

Creating Ethical culture in a Globalized Environment

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ETHICS DEFINED

- ◆ IT IS A FUNCTION OF
 - COMMON LAW
 - SOCIETY
 - CULTURE
 - TRADITION
 - TIMING

The World is Round



- ◆ 1968 Chandigarh to Lawrence Kansas
- ◆ My American Journey
- ◆ 2007 Reverse Migration

India At a Glance

- ◆ GDP \$4 Trillion
- ◆ Fastest Growing Economy in the World
- ◆ Huge Middle Class
- ◆ Very Large Skilled Worker Pool
- ◆ Huge Market for everything



Going to India

◆ Business Drivers

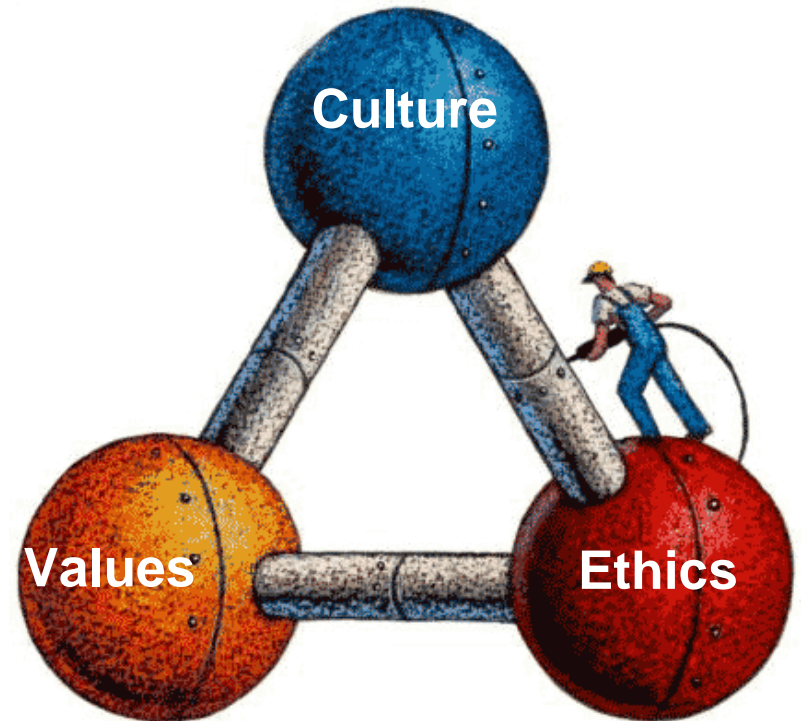
- Skilled Resources
- Price Arbitrage
- New Markets

◆ Essentials

- Local Management
- Regional Boards
- Experience the Culture to Understand

Culture - Values - Ethics

- ◆ Rank & Loyalty
- ◆ Authority & Ideas Not Challenged
- ◆ Failure - Face Saving
- ◆ Work - Social Relationships
- ◆ Big v/s Small
- ◆ Cash Society



Role of business Leaders (CEO)

- ◆ Principal architects of corporate conscience
- ◆ Manages the challenges associated with pursuing profits while maintaining integrity
- ◆ Make right moral decision ANYWHERE
- ◆ Social & Community Responsibility
- ◆ Sustaining the ethical values within the corporate culture

What's NEXT

- MOVE TO KNOWLEDGE ECONOMY
- TECHNOLOGY WILL FUEL WESTERN ETHICS

Thank You