

AN ANALYSIS ON CULTURE & ITS IMPACT ON BUSINESS ETHIC

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ABSTRACT

This analysis has two main objectives. The first objective is to explore the culturally variations between Asian nations UN agency do business in India and Indians UN agency do business within US. The second objective is to look at the connection between self-perceptions regarding cultural affinity, moral business practices among this inter-cultural sample. The analysis can report the results of a study that utilizes a "cultural index" to quantify the character and extent of identification with ancient Indian culture, and assesses the degree to that those perceptions relate to business ethics. This analysis, addresses two vital analysis areas. The primary issues the commit to live cultural affinity, or self- identification with ancient cultural characteristics. The second issues however cultural affinity relates to business selections, particularly those associated with moral behavior.

Key Words: Ancient Indian Culture; Business Ethics; Moral Business Practices; Self Perception

INTRODUCTION

Humans should learn and invent ways in which of adapting too many alternative environments and these learned ways in which, passed on from one generation to subsequent, recited by sociologists as culture. Understanding of culture is basic to the understanding of human social life. Culture consists of 2-shared merchandise of human society, material and non-material. Material culture consists of objects that humans produce and offer, which means to; whereas non-material culture consists of additional abstract creations like languages, customs, ideas, beliefs, rules, family, political patterns. Culture, in essence, consists of shared merchandise of society; society consists of interacting those that share a culture. To understand an entire comprehension of a culture depends on our temperament to adopt the position of cultural philosophical theory Culture is a lens through which all phenomena are seen, comprehended, and assimilated. It a blueprint of act, and determines the coordinates of social action &

productive activity. It specifies behaviors and objects that arise from each, and as a lens, culture determines however the globe is seen. Culture constitutes the globe by activity it with that means that has the 2 ideas of cultural classes (result of culture's segmentation of world into separate parcels); and cultural principles (ideas with that segmentation is performed)

Culture forms the roots of actions, is unreal, confirmed by others, stylized and passed on for younger folks or newcomers to find out.

CULTURE HAS THREE LAYERS

The outer or specific layer is that the discernible reality of language, food, buildings, houses, markets, fashions, art; symbols of deeper level. Prejudices begin on this discernible and symbolic level. the center layer reflects the norms (right/wrong) and values (good/bad). The core layer consists of elementary relationship with the natural atmosphere and its responses. A comprehension of culture is basic and elementary to the understanding of human social life, that successively has a bearing on the manner business is conducted, moral policies area unit applied and enforced, and relations area unit fostered between and amongst firms and teams. The buyers' goal homeward-bound behaviors and perceptions area unit influenced by their socio-cultural contexts. Culture is so delineate because the elementary and foundational framework, that guides and leads the individual's behavior. It includes objective and subjective reality, and is mirrored in one's perceptions of discovered events, interactions, responses and reactions. Culture is extremely abundant a physical reality, and predisposes the individual to bound sorts of behaviors, and at the similar time, additionally eliminates bound different sorts of behaviors.

The execution and implementation of methods are stricken by the culture of cluster or individual. bound cultures area unit classified as high context cultures, wherever there area unit marked changes within the behavior and speech patterns reckoning on the situation; non-verbal communications and messages area unit necessary tools, and tend to be product of socialization. The opposite classification is that of low-context culture wherever intentions are expressed orally and verbally and matters don't have an effect on the behavior or speech. Culture could be a shared and learned expertise, a compelling reticular set of symbols whose meanings offer a collection of orientations for members of a society. merchand ise are a chance to form culture material, and the order of products could be a shapely on the order of culture. Classes of persons, age, sex, category and occupation may be depicted in an exceedingly set of fabric distinctions through merchand ise.

Culture could be a attitude or how of thinking that's non heritable over time, and it influences the organization of society. The values, rules, ethical codes, rituals, and beliefs of individual culture are valued and shared by its members, gained and learned through direct or indirect exposure to the culture. Culture not solely has a sway on the non-public individual relations and connections,

however it conjointly impacts the community. The similar cultural values will turn out totally different results; for instance, the values of Indian culture have remained the similar however the contexts have modified. Fundamental beliefs concerning technology conjointly vary from culture to culture. Few cultures embrace technology as a way of providing additional and higher material objects. Most developed countries read new ways in which of doing things as positive. In distinction, a less-developed country might read technology negatively for cultural or spiritual reasons. India is one among those cultures wherever a fragile balance has got to be achieved between technology and religious beliefs.

