



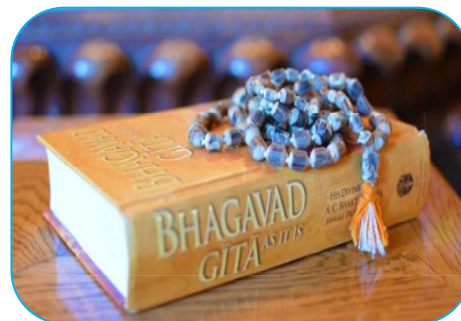
'IMPACT OF CORE MANAGEMENT VALUES OF BHAGWAD GEETA ON COMPANY MANAGEMENT'

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ABSTRACT

The purpose of this research is to study what organization factors influence the Value-based management techniques from Bhagavad Gita on selected seed industries. This research also studies the manner in which the selection and the use of VBM might affect the performance of organizations in Marathwada region of Maharashtra state of India. Sample of 116 top and middle level executives employees were selected from the 10 selected seeds companies located in Jalna and Aurangabad District. The researchers took 18 principles / values from Bhagwad Gita. The researcher are listed 18 Core Management Values from Bhagwat Geeta for the present study. It is seen from the study that; on an average 35 (30.17%) respondents ranked the impact of 18 Core Management Values of Bhagwad Geeta on Company Management to 'Very High', 35 (30.17%) respondents ranked to 'High', 17 (14.66%) respondents ranked to 'Moderate', 15 (12.93%) respondents ranked to 'Low', and 14 (12.07%) respondents ranked to 'Very Low'.



KEYWORDS: Value-based management techniques , performance of organizations.

INTRODUCTION

There are a number of performance measurement tools for management to select but one that stands out as possibly the preferred method is Value-based management (VBM). Value-based management, a relatively new concept, offers management a better way to measure performance in today's business environment. The application of VBM links business strategy, finance, performance measurement and management processes all together to create value. VBM tells how the value of an organization is maximized, while developing corporate value is the best long-term measure to show how good the present management is doing its job. Therefore, VBM indicates the current situation as well as future prospects of an organization. Further, VBM helps managers and employees to obtain a sharper focus of the corporate vision and objectives based on one leading measurement indicator that is to enhance corporate value. Unlike many performance measurement tools that may focus on many objectives, which may cause the lack of single focus for accountability for shareholder value, VBM provides a clearer objective focusing on the financial objectives across the organization. The purpose of this research is to study what organization factors influence the Value-based management techniques from Bhagavad Gita on selected seed industries. This research also studies the manner in which the

selection and the use of VBM might affect the performance of organizations in Marathwada region of Maharashtra state of India.

OBJECTIVES OF THE STUDY:

The present paper is based on the specific object to study the overall Impact of 18 Core Management Values of Bhagwad Geeta on Company Management.

RESEARCH METHODOLOGY:

The study is based on primary and secondary data. The primary data is collected through structured questionnaire filled different top and middle level executives of seed companies and their personal interviews. A use of experience survey method was also be made for collecting information from those who have in depth knowledge. Sample of 116 top and middle level executives employees were selected from the 10 selected seeds companies located in Jalna and Aurangabad District. The researchers took 18 principles / values from Bhagwad Gita.

18 CORE MANAGEMENT VALUES:

Core management values represent a company's heart. While some organizations understand their core values intimately, others struggle to put them into practice. No matter what a company's relationship to their core values looks like, leaders can always work to improve their understanding and utilization of this key element of management. Explore the benefits of company core values, as well as the ways in which business leaders can further integrate already-existing values into their organizations. The following are the important 18 management values which are selected for the present study from Bhagwad Gita.

Integrity	Decision making	Leadership
Achieving goals	Planning	Diversity
Honesty	Humility	Innovation
Trust	Continuous Learning	Quality
Accountability	Motivation	Teamwork
Excellence in work	Constant Improvement	Simplicity

Table No. 01:
Age, Gender, Qualification, Designation wise distribution of respondents.

