

New Age Business Ethics and Cleaner Business Culture – The Role of 'Spiritual Quotient'

V G Sarangan

Dean (HR & Training), Sri Chandrasekarendra Saraswathi Viswa Maha Vidyalaya (SCSVMV) University,
Enathur, Kanchipuram, Tamil Nadu

Muthu Krishna V

MBA Student, IIIT Gwalior (ABV-IIITM) and Former Quality Consultant at Ford Technology Services
India, Chennai

Ekambareswaran Jeyaraman

Lead IT Operations, Ford Technology Services India (FTSI), Chennai

Abstract

An effective Business leadership is needed to focus on Spiritual Quotient as equal to the other facets of managerial commercials in the fast changing business dynamics. In a world filled with uncertainty, mad fervors, fuming materialistic pursuits, burning ambitious jealous and high pressure on task completions with least importance to values and ethics, morality focused management play the key role in getting global leaders back to the track of 'being humane'. Market driven economy is reliable only when it has accommodation in ample space for spiritual policies and practices. Many psychological researches and proven examples state the superior outcomes with integrated emotional, spiritual and intellectual quotients in Business Models. Unified intelligence, spirits, values, hopes, gratitude, ethics and intersection of loyalty scores, corporate social responsibility, corporate accountability and strategic governance in a successful business is at the spiritual consensus, far from the reach of pseudoscience-fantasies.

This paper discusses on the secular scope of value driven corporate with maximizing the business parameters and returns in a spiritual quotient managed work culture. Eastern world has always spoken very high on the performance oriented cleanliness and a gentle business where both the sides of transactions stay happy and profitable! Mad-raced capital economy has brought a greater importance on the process of reaching and implementing socio-spiritual values blended with philosophical genre to have more humane regulatory policies in improving the ethical culture of money-making and enhanced decision making skills of the corporate.

Introduction

This paper of us, seeks to get the attention towards a developing concept of 'Socio-spiritual' business orientation. Amidst of all scams and displeasing activities getting strength every

day, we see psychologically and socially strong business leaders to solve the alarming issues demanding values and ethics to be considered in a war stepping. We feel that, there is an immediate need to re-step towards Public administered economic conditions and value governed business with proper judicial opinions about the money-making endeavors. Generally 'Spirituality' is regarded as a dry field for the 'insensible' and 'unqualified', by science fiction admirers, but it is not so. Researchers find that, moral issues and spirituality are interconnected and developing strong spiritual base influences good ethical practices in the business as suggested by Issa & Peck (2010).

In "Easy journey to other planets" Srila Prabhupada, the founder Acharya of ISKCON says; "at a time when material science predominates all subjects--including the tenets of religion--it would be enlivening to see the principles of the eternal religion of man from the view point of modern scientist". As an established notion, it's easy to 'engineer' or 'produce' but very hard to 'create or 'artifact', it is very easy to 'rush' and 'ruin' than to 'wait' and to 'give a thought about'.

Spiritual Quotient in Business World

Spiritual Quotient pauses individuals from the mad pursuits of 'material, money and merry' and helps them identify the vast territories of unchanged laws of nature, supreme governance of justice and universal brotherhood, finally feeling the 'hands of transcendental Master'. Srila Prabhupada says, "You are a good manager because you keep things clean. If you can keep everything clean, then you are a good manager. That's all there is to it." Confidence prediction of Spiritual Quotient in every business mind, has a very strong positive result of 'serving' and 'helping' rather than 'hunting' and 'stealing' in a trade.

We have taken quotes of HDG A.C. Bakthi Vedantha Swamy Prabhupada, the founder Acharya of International Society of Krishna Consciousness (ISKCON), in the paper, just as an attempt to bring the managerial dimensions of His Holiness' words. He is quoted not just as an attempt to take the advantage of a 'master-mind' which knew almost everything on the 'materialistic' pursuits of contemporary world, but as a sincere effort to relate and show the world on the usefulness of a 'selfless say' in every field of modernity. We sincerely attempt to take the insights of Srila Prabhupada, with a strong secular notion, where we feel he stands as a 'Social Scientist' identifying and correlating the longings of the limited-knowledge, with an 'eternal liberty'.

Our proposals on Spiritualistic gentle business are arrived at the frame of an 'Eastern thinking'. We assume the noble sayings of Eastern part of the Globe for ages together to be of a guiding light in the fields of 'Money making' known as 'Trade and Commerce'. Eastern World has known business for a very long past in the history. Their one among the famous

trade routes is generally recorded as the 'Silk route'.

Eastern world, with their counterparts in the ancient Western kingdoms, shared many 'unique' set of values and thoughts very helpful in understanding the reforms and practices we propound. They always go with the 'Laws of nature and compassion'. Eastern world has always given ample importance to 'Spiritual Intelligence'. Zohar and Marshall (2000) in 'Connecting with your spiritual intelligence' suggested that in addition to IQ and EQ, there should be another type of intelligence called spiritual intelligence measured as SQ. Study by Umphress and Bingham (2011) helps in finding the individuals and their emotional attachments towards organization, to have certainly an appreciable effect with unethical pro-organizational behaviors.

Religion-Spirituality-Philosophy in Business Relation

We see confused thoughts mostly on the non-similar terms of 'religion', 'spirituality' and 'philosophy'. They might look alike, but they have lot of differences. Religion has several faces to be understood. Religion is misunderstood as faith by few, as politics and narcotics for the oriented and as a 'way to rule' by the established (Bhunia and Das, 2012). Spirituality is also considered wrongly as 'going to a religious place of worship', showing 'religious affiliations', making money, running livelihoods, strong reason to 'kill in Thy name' by extremisms. But, it is not so from the view point of humanity and selflessness. Srila Prabhupada clearly defines "First-class religion teaches one how to love God without any motive. If I serve God for some profit, it is business-not love."