NEXUS BETWEEN ETHICS & CULTURE

Three questions that can be used as tools for a check on ethics are: is it legal, is it balanced, & how does it make one feel about oneself. In the application offset three tools, the first one is easier to deal with. The second implement relies more on the fairness of call for all concerned. The last one happens to be the foremost crucial call for ethics; it tests the individual clarity, responsibility and satisfactoriness of call created. The individual moral perception of state of affairs is influenced by a add of cultural, structure and industrial setting alongside personal experiences, and in structure context each the individual and situational factors have an effect on the decision-making. There square measure 5 principles of moral power for individuals: purpose, pride, patience, persistence and perspective. Business folks forthe most half feel that business isn't expected to be troubled with ethics, and owing to this belief, few businesses use unethical practices. the most causes for moral compromise are: to a fault aggressive money or business objectives; schedule pressures; competitive threats; business survival and rationalization that it's a stand ard apply amongst alternative business entities. There square measure 2 forms of difficulties we have a tendency to face once values and ideologies square measure applied to selections. (a) Issue of identification, that is recognizing what, is your duty during a specific state of affairs, issue of compliance, that is doing all of your duty, once you recognize what it's. This implies that once round-faced with associate degree moral issue, 1st and foremost, it's the power to acknowledge the ethical issue so as to form moral selections.

Next one the alternatives that one makes so as to act ethically. Variety of things could influence the moral deciding } process.

Economic culture is directly or indirectly attained from the economy; exceptions embrace those values, beliefs, and attitudes derived from ethical or social decisions. Economic culture is

troublesome to alter, and is feasible solely beneath right circumstances. Economic easing has ushered in associate degree era of unethical business practices. The economic easing adopted by Asian country in 1991 has made associate degree moral depression. The most recent scores discharged by the Transparency International (2000) rank Asian country at variety sixty nine within the list of ninety countries. The perception of Asian country being overall a corrupt country, the rumored value erosion among managers in land and scarce analysis at intervals the house prompted the construct of learning the ethical beliefs ideologies. Knowledge concerning the ethics of ancient Republic of India has come back to USA from the non secular writings of Vedas, Jainism Upanishads, Brahmins, Buddhism. In ancient Indian culture, political and social ethics were centered round the 3 goals of Dharma (justice, duty, and virtue), Aretha (success, prosperity), Kama. The fourth goal of mocha (liberation) was thought of the best goal wanted through religious and non-secular endeavor. Niccole Machiavelli evokes and influences Indian managers to a large degree.

This analysis addresses a basic method downside that's presently found in promoting and business publications during which "culture" is connected to business practices. Culture is commonly treated as a activity response or reaction shared by all those who sleep in a selected geographic region. As an example, McGrath (1992) contemplate culture as power distance, individualism, uncertainty turning away, and materialism; these aren't measures of culture however, at best, could represent manifestations of cultural values. The belief is that people WHO get older during a specific geographic region (usually outlined as a country) share few common experiences that end in an inclination to price sure varieties of relationships or conditions (for example, the influence of growing up or living AN exceedingly in a very } Chinese culture – that is three-dimensional – tends to form individuals less individualistic and few one growing up or living in an Yankee culture).

The fundamental downside with this orientation is that people growing up in China, Japan, India, or the us square measure exposed to several cultural influences. It not unreasonable to expect that a juvenile growing up in Japan could also is additional influenced by Yankee

culture than someone of Japanese ancestry living during “traditional” Japanese directs the us.

