehensive and differentiated sense, as in recent years it has evolved under the influence of globalization. The present book examines inclusive growth, which includes more than just poverty alleviation and seeks to address the problem of equity through the enhancement of opportunities for all

parties. This conforms to the fundamental task of business ethics, which is to enhance the ethical quality of decision-making and actions taken at all levels of business, i.e., at the personal (micro-), organizational (meso-), and systemic (macro-) levels and thus extending the narrow notion of business ethics as a niche for managers with good intentions. In the real world of competition and coordination, various situations produce various tradeoffs that the three pillars of the economy - Business, Government and Society - have to pursue for their survival and sustenance. In this book, we look into many such case studies in which the strength of one component leads to a benefit for one of the other components and a detriment for the other, thus causing an imbalance between the three pillars. This book will be equally valuable to students, philosophers, decision-makers in business and policy-makers at large.