We suggest a mixed economic set-up and limited multinational globalization to do well to people in terms of miseries. A native feudal setup is equally dangerous like an entirely foreign dictated setup! We see the lack of 'spiritual orientation' and 'conscious governed macroeconomic establishments' as a very strong reason of nations like India suffering with unsolvable issues of poverty, scarcity and highly uneven resource distribution amongst the public, where the sub-continent of India is very fertile and naturally rich in every resource needed for a comfortable livelihood!

Spiritual Quotient in any Business relation, is better a term identifying a person 'limiting' the deeds of 'mad-passion'. Simply money making is not the goal and it is aimed at a balancer in a competitive market space, for everyone to have an equal opportunity (Gneezy et al., 2011). Truths are not faiths, as they are truths. Faiths need to be truths, if not it will be blind. Spiritual Compatibility with science and research is a truth, rather than a simple faith!

Workplace Spirituality and Business Ethics

Modern science and management have limitations as pointed out by Srila Prabhupada. He

states that, the spirituality governed direction for research and modern science, is as applicable in the fields of innovation and business management; they need to be highly analytical. He goes on to explain in SB 5.16.3 why it is essential for people to study science as an external energy of the Lord and says: "When the mind is fixed upon the Supreme Personality of Godhead in His external features made of material modes of nature--the gross universal form--it is brought to the platform of pure goodness".

In spirituality governed business, there exists a very high moral restriction (Huang and Shih, 2011) of 'what should be kept in a market' and 'what not to be!' We would be termed 'conservative', if we bring in the good old thought of eastern world that, 'food, medicine and education' were not considered for 'Trade and Commerce', instead they were seen as service in the old past. In a world, where maximum fortunes are made around so called Food, Education and Hospital Industry, even a truth of 'Ancient World' looks odd. We are not suggesting people to close schools, restaurants or hospitals. But we strongly advice the stake holders to be 'Spiritually inclined' to maintain the industries less-oriented on 'materialisms' and more on 'public service'.

Workplace spirituality is an improving field. Over the last years it is getting lot of importance across researchers. Researchers see spirituality as a new horizon to balance the greed and crave for power amongst the business setups. Increasing theories and practices based on needs for maintaining the spiritual quotient has developed many new research questions. If these research questions are answered positively, it takes up the humanity to a real 'humane' end. Balancing workplace ethics and spirituality is needed for a good leadership to balance with the business objectives and to lead for a cleaner business environment. Academic journals are yet to concentrate on balancing spiritual context and business endeavors (Ming-Chia, 2012).

A leader's responsibility is to lead the business through potentially clean and policy wise sustaining business environment. It is an overall responsibility of all the business community members to limit the wrong desires and wrong means of achieving the same. Popularity of workplace spirituality is constructing new building blocks of ground level realities matched for performance parameters (Giacalone and Jurkiewicz, 2003). Because of increasing corporate scams and the magnitude of unethical behaviors rising in a steep peak, researchers like us, feel that it is only spirituality and inner awakening that can give the needed cushion to accommodate individuals away from anger, dissatisfaction, greed and wicked mottos (Usman, 2010).

Business Ethics and SQ Problems

As such the subject of spirituality is very vast (Usman, 2010). Usually people confuse the

like terms of spirituality and religion. As mentioned earlier, religion has got very less to do with spirituality. The roots of spirituality come from the philosophical understanding of the truths of life. May be we can put it in a like term of 'self-realization'. Business environment is not new to this term of Self-realization. It is very close to the already existing management terminology of self-actualization. Self-actualization is to fit oneself to the metrics of the needs and wants in life. It leads an individual to climb up the ladders of life satisfying every need across the scale. But self-realization is to sense the union of one self with an infinite potential. It is to understand that, every individual is not an island but a most responsible part of a supreme infinite. So what so ever happens because of an individual's deed certainly affects the mass. Spirituality is a self-evident solution (Usman, 2010).

Within the scope of this paper we just discuss the themes of spiritual quotient and business ethics balances. So instead of focusing on yet to sharpen practical verification, we concentrate on the empirical research part. Organizations today face lot of complexities in terms of financial burdens, ethical challenges and organizational problems (Umphress and Bingham, 2011). Interest is a strong sense of spirituality takes up the growth of maturity in viewing these burdens. The best first step towards reaching self-realization is to understand 'what is happening' to be placed entirely out of an individual's self. The self and the doer may be same, but the outcomes affect the doer but not the self. Identifying oneself at the ground levels to gain proper exposure to the workplace spirituality narrows down the solution of business ethics and SQ problem. Business is just a trade and commerce activity. Individuals are yet to understand the happening of trade and commerce to affect only the process but not the people.

Explicitly though the results affect people, internally the self-shielding towards the fundamental outputs of the business helps balancing the Spiritual Quotient. Spiritual quotient makes up an individual to become a global leader. We even propose that, good leadership qualities are always spiritual. Though business limitations exist over business leadership, a justified global leader is expected to concentrate more on the benefits of the followers than on the self.

To keep common purposes more than the individual desires are for climbing up the maturity levels. Corporate social responsibilities alone never satisfy an organization's attentiveness towards spiritual base. Organizations are to develop proper tools to build spiritual confidence in the minds of the business stakeholders. Seeing employees as business stakeholders and respecting their contributions lie as top priorities towards making a spirituality driven business front. With Multinational working, zeroing on a particular spiritual base of working or, developing particular set of practices for spirituality at workplace is not possible. It is to adopt from whatever possible source that are existing. Earlier researches on management suggest that, workplace spirituality reduces negative

effects and tunes management's motivation towards good governance (Bhunia and Das, 2012), (Ming-Chia, 2012).

Developing New Theories on the Spiritual Interest

Organizations are in the need for developing spiritual tools to shape the workforce and are to concentrate more on empirical evidences following suitable research findings. Theories are put into practice and the outcomes are examined with strict scales of aimed SQ balances over business functions. Growing a strong knowledge base over preference of workplace spirituality (Usman, 2010) takes up the constructs of business commitments towards a new millennium as shown in the *Fig 1*).