METHODOLOGY

This analysis, then, addresses two additional important analysis areas. The first concerns the conceive to live cultural affinity, or self-identification with ancient cultural characteristics; the second issues however cultural affinity relates to business selections, particularly those associated with moral behavior. The first analysis space are going to be addressed by developing associate degree instrument to live the degree to that analysis subjects (N=195; 161 Indians doing business in India and thirty four Indians doing business within the United States) determine with their ancient culture. The lead author developed the instrument untidily with colleagues within the U.S. and India. Focus teams of 10-12 people in every location to spot those factors most closely related to ancient India culture then reviewed the instrument. Applied math analyses can report however closely the things within the “cultural index” are associated. The second analysis space is that the application of this cultural index to people United Nations agency are ethnic Indians, a population typically excluded from such analysis. Two survey instruments are going to be distributed to Indian merchants: one constitutes the cultural index delineate higher than the opposite issues questions about business practices (this latter form may be a compilation of normal queries employed in business ethic courses). The instruments were distributed to 2 sample populations. The primary Indians Doing Business in India population is in Hyderabad, India and used a period of time cluster style. Geographically disperse spaces were known within the city; inside every area, many clusters were designated. Analysis assistants then distributed the surveys to businesses inside every cluster. Maybe thanks to individual contact with the merchants, the response rate was ninetieth. The instruments were conjointly distributed to Indian merchants in California Indians Doing Business within the U.S. Individual merchants were every which way designated from directories of Indian business; one hundred ten surveys were armored; thirty four were come back, for a response rate of thirty first. Tests of significance were used compare the responses of Indians doing business in India.

Table 1. Univariate Statistics

Variable	Number	Valid Percentage
Live in California	34	17.4

Speak Hindi at Home	63	32.2
Speak Urdu at Home	19	9.7
Speak Telugu at Home	117	60.0
Speak Bengali at Home	10	5.1
Speak Punjabi at Home	18	9.2
Speak English at Home	73	37.4
Speak Other Language at Home	36	18.5
Speak Hindi at Work	79	40.5
Speak Urdu at Work	16	8.2
Speak Telugu at Work	99	50.8
Speak Bengali at Work	14	7.2
Speak Punjabi at Work	16	8.2
Speak English at Work	154	79.0
Speak Other Language at Work	9	4.6
Celebrate Traditional Indian Festivals	Number	Valid Percentage
Never	12	6.2
Rarely	25	13.0
Fewtimes	26	13.3
Most of Time	76	39.4
All of Time	54	28.0
Wear Traditional Clothes at Work		
Never	36	18.8
Rarely	39	20.4
Fewtimes	27	14.1
Most of Time	47	24.6
All of Time	42	22.0
Eat Traditional Foods		
Live in India	161	82.6
Never	11	5.7

Rarely	16	8.3
Fewtimes	15	7.8
Most of Time	88	45.8
All of Time	62	32.3
Support the Caste System		
Do Not Support	120	62.5
Fewwhat Support	49	25.5
Importance of Maintaining the Caste System		
Not Important	113	59.2
Fewwhat Important	48	25.1
Very Important	30	15.7
Arranged Marriage		
Not Married	94	49.0
Married, Not Arranged	27	14.1
Married, Arranged	71	37.0
Marriage Ceremony		
Not Married	89	47.1
Married, Not in India	18	9.5
Married in India, Not Traditional	12	6.3
Married in India, Traditional	70	37.0
Arrange Child's Marriage		
No Children	107	58.5
Did Not/Will Not Arrange	30	16.4
Have/Plan to Arrange	46	25.1
Hold Child's Marriage Ceremony in India		

No Children	115	62.2
Did Not/Will Not Hold in India	29	15.7
Did/Will Hold in India	41	22.2
Child Marriage Caste Preference	Number	Valid Percentage
No Preference	134	70.9
Inter-Caste	25	13.2
Intra-Caste	30	15.9
Support the Dowry System		
No	166	86.0
Yes	27	14.0
Support Co-Habitation Before Marriage		
No	151	83.0
Yes	31	17.0
Prefer Child to Marry		
Non-Indian	20	10.6
Indian, No Caste Preference, Abroad	24	12.7
Indian, No Caste Preference, India	29	15.3
Indian, Similar Caste, Abroad	9	4.8
Indian, Similar Caste, India	30	15.9
Give Bonuses to Employees		
No Employees	66	34.4
Christmas	29	15.1
January 1	20	10.4
Diwali	20	10.4
Dassera	27	14.1

Ramzan	17	8.9
Other	10	5.2
Commence New Year		
January 1	123	67.2
Coincides with Festivals	50	27.3
Other	10	5.5
Child's Name		
Indian	72	38.1
Anglo-Saxon	12	6.3
Other	2	1.1
Business Have a Written Code of Ethics		
No	99	59.3
Yes	68	40.7

