Vol 2 Issue 11 May 2013

Impact Factor : 1.2018 (GISI)

ISSN No :2231-5063

Monthly Multidisciplinary Research Journal

GoldenResearch Thoughts

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Publisher
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IMPACT FACTOR : 0.2105

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RNI MAHMUL/2011/38595 **ISSN No.2230-7850**

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Golden Research Thoughts
Volume 2, Issue. 11, May. 2013
ISSN:-2231-5063
Available online at www.aygrt.isrj.net

ORIGINAL ARTICLE

"CORPORATE SOCIAL RESPONSIBILITY THOUGH THE GREEN WAY OF SPIRITUALITY."

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Abstract:

The human life is full of experiences. The human baby needs to get adapted in the surroundings. It is many times seen that the process of adaptation demands for many changes in the personality of an individual. The reactions and actions and behavioral pattern get shaped in this process. We all are familiar with the physical illness but never can see the immediate effect of any trauma of soul. The shudder to human soul can give rise to distorted minds and damaged managers. This paper is an attempt to develop a conceptual background for the greenness of mind of a new age manager.

KEY WORDS:

Responsibility , Green Way , Spirituality , Social..

INTRODUCTION

The human beings get transformed into the managers. To become the great manager there is need of having the basic human with human abilities. It is not always that the great analytically sound calculative minds can become great managers. The history shows us the path that the majority of the time the decision making has gone in to the hands of spiritually weak minds which has demonstrated the devastating effects on entire human race.

Mother Nature has given various shades of life to human being as her special creatures; but somewhere in the line it is seen that the human beiges wants to control the things which are not in their capacities. Many intellectuals and philosophers have tried to understand the karizma of the spirit and the beautiful mind. But what exactly has happened to the spirits of those leaders who has created long lasting effects on the human race.

The anguish leaders are not only from the west or east but they belong to all the parts of the world. It is also not the case that they belong to middle era or antediluvian period. They are present in recent times also.

By taking a glance and understanding the historical evidences the researchers are proposing a model to safeguard the future managers from taking erroneous and upsetting decisions in future.

1.2 SELECTED REVIEW OF RELATED LITERATURE

Spirituality is the concept of an ultimate or an alleged immaterial reality; an inner pathenabling a person to discover the essence of his/her being; or the "deepest values and meanings by which people live.1 Secularism is the principle of separation of government institutions, and the persons mandated to represent the State, from religious institutions and religious dignitaries.2

Moral character or character is an evaluation of a particular individual's durable moral qualities. The concept of character can imply a variety of attributes including the existence or lack of virtues such as

Title : "CORPORATE SOCIAL RESPONSIBILITY THOUGH THE GREEN WAY OF SPIRITUALITY."
Source:Golden Research Thoughts [2231-5063] MR. UNMESH Y. KULKARNI yr:2013 vol:2 iss:11

integrity, courage, fortitude, honesty, and loyalty, or of good behaviors or .3

Etymologically, the term "character" comes from the ancient Greek term charaktêr, which initially referred to the mark impressed upon a coin. In philosophy, however, the term character is typically used to refer to the particularly moral dimension of a person. For example, Aristotle most often used the term ēthē for character, which is etymologically linked to "ethics" and "morality" (via the Latin equivalent mores).4

Roger Crisp distinguishes virtue ethics and virtue theory as follows: "Virtue theory is the area of inquiry concerned with the virtues in general; virtue ethics is narrower and prescriptive, and consists primarily in the advocacy of the virtues" (Crisp 1998, 5).4

The Milgram experiment was a study done in the early 1960s that helped measure a person's moral character. Subjects from differentsocio-economic groups were tested on their willingness to press a buzzer that caused a participant— posing as a subject— in another room to express great pain and distress for giving a wrong answer to a test question. When the subjects raised questions about what they are being asked to do, the experimenter applied mild pressure in the form of appealing to the need to complete the experiment. The Milgram experiment caused a huge amount of criticism among individuals. In post-experiment interviews with subjects Milgram noted that many were completely convinced of the wrongness of what they were doing. Although the subjects may have had moral values, many were criticized on whether they were a truly moral character.3