So far the world has seen revolutions and wars. Let the new millennium see the revolution of peace and a war happening at every self to overcome potential odds and to make them a kinetic positive attribute. Many related issues of spirituality are yet to be addressed by the nations. We feel, East is a treasure house of spiritual values.

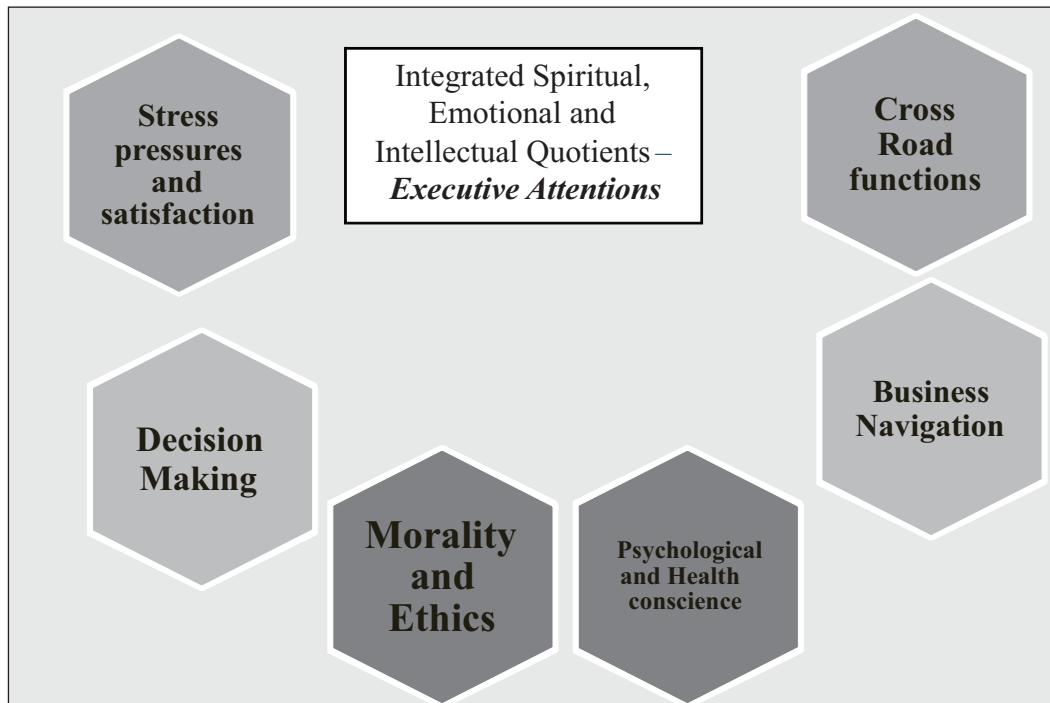


Fig.1: Integrated SQ Attentions

Almost a dozen of world's philosophies came from East. Very long back, the East has clearly

recognized the distinct separation between religious spirituality and philosophical spirituality. These philosophies from the East are very secular and they don't force anyone to adapt to anything in particular. Instead they concentrate on awakening the strong inner self in every individual and they appeal to the nourishment of this individual self for the betterment of other such millions of individual self.

The terms of inner self, ethics, spiritual quotient, work culture and business dynamics are very closely associated. In the modern world, private business houses have become more powerful than the Governments. Their budgets are of very high volume than a nation's. They employ most of the young, talented and potential workforce. They determine the policies and the conduct of business. If all these mentioned are true, then it is only at the hands of the business houses to adhere to strict spiritual values and to support and develop spirituality as a tool to help their workforce overcome their personal and professional problems.

Both science and application of science known as engineering are very rigor. Many individuals get into deep distress notwithstanding the rigor of the scientific and technological advancements. Issues associated with the rigorous developmental economy grow very large day by day. Eastern spirituality is more secular than what is defined as secularism in west. Their spiritual questions are centered on individual's self and attainment of a global good. Developing any new theory on the spiritual interest of the world needs to go following the Eastern way of thinking and responding to a question of spiritual conduct.

Not just as a subtle entity, developing interests towards workplace spirituality (Ming-Chia, 2012) solves many of the modern day personal and professional problems. Before getting into the implementation of spirituality as a concept, developing basic understandings over the terms associated with spirituality is needed. We have to find exactly from which point both business ethics and spiritual quotient are connected. Defining limits of these like terms is very difficult. The subject of concern is the pressure in choosing the spiritual values to redefine business ethics in a new context. There are no hard and fast rules with defining the limits of spirituality. As every individual experiences differ, problems differ and the needs to address these problems also differ. Even the choice of terms in spirituality in development of ideas behind the spiritual quotients differs very widely. Based on the diversities in defining the terms, the instruments to measure differ very largely. The availability of immense freedom in defining the limits of spirituality makes this topic a best fit to proceed with addressing the issues of modern day management which is also diverse and cannot fit in a single spaced dimension.

Theologies and Trade

Theological thought processes have been 'religiously' recorded and 'interestingly' built for

centuries together, speaking pages and pages on love and God. But a 'materialistic' Love in a 'Faith-demanding' Godliness will increase the mad pursuits landing the followers once again in a deep sorrow-filled world. In contrast, the proponent concept of 'Unison' - with Love and God as no two forms, but one and the same realized in the forms of 'Radha Krishna' where Krishna being the 'Creation' and Radha being the 'Space', Krishna being the 'Lover - filled with Joy of Love' and Radha being the 'Loved - ultimate recipient of the Divine Love', appeals universally.