Table 2. Cultural Index

"CulturalIndex" Variable	Total	California	India
Range	9.0-36.0 (27.0)	14.5-31.0 (16.5)	9.0-36.0 (27.0)
Mean	22.93	21.88	23.16
Median	22.97	21.05	23.51

Table 3. Mean Score on Ethics Questions

Ethics Questions	Mean Score
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1	3.61
2	3.28
3	3.10
4	3.25
5	3.30
6	3.40
7	3.03
8	3.18
9	3.28
10	3.05
11	2.85
12	2.97
13	3.42
14	3.52
15	3.26
16	3.44
17	3.18
18	3.54
19	3.05

Table 4. Significant Bivariate Relationships (California Residents v. India Residents)

Variable	<i>p</i> (Chi-square)
Speak Hindi at Home	ns
Speak Urdu at Home	.007

Speak Telugu at Home	.000
Speak Bengali at Home	ns
Speak Punjabi at Home	.001
Speak English at Home	.000
Speak Other Language at Home	.000
Speak Hindi at Work	ns
Speak Urdu at Work	ns
Speak Telugu at Work	.000
Speak Bengali at Work	ns
Speak Punjabi at Work	.000
Speak English at Work	.002
Speak Other Language at Work	.009
Celebrate Traditional Indian Festivals	.008
Wear Traditional Clothes at Work	.000
Eat Traditional Foods	.005
Support the Caste System	ns
Importance of Maintaining the Caste System	.018
Arranged Marriage	.000
Marriage Ceremony	.000
Arrange Child's Marriage	.000
Hold Child's Marriage Ceremony in India	.000
Child Marriage Caste Preference	Ns
Support the Dowry System	Ns
Support Co-habitation Before Marriage	Ns
Prefer Child to Marry	
Non-Indian	.01

Indian, No Caste Preference, Abroad	.000
Indian, No Caste Preference, India	.034
Indian, Similar Caste, Abroad	.000
Give Bonuses to Employees	
Christmas	.000
January 1	Ns
Diwali	Ns
Dassera	Ns
Ramzan	Ns
Commence New Year	.000
Child's Name	
Indian	.000
Business Have a Written Code of Ethics	Ns
"Cultural Index" (collapsed)	.022

A much higher percentage of California residents speak Urdu, Punjabi, English, & other languages at home than Indian residents (23.5% v. 6.8%, 26.5% v. 5.6%, 70.6% v. 30.4%, & 44.1% v. 13.0%, respectively). Conversely, a much higher percentage of Indian residents speak Telugu at home than California residents (70.8% v. 8.8%, respectively). Indians were more likely to speak Telugu at work than California residents (60.9% v. 2.9%, respectively). California residents were more likely to speak Punjabi, English, & Other languages at work than India residents (26.5% v. 4.3%, 97.1% v. 75.2%, & 14.7% v. 2.5%, respectively).

While 26.5% of California residents fewtimes celebrate traditional festivals (v. 10.7% of India residents), fewer celebrate most or all the time compared to India residents (58.8% v. 69.2%, respectively). Not surprisingly, nearly half (47.1%) of California residents never wear traditional Indian clothing at work, compared to 12.7% of India residents. A total of 55.3% of India residents wear traditional clothing most or all the time, while only 14.7% of California residents wear such clothing at work.

Interestingly, 17.1% of India residents never or rarely eat traditional Indian food versus none

of

California residents. A similar percentage of India & California residents eat traditional food most or all the time (77.8% v. 79.4%, respectively).

While there is more support for the caste system among India residents than California residents – 26.6% v. 20.6%, respectively, few what support the caste system, & 13.3% v. 5.9%, respectively, strongly support – the differences are not significant. The differences are significant, however, in support for maintaining the caste system: 45.3% of India residents believe it is fewwhat important or very important compared to 20.5% of California residents. A total of 64.7% of California respondents were in an arranged marriage compared to 31.0% of India residents. However, 58.2% of India respondents were not married compared to only 5.9% of California respondents. Among those who were married, India residents were more likely to have had their marriage arranged than California residents (74.2% v. 68.8%, respectively).