Sr.	Age in Years	No. of Respondents	% to Total (116)
1	21 to 25	4	3.45
2	26 to 30	22	18.97
3	31 to 35	30	25.86
4	36 to 40	39	33.62
5	More than 41	21	18.10
6	Male	101	87.07
7	Female	15	12.93
8	Graduate	43	37.07
9	Post Graduate	33	28.45
10	Professional Degree	24	20.69
11	Doctorate (Research) Degree.	16	13.79

12	General Manager	6	5.17
13	HR Manager	9	7.76
14	Marketing Manager	8	6.90
15	Finance / Accounts Manager	7	6.03
16	Marketing Associates	24	20.69
17	Field Associates	25	21.55
18	Research Associates	15	12.93
19	IT / Computer Associates	13	11.21
20	Others	9	7.76
	Total Respondents:	100	100%

The researcher was selected 116 respondents from the seed companies for the study. The Table No. 01 shows the Age, Gender, Qualification, Designation wise distribution of respondents. 4 (3.45 %) respondents selected from 21 to 25 years age group, 22 (18.97%) respondents are from 26-30 years age, 30 (25.86%) respondents belong to 31-35 years age groups, 39 (33.62%) respondent were selected from the 36-40 years age groups and 21 (18.10%) respondents were selected above 41 years old of their age. 101 (87.07%) were selected from male category while 15 (11.67%) respondents were belongings to female category. 43 (37.907%) respondents were graduate, 33 (28.45%) respondents were having Post-Graduate degree, 24 (20.69%) respondents completed professional degrees and remaining 16 (13.79%) respondents were having doctorate (Research) degree. 6 (5.17%) respondents were selected from General Manager rank, 9 (7.76%) respondents were HR Manager, 8 (6.90%) respondents were Marketing Manager, 7 (6.03%) respondent were selected from Finance / Accounts Manager, 24 (20.69%) respondents selected from Marketing Associates, 25 (21.55%) respondents were selected from Field Associates; 15 (12.93%) respondents were Research Associates; 13 (11.21%) respondents were IT / Computer Associates and 9 (7.76%) respondents were selected from various ranks.

Table No. 02:
Impact of Core Management Values of Bhagwad Geeta on Company Management.

Sr.	Management Values from Bhagwad Geeta	Very High	High	Moderate	Low	Very Low	Total
1	Integrity	41	39	15	11	10	116
2	Honesty	39	37	17	16	7	116
3	Trust	35	36	11	16	18	116
4	Quality	39	39	10	15	13	116
5	Motivation	42	40	20	12	2	116
6	Leadership	33	38	19	15	11	116
	Total:	229	229	92	85	61	696
	Simple Average	38 (32.76)	38 (32.76)	15 (12.93)	14 (12.07)	11 (9.48)	116 (100)

The researcher are listed 18 Core Management Values from Bhagwat Geeta for the present study. Out of 18 core values first 6 values (Integrity, Honesty, Trust, Quality, Motivation and Leadership) are selected to know the impact on company's management. It is seen from the table that; on an average 38 (32.76%) respondents ranked the impact of values of Bhagwad Geeta to 'Very High', followed by 38 (32.76%) respondents ranked to 'High', 15 (12.93%) respondents ranked 'Moderate', 14 (12.07%) respondents ranked to 'Low', and 11 (9.48%) respondents ranked to 'Very Low'.

Table No. 03:
Impact of Core Management Values of Bhagwad Geeta on Company Management.