The dependency with the love and the concept of 'a super power's existence' is very important in understanding the real concept of spiritual quotient. Srila Prabhupada says “Everyone is controlled by the laws of nature—they're completely dependent—but out of ignorance people think that they are free. They're not free; they're imagining that they're free, but they are completely under the laws of nature”

In the modern East, where the lands serve as just a ground of play for multi-nationals, we would be appreciated by the consumers; if we would suggest strongly that the players in 'Food, Medicine and Education' to offer a quality service for the money they take. Yes, now the scenario is very bad that, even after taking enormous money, consumers are devoid of good service. The money making men have pulled even the quality strands down, so that consumers are left empty handed, in return to the millions taken from their pockets (Yurdakul et al., 2008).

Due considering, Pharmacy, Infrastructural developments and 'Vegetable and Grocery' Industries, which are associated directly with the suggested service of 'Food Education and Medicine', it is good at the part of the producers to manufacture, supply and promote good quality drugs. Making the life-giving medicines freely available with relatively low cost is one such efforts towards being spiritual in a right sense. To sacrifice a major portion of the 'profits' in social empowerment activities make a true sense of guided business. From a 'Spiritual' point of view, we see continuously linking markets with particular 'Chains of Brand' all over the globe to be something to eat away the business of less-powered localities. Srila Prabhupada says, “Management is a spiritual activity. Just like Arjuna fighting”, this is the spirit of staying in Business. Business is run as an attempt to put the individual's desires on a working platform, getting innovations, scopes, employment generation and touching new horizons. It is maintained as spirituality guided passion driven, not quantifiable monetary benefits driven on a whole.

Conceptualization of Spiritual Intelligence in Business

De-centralized business models are encouraged with participations majorly from the 'un-organized' vendors, to cater the needs of 'highly varying' consumer choices. A leader,

precisely a Business leader is expected to have an integrated EQ, IQ and SQ competencies (Yurdakul et al., 2008). All good leadership traits emerge from a balanced SQ. Any understanding of spirituality in the right sense, does lot of help in every field of human life. The possession of Spiritual Intelligence results in an effective leadership to understand the self-actualization, suggested as a final goal of Business Leadership by many western researchers. Spiritual dimensions of life with the values of self and selflessness activates a positive difference towards 'Well Being' (Chan and Lew, 2005)

Conceptual and logical thinking governed by the Spiritual Intelligence is used to overcome mad desires and aggrieved aspirations. There are no much difficulties for any individual to adopt a mental stability diversifying the thinking possibilities and paths to tread! Spiritual characteristics have a long run occupation in a central place of leadership and help to achieve a 'Dharmakartha' (Righteous Supervision) kind of a Business leadership, where the 'Corporate Social Responsibility' would no more be just a ritual, but gets implemented with real interest and will! Mahathma Gandhi inspired many Business leaders of his time towards nation building, because of which series of developmental measures are made possible in an utterly ruined colonial economy of 'Indian Union' at the time of its independence from its foreign settlers!

Chains linking and tying the freedom of localities in terms of 'Multinational retailing' are effectively checked by the 'Law enforcement' authorities. Selling particular varieties of commodities, produced in particular variety of region, could be done by the producers or 'un-organized' vendors, rather than by any 'corporate chains'. But care is taken in the meantime that, the working quality, competitive products and healthy trade is executed properly.

Srila Prabhupada defines spiritual qualities as “There are spiritual activities, and the spiritual situation is called devotional life. That atmosphere is said to be uncontaminated and there one is equal in quality with the Supreme Lord. To obtain such knowledge, one must develop all the spiritual qualities. One who thus develops the spiritual qualities is not affected either by the creation or the destruction of the material world”. Just like it was easy for the practitioners to associate them with the flow of infinite love, in the form of 'Radha-Krishna' surrounded by 'Gopikas', where they related them with Gopikas and assumed them to be one among them in tasting the 'Divine Love' for an 'infinite time'. This is the reason why, Eastern world never speak on 'forgiveness' or 'punishment for lack of faith'. They see 'faith' and 'truth' to be two related entities, but still different. Truth is something existing 'like a raising sun' and faith is something 'to believe' like 'to trust someone'.

A study of Bell Lab Engineers for top performers equaled in IQ to other engineers, found that the top performers were having lot of emotional patience than others (Goleman et al., 2002),

but they were not tested for Spiritual Quotient, as science is yet to open up the dimensions of Spiritual Intelligence. This is a very tall order which is not quite congruent with the existing research base. Spiritual Intelligence is very important for all cognitive measures of any performer. Spiritual quotient is not just an added advantage, but a base over which all the other characteristics are built (Carroll, 1993).

Drawing Limits to Spiritual Orientation

Meanwhile measures are taken to check the unnecessary involvement of religious heads under the 'blanket' of spiritualism to enter the scene on the wake of 'Spiritual Quotient Awareness' amongst the masses (Chan and Lew, 2005). Europe serves as a very good example on, what could happen if 'religious pontiffs' are allowed to interfere and govern the public policies. Suppression of science, healthy public life styles, peace and freedom of creativity was practiced upon the involvement of very strong 'holy setups' replacing the traditional democratic belief and governance systems of ancient Roman and Egyptian Kingdoms. People were forced to struggle for 'free air' for centuries together. So we strongly mark that, the emotional and rational areas of realizations go hand-in-hand! Effective business leadership always be with motivations, decision-making, development of good interpersonal relationships and shaping culture (George, 2000) governed by a balanced EQ, IQ and SQ.

Balancing spirituality in a business context starts with identifying the business drivers. In the case of ethics it is a standard adherence to a code of conduct. Organizations measuring the spiritual coefficient in terms of employee happiness are a start towards balancing writing standards on ethics and codes. Configuring business standards for overall development of employee and employee empowerment is possible with standard practices on ethics and codes of spiritual coefficient. Though much of the standards and practices are available in the form of ethics and code of conduct they are yet to be implemented in a balanced way. Encouraging anonymous speak up mechanism, helplines with advices on spiritual balances, providing trainings on the spiritual texts of eastern value systems help in building up self-confidence. It is stated by Giacalone and Jurkiewicz (2003), that spirituality as an overall system affects individual perceptions and helps making business practices ethical.

