

A STUDY OF THE CLASSIFICATION OF COMPANIES AND BUSINESSES IN THE WORLD ON THE BASIS OF CRITICAL HOLISTIC HUMANISTIC VALUE SYSTEM.

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1. Introduction:

This study of the classification of the companies as “Good, Bad and Ugly” on the basis of the Value system which is not based on religion , class, color or section of society. But the classification is based on the holistic value system to find whether the company is producing product and services , which are going to do “ good” for society or “bad” in society or creating “ugliness and violence “ in society , ill health in society etc..

The classification is based on broad basis of finding whether the company is ready do any product and service for the sake of money or the company is making “money” , but are working for the sake of a “purpose” which not only to bring “money “ to company ,but its “purpose “ is equally prima facie beneficial to society , country and world at large and help to take the society on a path of good health, humour, happiness, progress and modernization .

2. Objectives:

The objectives of the study is find the parameters of classification of companies on the basis of “purpose” v/s “profit” i.e which are working exclusively for “ a good purpose and cause” + “ money which imminently responsible for the service of the company or whether the company is ready to do any business for any purpose only for the sake of money . The final objective of the study is give a direction to the business houses that they should work for betterment of society rather than creating a environment detrimental to society with reference to health and overall wellbeing.

3. Analysis:

As in the personal life of an individual or in the life of a company , there is always a fight every company’s heart and its management members whether they need to work only for and exclusively for “profit and money “ even scarifying values or whether they should work for both “profit and money “ .In most of the cases , there is sacrifice of value system to some little extent in most of businesses when it comes to the survival of the company , but there is a limit and there is border on the basis “ corporate social responsibility” and “holistic human values” which would not be crossed by any company for sake of long term good of themselves and society.

This is what that decides what is the value system of the company.

The main points of consideration of analysis of the subject matter of research is following:

1. Culture of company decides the value system of the company.

For example Tata group of companies in India has great culture , which make them the best company in India which stands for values and gives products and services which are goping to give products , processes and services which are going to benefit , progress and wellbeing of out society and nation.

2. If the culture of a company is give more value to “making money and profits at any-cost”

And fix its main motto as “money “ than the “purpose”(good value based) “ is sacrificed i.e they sacrifice the “values” and make more and more profits. i.e in bear language they cheat the customers and society with “low quality goods” with “ high price” or making goods which will break down while in use.

3. Some companies can be termed prima facie good companies on the basis of the following lofty principles of businesses: following are “good purposes” of company is so defined as

- “ value for money” in with after sales free service for a year.
- Products with free replacement warranty of parts for a year
- “quality goods for the customers and society “
- “ purpose first and profit next” as min mooto
- “customer health first – company profit next”
- “customers care first – company profit next”
- “customer satisfaction first – profit next”
- Green products which are not detrimental to environment
- Products with packaging which are bio-degradable
- Products which are vegan in nature and are animal friendly

4. Some companies bribe the government and create lobbying and rise to top in few years – the researcher don’t want to mention the names of the companies which have rose to top in no time , but they grew because they were ready to sacrifice values for the sake of fast growth and richness.

For example in India traditional companies like Tata’s and birla’s took more than a century to grow big and powerful.

5. Making “profit “ is not a bad word and not a bad intention , but there is no need to grow rich and big for any corporate sacrificing and creating products , services or growing with unethical practices for even survival. Profits and growth is important

- Because for the survival of the employees - who depend on the company .
- For the growth of company ..
- For the expansion of company .
- For the diversification of company .

6. On the basis of “purpose “ which are going to create a harmonic balance and bring progress of society we can classify the following companies to belong “good purpose “ companies as only Good company build the health and wellbeing of society:

They are –

- Education and books industry
- Food industry,
- Textile industry
- Tourism industry
- Health care industry
- Wellness industry
- Hotel industry
- Automobile industry
- Petroleum industry
- Telecomm industry
- Pharmacy industry

- Computer and IT sector
- Bio-tech sector
- Manures and seeds industry
- Etc..

Provided they give good quality goods and services to society for the “money “ they take from the customers.

7. On the basis of “purpose “ which are going to create a dis-harmony and disturb the balance , wellbeing and positive growth of society we can classify the following companies to belong “generic bad purpose “ companies these “Bad purposed companies “ destroy the wellbeing of society-

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They are :

Like

- -liquor manufacturing industries
- -Cigarette manufacturing industries
- -Arms and ammunitions industry which cater to terrorists
- Fire works manufacturers which create lot of fumes and create sound as well as environment pollution
- Timber industry which have no re-plantation programme backed up for preventing deforestation.
- Private bomb manufacturers catering to nekselites.
- Web-sites which create pron- pictures and video

4. Conclusions:

The conclusions of research are as follows:

1. What makes company great is not the amount of profit they have made , but on how well they have balanced the goals of “making profit for survival and growth ” and “ purpose – values” systems.
2. Some companies – make a show of charity after making huge profits – for purpose of availing tax benefits or to show-off to society they are great company, But it is ok and fine.
3. The companies shall always make it a purpose of giving quality and healthy goods at a reasonable price to society.
4. The companies shall always make it a point to create environment friendly products rather than which create wastages which are not bio-degradable and create “ large “ amounts of un disposable waste polluting the global environmental balance.
5. Every company and it’s culture depends on the it’s management board and its people. If they are good and reasonable than the way company moves is different and if they are not – the company will be ready to sacrifice “social good – purpose and values “ to air.
6. The concept of “CSR” i.e corporate social responsibility has been given a legal mandate and every public company has to follow the principles whether they like it or not . This is good development in corporate world.

7. The concept is “corporate governance “means whether the company is transparent in it’s actions and its principles make every public company shall true disclosure the facts and figures of company of its profits and losses to the society. This is made mandatory and the govt. gives grade called as CGG.
8. One more concept is “ ISO quality standards “ – this certification i.e ISO 2000, ISO 9000 etc.. is given on the basis of whether the company produce goods and services to society as they “speak out “ as they “specify” as they show the “composition “ of products.
9. Some companies are based on the lofty principles of helping humanity only and they are not interested in making profits and they serve society to progress.
10. The companies which want to create electric vehicles in the place of petrol or fossil fuel based vehicles are also of “ very great purpose “ companies.
11. Those pharmaceutical companies which manufacture vaccine to fight epidermis diseases at cost price + very marginal profits are great purposed companies.

5. Final word :

The fight between the mission of company to “serve society “ and it’s working towards only exclusive “profit”, survival and growth won’t always match. But it is the greatness and skill of intelligent and innovative managers and top level management team which make greater profits and grow as multinational companies in no time , but without sacrificing humanistic values. But the sincere effort towards that is called for from Indian companies.

Today’s world of competition in market is setting right the behavior of giant companies that specifying the right amount amt price for each product on the basis of cost of production + reasonable profit only work and needs greater attention for efficient , innovative and optimal production practices and procedures. The company cannot charge very high prices or beyond a the reasonable price than its competitors in this globalised business environment. This is a great level in the corporate world .

Now we see liberalization , globalization and privatization has brought a market discipline because even a Indian product is facing the competition of foreign product and services with better price and quality. Unless the Indian goods match in quality and price with a clarity of “purpose” to “serve the customer “ , their “products” will go out of business markets

We conclude that if the companies make principle that “ the “purpose and values“ (good for society) comes first than the profits “ - then only the company can stay and survive in society for number of decades and centuries.