Sr.	Management Values from Bhagwad Geeta	Very High	High	Moderate	Low	Very Low	Total
7	Teamwork	33	37	20	15	11	116
8	Achieving goals	31	38	19	17	11	116
9	Accountability	32	35	13	17	19	116
10	Excellence in work	35	32	13	19	17	116
11	Decision making	33	31	20	16	16	116
12	Planning	31	32	19	17	17	116
	Total:	195	205	104	101	91	696
	<i>Simple Average</i>	33 (28.45)	34 (29.31)	17 (14.66)	17 (14.65)	15 (12.93)	116 (100)

Out of 18 core values next 6 values (Teamwork, Achieving goals, Accountability, Excellence in work, Decision making, Planning) are selected to know the impact on company's management. It is seen from the table that; on an average 33 (28.45%) respondents ranked the impact of values of Bhagwad Geeta to 'Very High', followed by 34 (29.31%) respondents ranked to 'High', 17 (14.66%) respondents ranked to 'Moderate', 17 (14.65%) respondents ranked to 'Low', and 15 (12.93%) respondents ranked to 'Very Low'.

Table No. 04:
Impact of Core Management Values of Bhagwad Geeta on Company Management.

Sr.	Management Values from Bhagwad Geeta	Very High	High	Moderate	Low	Very Low	Total
13	Humility	30	35	19	13	19	116
14	Continuous Learning	34	30	18	18	16	116
15	Innovation	39	37	17	12	11	116
16	Constant Improvement	31	33	16	20	16	116
17	Simplicity	37	36	21	12	10	116
18	Diversity	37	34	20	15	10	116
19	Total:	208	205	111	90	82	696
	<i>Simple Average</i>	35 (30.17)	34 (29.31)	18 (15.52)	15 (12.93)	14 (12.07)	116 (100)

Out of 18 core values third 6 values (Humility, Continuous Learning, Innovation, Constant Improvement, Simplicity, and Diversity) are selected to know the impact on company's management. It is seen from the table that; on an average 35 (30.17%) respondents ranked the impact of values of Bhagwad Geeta to 'Very High', followed by 34 (29.31%) respondents ranked to 'High', 18 (15.52%) respondents ranked to 'Moderate', 15 (12.93%) respondents ranked to 'Low', and 14 (12.07%) respondents ranked to 'Very Low'.

Table No. 05:
Overall Impact of 18 Core Management Values of Bhagwad Geeta on Company Management.

Sr.	Ranking	1 to 6 Value	7 to 12 Value	13 to 18 Value	Total	Simple Average (%)
1	Very High	38	33	35	106	35 (30.17)
2	High	38	34	34	106	35 (30.17)
3	Moderate	15	17	18	50	17 (14.66)
4	Low	14	17	15	46	15 (12.93)
5	Very Low	11	15	14	40	14 (12.07)
	Total:	116	116	116	348	116 (100)

The researcher are listed 18 Core Management Values from Bhagwat Geeta for the present study. The impact of 18 core management values of Bhagwad Geeta are known from the respondents and analyzed in Table No. 05. It is seen from the table that; on an average 35 (30.17%) respondents ranked the impact of values of Bhagwad Geeta to 'Very High', followed by 35 (30.17%) respondents ranked to 'High', 17 (14.66%) respondents ranked to 'Moderate', 15 (12.93%) respondents ranked to 'Low', and 14 (12.07%) respondents ranked to 'Very Low'.

FINDINGS AND CONCLUSIONS:

The purpose of this research is to study what organization factors influence the Value-based management techniques from Bhagavad Gita on selected seed industries. This research also studies the manner in which the selection and the use of VBM might affect the performance of organizations in Marathwada region of Maharashtra state of India. Sample of 116 top and middle level executives employees were selected from the 10 selected seeds companies located in Jalna and Aurangabad District. The researchers took 18 principles / values from Bhagwad Gita. The researcher are listed 18 Core Management Values from Bhagwad Geeta for the present study. It is seen from the study that; on an average 35 (30.17%) respondents ranked the impact of 18 Core Management Values of Bhagwad Geeta on Company Management to 'Very High', 35 (30.17%) respondents ranked to 'High', 17 (14.66%) respondents ranked to 'Moderate', 15 (12.93%) respondents ranked to 'Low', and 14 (12.07%) respondents ranked to 'Very Low'.

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