We say, no human is born badly. There are no standard definitions to state what a good behavior is and what is bad. It is just a perception that builds with the absence of spiritual quotient and adherence. Developing spiritual quotient is not to force anyone for prayers, prayer calls, and assemblies or to practice any defined methods of identified religions. Instead it is to encourage the employees to search within, to make them emotionally strong and to bring out the maximum of their potentials. Employees totally rely on the ethical practices of the organization to preserve their self-esteem and to build their self-confidence.

Emotional Patience, Spirituality and Business Ethics

Following right and morally correct business practices elevate the business to a sustainable front and it helps building the organization's adherence to standards and ethics (Huang and Shih, 2011). Communicating values along the length of employee channels is very important. Implementing formal training sessions with strict sticking to business fronts help building momentum around making up the employee character towards spiritual quotient. In many business establishments, employee may not know the need to follow strict ethical practices.

They may have several misunderstandings about what is spirituality? What is philosophy? And what is a religion all about! They may also belong to several religious denominations and they might have mental barriers towards listening to spiritual uplifting of self-realizations. There are diversities in people belief system. Certain religions may not accept the existence of a defined soul. They may have several beliefs centering on prophecies and the need of adhering to one single belief system overall. But the awakening call of self-realization and developing spiritual quotient, need not speak on any 'soul'; instead it emphasize on a clean self. Self and soul are two different things.

Soul may or may not exist. But till an individual dies, the self exists. As an advocate of spiritual quotient, we say trying to understand a cleaner self is the first step of trying to understand an imaginary infinite that connects every individual as a system. Any resistance towards balanced spiritual quotient studies at organization may be due to the misinterpretation or confined understandings over the broad nature of the study. Employees not knowing many of the key aspects of business ethics lead to not knowing on the forerunners of spirituality and work culture (Giacalone and Jurkiewicz, 2003).

Workplace spirituality is a meeting point of business ethics, self-realization, employee empowerment and the board's responsibility (Ming-Chia, 2012). Employee is empowered with balanced emotional, intellectual and spiritual quotients to face challenges of personal and professional lives more strongly than before with developing positive attitudes towards spiritual learning. As advocated by us, the eastern theology is more secular and independent in a generic scale. They don't demand any proper methods of worship or they don't revolve under any prophecies. Instead they concentrate on the wellbeing of the globe as an entity collectively formed by many individuals. Organizations can be taken for the individuals and overall cleaner business environment is the global benefit out of it (Carroll, 1993).

Research programs targeting balanced studies on spirituality and business ethics are the need of the hour. This research is very sensitive. It is to keep up the secular tag and carefully to avoid any unnecessary religious complexities. According to the priority list, the spiritual

quest starts with self-realization and takes up till overall sustainable development of all individuals associated with the business and the business on a whole is established. Building up a system to guide and monitor healthy spiritual quotient is needed to develop balanced studies on the ancient scriptures of the eastern world alongside the technical and technological advancements in material studies. Dealing with human beings is very difficult than dealing with nuclear energy. Mind is more powerful and sensitive than any missile technologies. Controlled learning of spiritual qualities leads to moral guidance systems, helping the needy and implementing morally driven corporate culture (Issa & Peck, 2010).

Spiritual Balance Concerning with Cleaner Business Culture

Research programs concentrating on integrating business studies and ethical conduct integrate the need for studying the spiritual quotient and associated qualities. The power of technology, ability of people to grasp more, interest budding among the international community in understanding the old truths of the east, increasing scams and placing the sensitive heads under public domain deal with the problems of identifying the needs driving spiritual quest in business fronts. Increasing chemical and biotechnology weaponry are potential threats to the wellbeing of the globe. Educational institutions are yet to give proper attention towards studying self and the relation between the individual selves and a subtle super self (Yurdakul et al., 2008).

Advancements in spiritual quotient results with properly placed research studies in common domains. They understand people, process and policies placed in a developmental module. Proposals to teach employees and business owners on the goodness of being selfless and associating with positive aspects of being clean and truth take up the real essence of the research. The crux of our argument is that, spiritual quotient and clean business as advocated make up public opinions and they advocate for making differences in the existing conservative mentalities. The nature and use of the eastern sources of information help us to organize ethics and other related topics under one single head to support organizations. The challenge of terrorism and related misfortunes are dealt with a spirituality driven society. We advocate that, placing the spiritual quotient and the related researches in public domain with intentions to revise and eliminated traditional barriers of craving for money, power, and recognitions improvise infrastructure for all those required to build balanced spiritual quest and cleaner business environment.

Studying in a formal pattern on spiritual quest and need for a cleaner business environment clears away the danger of scientific enterprises and they help science and technology to be used for more good global needs. Applying the optimistic vision and the power of spiritual quotient minimizes differences of opinions and helps in preserving and maintaining a good relationship with natural resources. If money and material comforts are only the reason for

human survival, then such a society will become a potential threat for overall humanity. There is a critical difference in advocating and following spirituality as a means to guide business objectives. We don't desire business leaders to turn saffron clad or to take up renunciation. Instead, we advocate to employ the potential of spiritual balance in an organized structure and to facilitate wellbeing of the human community on a whole. Huang and Shih (2011) say that, leaders with good spiritual balance are concerned with cleaner business environments.

The analogy in spiritual quotient and business frontiers is also that, it defends the interests of common public and preserves their rights on the natural resources and the need for using the money reaped from them in fields of favoring them in terms of infrastructure, community living and other sophistications needed to keep up the standard of people and thus help to achieve the goals of second and third world countries in eradicating poverty. The ambiguity, uncertainty and potential dangers are very large and they mentally take up lot of pressures from all the individuals associated, many issues arising are very sensitive and they need to be addressed with total care and deep humane concern. We say spirituality and clean business are very promising and we argue that, once adhering to such human stands help to eliminate odds and to improvise sustainable living atmosphere.

