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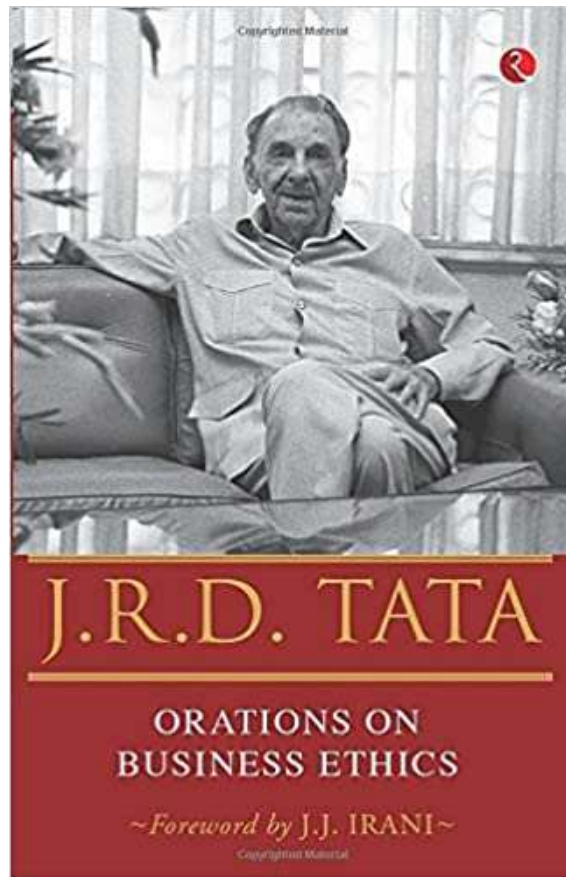
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Introducing a Book:

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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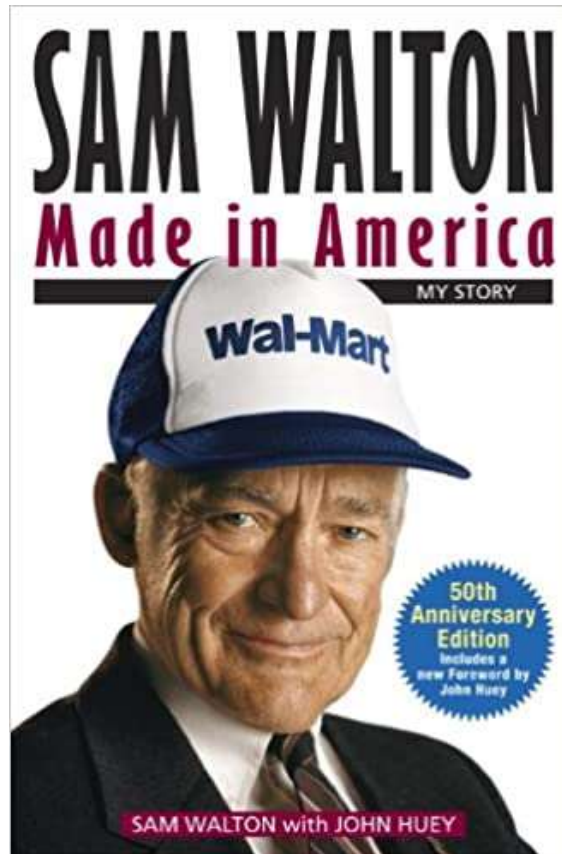
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Introducing a Book:

SAM WALTON: Made in America – My Story

Sam Walton with John Huey

Publisher: Doubleday; First Edition (1992)



Courtesy: https://www.amazon.com/Sam-Walton-Made-America-Story/dp/0345538447/ref=sr_1_8?dchild=1&keywords=sam+walton&qid=1607317778&s=books&sr=1-8

Sam Walton (Samuel Moore Walton 1918-1992), the founder of Walmart and Sams Club, narrates his life story in this fascinating and inspiring book. He writes in his foreword to the book, "... it can capture for you at least something of the spirit we've all felt in building this company." He also writes, "... I think more than anything it proves there's absolutely no limit to what pain ordinary working people can accomplish if they're given the opportunity and encouragement and

the incentive to do their best.” He says, “Wal-mart became Wal-mart: ordinary people joined together to accomplish extraordinary things.”

Sam writes about his childhood, “We never thought of ourselves as poor, although we certainly didn’t have much of what you’d call disposable income lying around, and we did what we could to raise a dollar here and there.” He helped his mother in her “little” milk business. He would “get up early in the morning and milk the cows, and I’d deliver it ...” When he was seven or eight years old, he started selling magazine subscriptions. He distributed newspapers “from the seventh grade all the way through college.” Because of all these efforts he learned that “it was important for us kids to help provide for the home, to be contributors rather than just takers.” He learned how much hard work it took to get your hands on ...”