The data on the location & type of marriage ceremony are similar to those on arranged marriage. A much higher percentage of India residents were not married (56.4% v. 3.0%). However, among those who were married, 72.1% of India residents were married in India in a traditional ceremony as compared to 65.6% of California residents. Among respondents with children, 74.5% of India residents have or plan to arrange the marriage, versus 37.9% of California residents. Approximately 23% of that similar group of California residents did or will hold the marriage ceremony ofir children in India, compared to 85% of India residents. When asked their preference of a marriage partner for their child(ren), only 7.7% of India residents would support a non-Indian, compared to 24.2% of California residents. California residents were also more accepting of Indians, similar caste, who live outside India than India residents (21.2% v. 1.3%, respectively); Indians, no caste preference, who live in India (27.3% v. 12.8%, respectively); & Indians, no caste preference, who live outside India (45.5% v. 5.8%, respectively).

Over half of California residents give a bonus to employees at Christmas (51.5%) as compared to only 7.5% of India residents. Significant differences also exist between the dates on which the respondents celebrate the New Year: 81.8% of California residents celebrate on January 1, versus 64.0% of India residents; 32.7% of India residents' celebrations coincide with major festivals, versus only 3.0% of California residents. Another interesting & significant difference between the two samples concerns the names that are given to children. California residents are more likely to give their children Indian names than India residents (70.6% v. 31.0%, respectively). The differences in giving Anglo-Saxon names were not significant.

Table 5. Ethics Questions by Location of Respondents (California v. India)

Ethics Questions	<i>p</i> (Chi-square)
1	.036
2	ns
3	ns
4	.002

5	.018
6	ns
7	.015
8	ns
9	ns
10	.001
11	.001
12	ns
13	ns
14	Ns
15	.000
16	.012
17	Ns
18	.011
19	.001

Table 6. Ethics Questions by Cultural Index

Ethics Questions	<i>p</i> (Chi-square)
1	.034
2	.053
3	Ns

4	Ns
5	Ns
6	Ns
7	Ns
8	Ns
9	Ns
10	.039
11	Ns
12	.047
13	.018
14	Ns
15	.012
16	Ns
17	Ns
18	Ns
19	Ns

Table 7. Significant Correlations (Ethics by Cultural Index)

Ethics Question	Pearson Correlation
1	-.223**
2	-.243**
3	-.101
4	-.103

5	-.044
6	-.003
7	-.209**
8	-.123
9	-.071
10	-.226**
11	-.226**
12	-.230**
13	-.255**
14	-.196**
15	-.239**
16	-.078
17	-.150*
18	.144.
19	-.171*

** $p < .01$ * $p < .05$

Respondents who score higher on the cultural index tend to generally or completely agree with the statements that correspond to unethical behavior. Conversely, those who score lower on the cultural index tend to generally or completely disagree with the statements that correspond to unethical behavior. That is, the more respondents support traditional Indian values, the more likely they are to agree with unethical behavior.

DISCUSSION

At this stage within the analysis, the flexibility to generalize regarding the information is severely restricted attributable to the little sample of Indian residents of California World Health Organization well-versed the survey. This limitation is being self-addressed by extra sampling (many of surveys were came as undeliverable versus non-responses). That said, these knowledge counsel that there are vital variations between Asian nations doing business within the us, Indians doing business in India regarding what constitutes moral behavior. The information additionally counsels that there are vital variations within the degree to that these 2 teams subscribe ancient, Indian cultural characteristics, and that this culturally affinity, too little degree, is correlativeto individual's views on moral problems. These results ought to be thought of preliminary andprobationary, till the sample of Indians doing business in .

CONCLUSION

Today's Indian media retailers are dominated by Pakistani monetary unit Hazare, a crusader trying to strengthen India's checks & balances against corruption. Headlines a national movement that has brought ethics to the forefront of India's national consciousness, has forced country to confront its moral stand ards & expressly select some way forward. This movement has convinced the youth of this country that they're active agents of amendment, noted Varun Gandhi, MOP, following the top of Hazare's 12-day hunger strikes in August. A churning is happening, he added. We may say it's a silent revolution, except it's not thus silent any longer. Currently, it's obligatory the international managers to comprehend that business in India are command to a distinct set of moral rules than those found within the West. Today, success in India comes from enjoying by these rules.

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