Spiritual Leadership and Business Efficiency

It was only the Spiritual Intelligence of Mohandas Karamchand Gandhi, gave us a 'Mahathma' or a 'Superior Soul'. Most of the Indian leaders from 'Netaji' Subash Chandra Bose, 'Iron Man' Sardar Vallabhai Patel, 'Venerated' Dr.Radhakrishnan, 'Babu' Rajendraprasad, Shri.Lal Bahadur Sastri, 'Mahamana' Pt.Madhan Mohan Malwia, Swamy Vivekananda, Shri Aurobindo, 'Mahakavi' Subramania Bharati, Rani Lakshmi Bai, Maharani Akilya bai Holkar, Veermatha Jeeja Bai, Chitoor Rani Padhmini, Sister Nivedita, Mother Mirra of Puducherry, Sri Sarada Devi, Maa Kasturiba Gandhi, Dr.Muthulakshmi Reddy, Thillayadi Valliyammai are known for their stabilized thinking and selfless actions!

This in turn means that the 'Eastern world' is setting a very good importance for being 'mentally strong and sound' than its Western counterparts. Though these national leaders are social drivers, their personal lives could be taken as a very good inspiration for business heads to succeed both socially and economically! By using a good progressive SQ, a manager transforms to a Leader. The structured approach towards a leadership building achieves a track of productivity and capability with varying interests. The leadership development framework (Chan and Lew, 2005), recommends a very strong systematic process driven approach.

There is a tendency for people to struggle with the aroused emotions in search of a bright-

lined solution. This may lead to a self-conflict, raising impatience and arrogant attitudes. Provisions for well-developed research in the areas of Spiritual Intelligence suggested by the Eastern world and making adjustments to the monetary policies of business and trade are of a very great help. These provisions strike the globe with good doctrines of live and let live in peace and harmony.

Organizations with ethical conducts set a moral example to the employees. Their take in terms of behaviors and standards help their employees to build their own. Organizational pressures and compromises do affect the ethical standards of the employees and it reflects in the society on a whole (Giacalone and Jurkiewicz, 2003). Significantly larger corporations affect the overall behavior sets of the employees. Proportions of employees taking up the organization as a role model in the aspects of ethics and moral responsibilities (Huang and Shih, 2011) build up the organizational behavior space to accommodate cleaner habits and sustaining spiritual atmosphere. It is only at the part of the organization to provide and support the employees with spiritual quotient. Organizations can plan formal support sessions and assistance to encourage ethical behavior guided by spiritual quotient. Balancing the perceptions of spiritual behavior and business ethics certainly influence the work culture and the personal maturities in terms of emotional, social and intellectual quotients (Ming-Chia, 2012).

Building up ethical behavior in the work place is possible with improving the linkages to Eastern philosophies. The Eastern philosophies are very peculiar and they do not support any organization like setups. Though they are associated with aesthetics, they are more towards global welfare and rising up individuals to an all-round benefit. We connect trainings on ethical standards to spirituality. Though there are lot of acquisition with spiritual leaders and organizations, we say they have become too religious that they left spiritual component of the philosophy. As we are arguing throughout the paper of us, being spiritual and being religious are two different things. Building perceptions of avoiding unethical behaviors at both employee and organizational levels are possible with well-developed spiritual quotient. Workplace ethics, business cleanliness and fair practices start a need to adopt fair and just systems in a wide spread. Perceptions on ethical behavior in workplace are in line with the significance of importance given to these soft fields by the organization and the constituent employees (Ming-Chia, 2012).

Concentrating on giving spiritual and pro-spiritual trainings like Yoga, meditation and other Buddhist mind control practices are more likely to help organizations with many aspects of business stability in the pressurized private sector and corruption prone public sector. Place indicators of spirituality are made know across executive levels to encourage linking business practices with spiritual conduct. We say maintaining high standards of spiritual quotient helps in building integrity, ethics and make a good business sense and arrange the

business place to support right spirit and right motivation (Bhunias and Das, 2012). In growing economies, the spiritual conducts help to reduce exploitations and increase business integrity. Going beyond the legal enforcement and corporate governance, we see spirituality to be a factor of determining the accountability of the organization in adhering to positive business functions.

Achieving spirituality as a regulatory requirement, helping to achieve deep commitments towards ethical business and improving the transparency and good corporate governance policies are some of the niche areas of linking spirituality with business ethics. Guiding employees from ordinary worker levels, till senior management levels with good spiritual backups help to conduct their daily business activity in a good standard of ethical governance with cleaner business practices. Multinational companies have to take up business ethics coupled with spirituality as a new age business solution. Commitments towards maintaining a healthy business culture with suitable penalizing mechanisms for unethical behaviors at any level is the need of the hour. We propose spirituality to become a procedural policy to define the roles and responsibilities of the business leaders and as standard practices to be adhered by other employees (Huang and Shih, 2011). Healthy principles of integrity, business responsibility, building loyalty, trust, fair practices are the side benefits of providing the organization with a positive spiritual learning base (see Fig 2).

Spirionomics – Kick starting a Journey towards Infinity! – Mini Hypothetical Case Analysis

There are unnecessary complications which happen in understanding Economics. Market factors, drive to capture human needs, differentiating wants and needs, psychologically analyzing and understanding value based money, modeling workforces, cut-throat competitions and much more are identified as the drivers of contemporary economy (Gneezy et al., 2011). Life has taken several new forms of gadgets, brands, spending, surplus, choices and free styles of living. When identifying spirituality as a measure to keep people under the control of religion and religious heads, it totally fails from its purpose.

