

A STUDY ON ETHICAL ISSUES IN CORPORATE WORLD

Rajath H.S.

*Assistant Professor in Commerce,
V.E.T. First Grade College,
J.P. Nagar, Bengaluru - 78.*

Abstract

This paper concentrates on ethical issues in corporate world. This paper describe regarding ethical practices and unethical practices in Marketing and Human Resource Management. Even it also concentrates on Corporate Social Responsibility of Wipro Corporation and Infosys. The main objective of this paper is to know about the ethical and unethical practices in corporate world and corporate social responsibility. It also includes impact of unethical practices and the suggestions to overcome from unethical practices to ethical practices in corporate world.

INTRODUCTION

Nowadays, ethics are very important in the corporate world, because in corporate world, there are several ethical and unethical practices. In corporate world, unethical practices in marketing are charging unfair trade practices, low quality and low quantity in the products, adulterated products, etc. and relating to Human Resource. There are also several unethical practices like giving more job opportunities to only male or female candidates, giving training facilities to favourable employees and not for all. Even some corporations also practice corporate social responsibility towards the development of the society like giving scholarship to poor students, giving free education, environment friendly work, etc.

OBJECTIVES OF THE STUDY

1. To know about the ethical practices in corporate world.
2. To know about the unethical practices in corporate world.
3. To know about the corporate social responsibility.
4. To suggestions over comes from unethical practices to ethical practices in corporate world.

MEANING OF ETHICS

Ethics is a moral principle which addresses the right and wrong issues.

CASE STUDY

Here, I took best case studies, Wipro Corporation and Infosys Ltd. Wipro Company founder Azim Premji voluntarily took corporate social responsibility towards the development of the society. They are giving scholarship to merit-cum-poor students and even they are giving education facility to poor students. They also took the responsibility of development of roads, etc. Infosys Company also took the initiative for development of the society like road development and giving scholarship to merit-cum-poor students.

LIMITATIONS

In this paper, concentration has been on only few topics. They are ethical and unethical practices which are included in marketing and human resource and also taken only few parts in marketing and human resource. Even in this paper, it also concentrates on corporate social responsibility. It is restricted to only Wipro Corporations and Infosys.

REFERENCES

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