Plato and Aristotle agree that excellent moral character involves more than a Socratic understanding of the good. They think that virtue requires a harmony between cognitive and affective elements of the person. Aristotle tries to explain what this harmony consists in by exploring the psychological foundations of moral character. He thinks that the virtuous person is characterized by a no stereotypical self-love that he understands as a love of the exercise of fully realized rational activity. Yet this self-love is not an individual achievement. Its development and preservation require (a) friendships in which individuals come to desire the good of others for others' own sakes and (b) political institutions that promote the conditions under which self-love and friendship flourish.5

"Spirituality exists wherever we struggle with the issues of how our lives fit into the greater scheme of things. This is true when our questions never give way to specific answers or give rise to specific practices such as prayer or meditation. We encounter spiritual issues every time we wonder where the universe comes from, why we are here, or what happens when we die. We also become spiritual when we become moved by values such as beauty, love, or creativity that seem to reveal a meaning or power beyond our visible world. An idea or practice is "spiritual" when it reveals our personal desire to establish a felt-relationship with the deepest meanings or powers governing life."6

The above definition speaks about the livelihood need of a spirit to survive and nurture. The necessities that a spirit needs are spelled out.

"Life stance" - The style and content of an individual's or a community's relationship with that which is of ultimate importance; the presuppositions and commitments of this, and the consequences for living which flow from it. (Each individual or community hopes that it has come to a good and well-founded relationship, but the word is usually used without implying that this really is so).—Harry Stopes-Roe 7

1.3 RESEARCH METHODOLOGY

Objectives
To study and understand the various evidences of spiritual malfunctioning
To study the various apparatus to overcome the spiritual malfunctioning

SUPPOSITION

The spiritually green managers will the better performers of the CSR and can give the different dimensions to CSR in totality.

Research pedagogy

Sr. No	Particulars	Details
1	Type of research Method adapted	Exploratory as well as explanatory Desk research ,case studies, primary data analysis
3	Primary Data collection instrument	Observations and group discussions
4	Secondary data	Books, periodicals, websites

The present study demands for the flexible research type so the exploratory design is adapted. The historical evidences ask for the desk research. To understand the exact situations the case studies were needed.

The research also believes in putting the outcome in front of the public so the group discussions and observation method is utilized. Twenty different groups were contacted and at the different forums the group discussions were held.

Limitations

The proposed theory is conceptual it needed to be tested.
Participative observation method carries some bias.

1.4 DATA ANALYSIS

Table No. 1.4.1 Secondary data analysis of cases

Case	Effect	Spiritual malfunction
Space shuttle Colombia Feb. 1st 2003.	Killing of astronauts	Ignorance of the safety norms
Chernobyl April 26 1986 radiation, disaster ,	Genetically defected down's syndrome, chromosomal aberrations, neural tube defects, 50 % area of Ukraine is contaminated. 1.7 million people were affected.	Lack of vision of understating the lethal powers. Overconfidence
The Bhopal disaster Dec 2nd 1984	More than 20,000 killed and many are affected.	Greed, exploitation and suppression of the weak, cost reduction on the maintainance . No replacement of the faulty instruments. chimera
World war I 1914-18	Entire world was affected. Gave rise to Hitler	Hunger of power
Khamer rouge regime 1975 – 1979 pol pot killing fields	Three generations of Cambodia were affected	Revenge, ethnocentrism
World war II 1939-1945	Hiroshima and Nagasaki gas chambers killed more than 1,20,000 people	Revenge, ethnocentrism
Holdomor - Ukrainian killing by hunger	Generations of Ukraine are affected.	Ethnocentrism , sadist
Mile Island faulty equipment nuclear melt - down	Data is not available	Lack of vision of understating the lethal powers. Overconfidence
Joan of arc	Data is not available	Religious egos
Osama bin laden September 11 2001	African unrest	Selfish motives, greed
Savita hallapan	Death because of septicemia	Religious egos
Effects of plastic DDT Nuclear garbage Force extinction of species	Barren lands and of ecological imbalance	Self destructing decisions, myopic vision
Terrorism	Contentious effect	Religious egos, ethnocentrism, exploitation of the weak