Ancient world never had any powerful religious leaders influencing the society for monetary benefits. Sages who are known as rishis left their Kingdoms, families, likes and dislikes and they came in search of the 'Light' of life. When, there is no question of selfishness as in the case of Rishi Vishwamithra, who left his position as King Kaushika and took up aesthetic life, in an urge to understand those concepts which are believed to be not understood in a normal routine life, there is absolutely lot of transparency and kindness in the efforts.

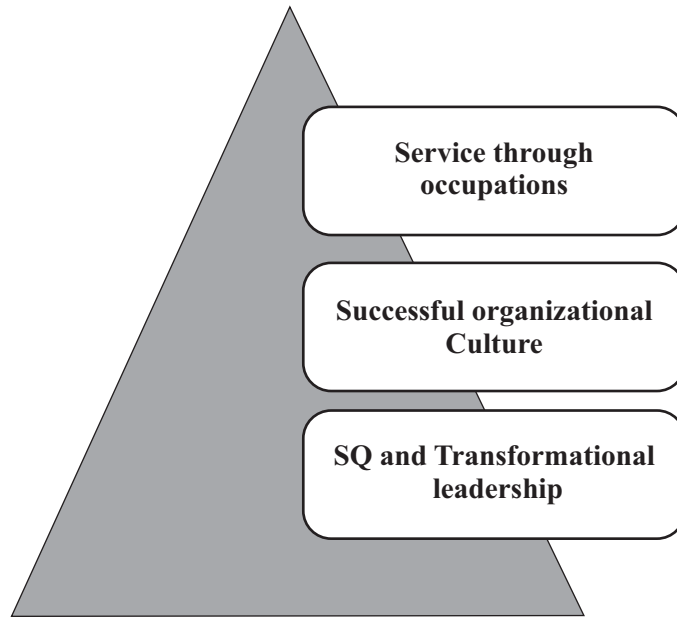


Fig. 2: Workplace Spirituality

Sri Krishna, who is considered to be the Supreme God-Head in the holy book of Bhagavad Gita, is identified with 'high un-attachments' during his life time. He was a King, a Leader, a Philosopher, a Kingmaker, a Saint, a Philanthropist, but He is portrayed to be not attached with any of His deeds. So here comes the question of 'moving towards infinity!' As a strong refutation to a dry renunciation or becoming powerless and integrating towards 'Zero as a destination', this portrayal of Sri Krishna leads towards 'infinity as a power goal' with 'minimum affiliations'. Sri Krishna, who is identified always dancing with Gopikas or the blessed ladies, is always identified as God with His partners of divinity. General expectation of young Sri Krishna to be in 'rasa-lila' or the eternal state of 'unification' with Gopikas is not seen as a socially undesirable act, but more adorable and even worshiped across ancient traditions.

This part of renouncing the attachments towards deeds with an internal realization of self and the surrounding is most needed in the modern times of lust and unending passions. Measuring with a 'constant of happiness' in the lives of saintly men like Surdas, Tukaram, Sant Tulsidas, Sant Ramdev, Swamy Ramanujacharya, Swamy Vedanta Desika, we find them with an overflowing happiness and in a joyous state all the time. Though they have faced lot of miseries, they have played with those misfortunes with an utmost un-attached attitude, so that both the happening and the results have never affected their eternal

happiness.

It is a usual process in the astern world to identify life, happiness, water, and land with feminine notations. Hence the happiness in the minds of these 'Infinite' men, infinite because, the dimensions are so huge that, they cannot fit in single frame are marked in a mythological representation of 'Gopikas'. Generally Devi Radha, the divine consort of Sri Krishna is identified as 'Love' and Gopikas are seen as symbols of 'Divine Joy'. Happiness is considered as never ending quality of a human being, where sorrow is a visiting one. This form of interpretation in the Eastern Scriptures gives a beautiful look to measure the drivers of the society. Let it be Science, Philosophy, Economics, Life and Religion, it should be driven with Love and Happiness.

When the concept of Love is not there, then no life exists. Any number of legislation, any number of monitoring or any stringent action against the unmoral, shall bear no fruit, till the transformation happens from one's own self. It was neither the societal factors, nor the Economics which drove Siddhartha to become a Buddha, King Rishabadev to become a 'Bikshu' or 'a wandering saint'. It is only the self-decision and the thirsts of seeking real knowledge have taken them to the pages of history.

When the entire part of the Globe is behind seeking worldly pleasures, why alone this part of the soil should keep on insisting the values and morals? even when the counterparts of Indus Valley Civilization like Ancient Roman, Egyptian, Mesopotamian, Maya, Inca, Celtic, Baltic and other Tribal African societies have lost their entire roots and have adopted to a system of living termed as 'Modernization'!

The answer is very simple; let the desert be filled with heaps and heaps of dry sand, at least a single 'Oasis' should exist to quench the thirst of people dying for 'Water'. This Water which is considered to be the 'Elixir of divine Knowledge' is flowing in this land of ancient 'Bharatha Varsha' (old name of Indian Subcontinent) for ages together. If this water would have not served its purpose, today we would have not got the wonderful lineage of 'Enlightened' starting as old as Krishadwaipayana Vyasa deva till the father of the nation Mahatma Gandhi and the 21st century philosopher of high esteem Srila Prabupada.

Now, it's the right time for all of us to understand and appreciate that, all our tools to measure and correct the contemporary human society have miserable failed. They are erratic by some mean or the other. It's the right time to get back to the God-Head governed business ethics, where the measurement is not quantitative or relative but it is filled with love and happiness. Here God-Head doesn't mean a predefined form of Divinity, but it is the self-defined unlimited infinity, where all could easily know the answers for those questions which are torturing entire humanity right from Somalia till Afghanistan. One Bharath was divided into

Afghan, Pakistan, Bangladesh, Ceylon, Burma and more, what is the use of divisions? When unification and universal love are the goals! Divisions always create vendetta, cries, deaths and demand blood every now and then to fill its never ending hunger of greed and foolishness.