The autobiography has 18 chapters with a postscript. Every chapter describes the difficulties faced, and the efforts he made to reduce or eliminate such difficulties, all leading on to positive gains in experience, knowledge, vision and income and earnings. Care and love for his coworkers, businesspersons he had to deal with, and for the customers he was serving through Wal-mart are all evident in all the chapters. Amazing story and amazing achievement, indeed.

Chapter 1 Learning to Value a Dollar

Chapter 2 Starting on a Dime

Chapter 3 Bouncing Back

Chapter 4 Swimming Upstream

Chapter 5 Raising a Family

Chapter 6 Recruiting the Team

Chapter 7 Taking the Company Public

Chapter 8 Rolling out the Formula

Chapter 9 Building the Partnership

Chapter 10 Stepping Back

Chapter 11 Creating a Culture

Chapter 12 Making the Customer Number One

Chapter 13 Meeting the Competition

Chapter 14 Expanding the Circles

Chapter 15 Thinking Small

Chapter 16 Giving Something Back

Chapter 17 Running a Successful Company: Ten Rules that Worked for me

Chapter 18 Wanting to Leave a Legacy

A Postscript

The Ten Rules that Sam Walton followed are presented also in the website of Walmart (<https://corporate.walmart.com/our-story/history/10-rules-for-building-a-business>). This is listed below:

- 1. Commit to your business**
- 2. Share your profits with all your associates, and treat them as partner**
- 3. Motivate your partners (employees)**
- 4. Communicate everything you possibly can to your partners**
- 5. Appreciate everything your associates do for the business**
- 6. Celebrate your success**
- 8. Exceed your customers' expectations**
- 9. Control your expenses better than your competition**
- 10. Swim upstream**

You may like to read the details in the book or on the website of Walmart. Readers are all encouraged by reading *SAM WALTON: Made in America – My Story*. A critical analysis in a classroom set up will bring in not only the essentials of this success story but also what could be further progress of retailing in this changing world. We will also learn how important it is to change business tactics as time and situation demand. Making money should not be the only goal of any business enterprise. No doubt the stockholders will look always look for profit. Serving the customer, the community and the associates is also an equally important part of every business enterprise. The success of Sam Walton certainly shows the young entrepreneurs what way and method they should adopt.

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Employee Turnover and Business Administration

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It looks common now that young software professionals employed in Indian companies in India look for better salary, and when they get a job in another company with a few thousand rupees salary increase, they are willing to leave the company where they are presently employed. Some of them also are waiting for their university admissions abroad or for immigration to other countries. Looking for jobs abroad is quite common, and the present job they are in is simply a temporary arrangement for them.

On the other hand, millions of people of different age groups with various levels of education or without any education, look for jobs to earn their livelihood. Companies employ many workers from such a population often based on their qualifications, skills, and the needs for such workers in their companies. Also, it is a fact that there is great competition to get into government service by paying what is demanded from them. Government jobs offer sort of permanent employment. Once they get into a position in a government-run institution they are sure of getting increase in their salary, apart from some possible extra income. Dismissal from government jobs has its own process, and it may take time for the employee to be removed permanently. He or she may be suspended for a period until the enquiry or some such process is over.

In private enterprises including retail business, both the employer and the employee seem to have some freedom: the employee may choose to leave at his or her will, and the employer also may remove the employee from the job – asking him or her not to attend work with due notice or immediately. Some employees will leave their job because their spouses may be working in some other town, etc. Looking after the baby is a responsibility of the mother and so she may stop working after she gives birth to a baby.

Leaving the job voluntarily is usually initiated by the employee willingly or because of his or her family. Young women get married and they may leave their jobs voluntarily or because of the pressure from their families. Leaving the job involuntarily is initiated by the employer.

It is also possible that there are some not clearly visible factors in all these: religious, linguistic, caste, region, and gender prejudices including prejudice or unwillingness to employ lesbian, gay, bisexual, and transgender and the differently abled persons. Caste was a deciding factor in getting jobs in certain companies or corporations in the past in Tamilnadu. Similar conditions might have been prevalent all over India in the past. Even now migrant labour is not

treated well even though without their help major retail stores would not be able to function in many cities in India. Construction depends upon the migrant labour all over India.

Business administrators must review the situation carefully so that short of labour is not a problem to manage their business. Understanding the organizational theories (such as Classical, Neo-Classical and Modern) as well as the theories of management (such as Frederick Taylor's Scientific Management, Henri Fayol's Principles of Administrative Management, Max Weber's Bureaucratic Management, Elton Mayo's Human Relations theory and Douglas McGregor's Theories X and Y) will help administrators in large stores and business concerns. On the other hand, small stores and family owned street-corner shops, shops in the bazars, etc. usually go by their intuitive understanding of the situation before them. They are quick to decide whether sending an employee out from his or job would bring in any monetary loss. In all these it is also particularly important human values are considered and an empathy for the workers is demonstrated. This will ultimately help achieve greater profit.

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