1.5 IMPORTANT FINDINGS AND OBSERVATIONS

The malfunctioning of the spirit has led to the better learning's to the human race till date. The basic question is how to generate that continuously well behaving human being who can be resistant to the disease of the spiritual malfunctioning. By taking the glance at the cases of the history we have understood the limitations of the regions. Historical evidences of religious crimes are or unrests have proven that there is something more than the religion is needed to nurture human race.

The resistance of human race to the punishment fears proposed in the religions has put forward a question in front of the human race that is the question of control. We need to go back to the mother nature to get the answer that how establish that control which has on all of us. How to go green by mind by spirit? And that should not be impulsive but long lasting. To avoid the bad history to repeat how to produce the followers who will be full proof.

The above table 1.4.1 creates a clear picture that because of the small disorder in the functioning of spirit how the actions gets wrong directions resulting into mighty disasters. The effects of Chernobyl and Bhopal are irreparable. The damage caused by Pol Pot and Hitler is irreversible. Where do these impressive leaders have lost their sensible insightful mind? What has made them so callous and sadist?

The researcher has generated the group discussions on these behavioral patterns of the leaders at various forums like management teachers', industrialists as well as MACCIA. It has resulted in to the following –

- Lack of understanding of the ill effects of decisions
- Less resistance sustainability
- Low rational thinking
- Concept of invincibility
- Individualistic approach
- Misconception of values
- Ethnocentrism

1.6 PROPOSED THEORY AND MODEL.

The meaning of disease: It is the term disease broadly refers to any condition that impairs normal function, and is always associated with dysfunction of normal homeostasis.

The condition of dis- ease of human spirit and then getting adjusted to the realities gives many melancholies to the human mind. The average human mind tries to eradicate the memories which disturb them but unknowingly the memories get penetrated in the subconscious mind and the process of slow contamination of the mind and soul stats.

We in management field are neglecting the fact that human beings are the social animals and the minds are made in functioning synergy and symbiotically with the surroundings. We train the mangers with strategic weapons but forget to teach how to take care of the sensitive mind and nurture the greenness of the mind. The green mind is the key for developing the human managers who are eventually connected to almighty. Who will work for the well being of all mankind!

There are many apparatus which help to re-erect human mind. The following model deals with the creation of the conceptual basis for developing green management spirits.

Fig 1.6.1 green society creation foundation

EQ,IQ, SQ	Balance	Harmony
Practice performance	Longevity	Perseverance
Vitality	Ethics	Initiative policing
Vision	Dedication	Transformational leadership
Creativity, commitment	Solidarity and kinship	Honesty and trust, efficiency

Tolerance	Acceptance	Resistance sustainability
Adaptation	Happiness	Contented
Remedial	Regeneration	Nurturing

Continuous practicing and performing

Mercy full

Green spirits

Green accommodative homogeneous

Cultural society beyond the religions

1.7 CONCLUSION

After taking in to consideration the review of literature as well as the outcome of the case studies the researchers support the Supposition

"The spiritually green managers will the better performers of the CSR and can give the different dimensions to CSR in totality."

By virtue of present study the researcher could study the various apparatus helping in overcoming spiritual malfunctioning. The researchers could successfully give the concept of the green spirits which are beyond the religious boundaries. The green spirited managers can develop the green adaptive societies with green culture where the true sensible and responsible human mangers will lead the world.

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