So, we foresee an Economic system, may be termed in the words of the father of our nation as 'Ramrajya', where there is no exploitation, no cheat, no differences on the basis of any divisive forces and most importantly 'no sorrow'. The measure of no misfortunes is beautifully explained by Sage Valmiki in the magnum opus 'Sri Ramayan', where the saint-poet says, there was no need in 'Ramrajya' for a grown up to shoulder the corpse of a young.

Nature has given enough to satisfy every ones need but not greed. Share markets, investments, pay perks, packages, promotions, aspirations and agony are to be self-disciplined. Values and Ethics need to guide human beings who are considered as 'naturally pessimistic' by modern science. As the scope of discussing a 'Spirituality guarded Economy' is very vast, we are thus limiting ourselves to these basic understandings where we have attempted to explain through this exploratory research of ours.

Conclusion

When law makers and other monitoring agencies find it very difficult to control and handle the world with high restlessness created out of the technological advances, media and excited public, the state of mental control and self-realizations could water-down the pedantic, wishy-washy and subversive attitude levels. Critical thinking encouraged with Spiritual balance accompanies major reforms and they counter the angry generalizations including the fraud, theft and rampant individuals.

Thus the Spiritual Quotient is all about integrity, accountability, business ethics and basic morality. Putting research and reassessment procedures to ensure 'humanity' makes the works of law makers and executives very easy to respond to any crisis. The fact of ethical corporate governance and new age business ethics of a business society are possible only in a self-controlled and value governed environment. These are growing very large involving hefty money handling and trade activities. Hence we suggest this Integration of Spirituality and Business ethics is very practical for it would simply elaborate and strengthen the established concepts of Moral hygiene and humanity reassessments!

In our profound hope, we see the possibilities of teaching very good literatures like Bagavat Gita, Ramayan, Mahabharath, Tao Texts, Arthasasthra, works of Azhwar Saints, Zen Philosophy, Shinto concepts, Buddhist and Ahinsa dominated Jain scriptures, Works of Social Philosophers like Ramanujacharya, Vedanta Desika, Nanak Dev, Guru Govind

Singh, Srila Prabhupada, Babasaheb Ambedkar, Mahathma Gandhi, Rabindranath Tagore, to be practiced in every school syllabus across the Globe with a good understanding that, these are not just religious scriptures, but socially appealing as an acceptable way to reach a rational, reasonable platonic guardians of the public good. We hope such a scientific and social appeal of us would be a strong call to the highest morality!

References

- A.C.Bhaktivedanta Swami Prabhupada (1985). The Science of Reincarnation. *Back to God Head*, 20(7).
- A.C.Bhaktivedanta Swami Prabhupada (1972). *Easy Journey to Other Planets*. Bhaktivedanta Book Trust.
- A.C.Bhaktivedanta Swami Prabhupada (1989). *Bhagavad-Gita As It Is*. Bhaktivedanta Book Trust.
- Bhunias, A. & Das, S. A. (2012). Explore the Impact of Workplace Spirituality on Motivations for Earnings Management-An Empirical Analysis. *International Journal of Scientific and Research Publications*, 2 (2), 194–201.
- Carroll, J. B. (1993). *Human Cognitive Abilities: A Survey of Factor-analytic Studies*. Cambridge University Press, New York.
- Chan, K. & Lew, P. (2005). The challenges of systematic leadership development in the SAF. *Pointer: Journal of Singapore Armed Forces*, 30(4).
- Giacalone, R. A. & Jurkiewicz, C. L. (2003). Toward a Science of Workplace Spirituality. In R. A. Giacalone & C. L. Jurkiewicz (eds.), *The Handbook of Workplace Spirituality and organizational Performance*. M.E.Sharpe, Armonk, NY.
- George, J. (2000). Emotions and Leadership: The Role of Emotional Intelligence. *Human Relations*, 53(8), 1027-1055.
- Gneezy, A., Gneezy, U., Riener, G., & Nelson, L. D. (2012). Pay-What-You-Want, Identity, and Self-Signaling in Markets. *Proceedings of the National Academy of Sciences*, 109(19), 7236-7240.
- Goleman, D., Boyatzis, R., & McKee, A. (2002). *Primal Leadership: Realizing the Power of Emotional Intelligence*. Harvard Business School Press, Boston.
- Huang, Y. C., & Shih, H. C. (2011). The Prosocial and Moral Character of the Spiritual Leader. *Social Behavior and Personality: An International Journal*, 39(1), 33-40.
- Issa, T., & Pick, D. (2010). Ethical Mindsets, Spirituality and Aesthetics in an Australian Business Context. *Journal of Human Values*, 16(1), 37-47.

- Ming-Chia, C. (2012). The Influence of Workplace Spirituality on Motivations for Earnings Management: A Study in Taiwan's Hospitality Industry. *Journal of Hospitality Management and Tourism*, 3(1), 1-11.
- Umphress, E. E., & Bingham, J. B. (2011). When Employees Do Bad Things for Good Reasons: Examining Unethical Pro-organizational Behaviors. *Organization Science*, 22(3), 621-640.
- Usman, A. (2010). Work Spirituality in Banking Managers and its Impact on Job Satisfaction. *International Business Research*, 3(2), 65.
- Weiburst, P., & Thomas, L. (1994). Learning and Spirituality in Adulthood. In Sinnott, J. (Ed.). *Interdisciplinary Handbook of Adult Life Span Learning*. Westport, CT, Greenwood.
- Yurdakul, N., Ker-Dincer, M., & Vural Z. B. A. (2008). Searching for Excellence in Educational Communication: The Role of IQ, EQ and SQ. *Bilig*, 45, 147-164.
- Zohar, D., & Marshall, I. (2000). *SQ: Connecting with your Spiritual Intelligence*. Bloomsbury Publishing, New York.