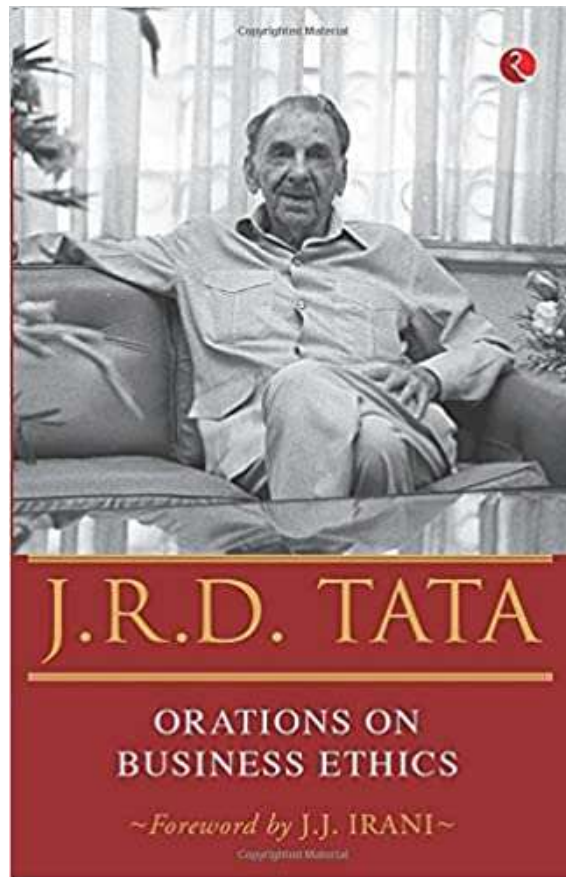


Introducing a Book:

JRD Tata: Orations On Business Ethics

Oswald A.J. Mascarenhas, Doris D'Souza, and E. Abraham (Editors)

Rupa Publications (2019)



Courtesy: https://www.amazon.com/JRD-Tata-Orations-Business-Ethics/dp/9353337550/ref=sr_1_1?dchild=1&keywords=jrd+tata&qid=1607313468&sr=8-1

According to www.dictionary.com, oration (noun) means “a formal public speech, especially one delivered on a special occasion, as on an anniversary, at a funeral, or at academic exercises.” Also, it means “a public speech characterized by a studied or elevated style, diction, or delivery.” *JRD Tata: Orations On Business Ethics* edited by Oswald A.J. Mascarenhas, Doris D'Souza, and E. Abraham fully meets the description with powerful testimonies of business leaders and scholars.

The “vision of a politically free and economically strong India” enunciated by J. R. D. Tata and by his predecessor Jamsetji Nusserwanji forms an important fundamental element of this book. The need for maintaining business ethics is the core argument of this volume. Nation building is considered as an integral part of business activities of Tata Sons. Under J. R. D. Tata’s leadership, business activities expanded into a variety of businesses including chemicals, automobiles, tea, and information technology. The activities covered every part of our life in India as customers. Quality is maintained by the group, and pricing is accepted by the customers readily.

Another major point directly relevant to wider social participation in some sense is J. R. D. Tata’s view about employee recruitment. “He chose to breakaway from the prevalent Indian business practice of having members of one’s own family run different operations, and instead JRD pushed to bring in professionals” (from the section J. R. D. Tata). In his oration delivered in 1991 the then Director of XLRI Fr. E. Abraham points out “Business ethics is not so much a concept but a culture or an environment in which industry and commerce can flourish.” J. J. Irani points out, “If your company is ethical and socially responsible, it won’t automatically make you rich and successful, but it will definitely pave the way for you to become so. Ethics + competence = success.” He also points out that “Business and industry ethics ... is a challenging way of life for corporate executives to think and act legally, ethically, morally and spiritually in the turbulent markets of today.”

JRD Tata: Orations On Business Ethics edited by Oswald A.J. Mascarenhas, Doris D’Souza, and E. Abraham is a commemorative volume on J. R. D. Tata (1904-1993).

The volume offers insight into the business concepts and business ethics advocated by J. R. D. Tata. But this is only one aspect of the volume. The orations presented over the years and collected and presented in this volume by the scholars from India and abroad and practicing business executives offer all of us (students, researchers, politicians, government and business executives, foreign policy framers and so on) guidelines on how to build the nation so that our democracy and economy will be self-sustaining and prosperous.

Foreword by J. J. Irani to this volume and the Introductory Address by the then Telco Director Sarosh J. Ghandy at the inauguration of the XLRI-JRD Tata Foundation in Business Ethics on March 4, 1991 precede the orations of various people delivered over the years.

There are 27 orations including the one by J. R. D, Tata.

1. Ethics and Business Success by J. R. D. Tata (Oration delivered on 4 March 1991).
2. Establishing and Maintaining an Ethical Business Climate by Joseph M. Sciortino.
3. Business Ethics – Some Reflections by Bakhtawar Lentin
4. An Interpretation of Conscience in Life by Kenneth E. Goodpaster
5. Development and Ethics: A Jesuit Perspective by Peter-Hans Kolvenbach
6. Business Ethics: Commandments of Truths, Sacrifice, Integrity and Trusteeship by Tarjani Vakil

7. Ethics in Media by Chris Frost
8. Business Ethics: The Bitter-sweet Ambrosia by Suresh Krishna
9. Role of Business in Ecological Security: An Ethical Perspective by Amrita Patel
10. Globalization and Corporate Ethics by Robert F. Drinan
11. The Past and Future of the Environmental Movement: Its Social and Ethical Perspectives by Ramachandra Guha
12. Ethics and Media by Mark Tully
13. Corporate Governance and The Church's Contribution by Telesphore P. Toppo
14. Tourism in Developing Countries: Neocolonialism or Nation Builder by James J. Spillane
15. Corporate Ethics and the Bottom Line: Why Fighting Corruption Matters for Business by Peter Eigen
16. All about Integrity, Values and Morals by Subroto Bagchi
17. Twenty-first Century Business Paradigm by Steven J. Snyder
18. Atomic Energy in India—Emerging Scenario by Anil Kakodkar
19. A Few Anecdotes on Business Ethics: Factual Narrative by Tarun Das
20. Value and Ethics in a Volatile World by Laxman Narasimhan
21. Heroic Leaders: Who They Are and How They Live by Chris Lowney
22. Ethical Challenges for India Today by Pallam Raju Mullipudi
23. Building Trust by D. Shivakumar
24. Changing Role of the Media in Today's India by Shekhar Gupta
25. The Place of International Law in Seeking Sustainable Development for India: Some Ethical Reflections by Frank Brennan
26. My Experiences with JRD and His Principles by J. J. Irani
27. Ethics in Action: Corporate Social Responsibility in the 21st Century by Jennifer J. Griffin

We notice less emphasis on ethics these days in all walks of life including business. “By hook or by crook” is the kind of behaviour we notice in all walks of life. Honesty and truthfulness seem to be a rare commodity. Hopefully, orations presented here will be taken seriously by young students and business leaders, and they will begin nation building reducing “corporate fraud, corruption, bribery and money laundering”.

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M. S. Thirumalai, Ph.D.
msthirumalai2@gmail.com