

## **ABOUT DELHI METROPOLITAN EDUCATION**

Delhi Metropolitan Education (DME) is an 'A' grade premier educational institute affiliated to Guru Gobind Singh Indraprastha University (GGSIPU), New Delhi. DME imparts education in the fields of Law, Management and Journalism, with the law courses approved by the Bar Council of India. The institute is located in the IT hub of NCR and is housed in a splendid building laced with modern educational facilities, a sine qua non for enhancing students' creativity and capabilities.

The sister institutes of DME include Mayoor School, Noida (in collaboration with Mayo College, Ajmer), Delhi World Public School, Greater Noida (West) and Delhi Technical Campus (DTC), Greater Noida.

## **ABOUT THE ORGANIZERS: DME MANAGEMENT SCHOOL**

DME Management School offers Bachelor of Business Administration (BBA) course which is an intensive 3 years (6 semesters) program. It is a professional course beyond bookish knowledge. The endeavor in the course is to sharpen managerial skills. The BBA course under GGSIPU has been designed in such a manner that it provides a strong foundation in learning business disciplines and enables students in key competencies, essential for business management at graduate level. At DME, we provide various opportunities for students to learn more about real life situations in the business world. We organize expert lectures on management topics by eminent personalities from the corporate world. The course enables a student to acquire inter-disciplinary knowledge of all the functional areas of business as also obtain practical working background for a facilitated entry into a management position.

## **CONFERENCE AIM AND THEME**

The Conference aims at discussing spiritual foundations of leadership and management. Strength of spirituality has been depicted in the verses of the mighty texts which gives powerful and meaningful management tactics to achieve mental equilibrium and come out of any crisis. It has been a catalyst for transformation at personal, group and organizational levels. India has been the land of great spiritual wisdom and intellectual knowledge. Time and again we have witnessed cases and situations where in spirituality has paved way to solve diversified problems in the area of management and business. This conference is a platform to provide an opportunity to participants to exchange their respective viewpoints and perspectives to meet current challenges in business world through Indian ethos and spirituality.

The Conference has so far seen contributions from various renowned Universities like University of Delhi (DU), Ambedkar University (Delhi), GGSIP University (New Delhi), Dr. A.P.J. Abdul Kalam Technical University (Lucknow), Rajasthan Technical University(Kota, Rajasthan), Department of Management Studies, SBBS University (Jalandhar, Punjab), Sharda University( Greater Noida) and many more across the length and breadth of India.

The research papers encompass relevant themes and sub themes of the Conference revolving around spirituality at workplace, moral behavior, ethics, spirituality and marketing, Indian ethos and leadership. The Conference aims at achieving substantial interaction and seamless flow of ideas on the relevant issues with a vision to make a significant contribution to the body of knowledge.

## **ABOUT THE CONFERENCE PARTNERS**

**BRAHMA KUMARIS**, A worldwide spiritual movement dedicated to personal transformation and world renewal. Founded in India in 1937, Brahma Kumaris has spread to over 110 countries on all continents and has had an extensive impact in many sectors as an international NGO. However, their real commitment is to helping individuals transform their perspective of the world from material to spiritual. It supports the cultivation of a deep collective consciousness of peace and of the individual dignity of each soul. The spiritual headquarters of Brahma Kumaris is in Mount Abu, India. At a national level, activities are generally coordinated by local people in alignment with the spiritual principles of Brahma Kumaris, working in accordance with the laws of the land. Activities of international interest are coordinated regionally from offices in London, Moscow, Nairobi, New York and Sydney. Brahma Kumaris is the largest spiritual organization in the world led by women. It was the founder, Prajapita Brahma Baba, who chose to put women in front from the very beginning, and it has set Brahma Kumaris apart on the stage of the world's religions and spiritual organisations. For over 80 years their leadership has been characterized by steady courage, a capacity for forgiveness and a deep commitment to unity.

**THE AKSHAYA PATRA FOUNDATION**, a non-profit organization that operates on a public-private partnership (PPP) model. Since Akshaya Patra acts as an implementing partner of the Mid-Day Meal Scheme, there is a firm support from the Government of India, the State Governments and associated organisations. This has enabled Akshaya Patra's school lunch programme to grow from feeding 1,500 children in the year 2000 to over 1.8 million children in 2019. On 11 February 2019, the organisation commemorated the serving of 3 billion meals (cumulative). The noble Vision of the organisation is that "NO CHILD IN INDIA SHALL BE DEPRIVED OF EDUCATION BECAUSE OF HUNGER". Through the Mid-Day Meal Programme, their attempt is to feed the millions of children in India who lack the means, but, have the zeal to learn and achieve. By feeding them one wholesome meal a day, they give them the nourishment and motivation they need to pursue an education for a better future. It is their endeavour to reach out to every child at the grass root level of the society.

**BLBA (BELGIUM LUXEMBOURG BUSINESS ASSOCIATION)** , A Delhi based business association assisting companies to expand their business through advocacy and promotion in India, Belgium and Luxembourg. BLBA offers its members a privileged networking platform to interact with government officials and business executives. This platform is highly interactive and knowledge sharing. In order to achieve this objective and strengthen cooperation in the field of business and trade, BLBA organizes about 8 events a year. These events range from knowledge sessions, interactive sessions with top government functionaries, road-shows, sector specific events and various networking and social activities.

The Embassies of both the Kingdom of Belgium and the Grand Duchy of Luxembourg in addition to their Trade Offices are the patron partners of BLBA. The Belgian and Luxembourg Ambassadors and their teams work very closely with BLBA. They share the same vision of business promotion and offer tremendous value. BLBA is committed to add value to its members and to bring India, Belgium and Luxembourg closer in business and commerce.

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## Table of Contents

S.No.	Topic and Author	Page No.
1	Spiritual intelligence in the teachings of HH Dalai Lama (XIV) Ms. Richa Kathuria	7
2	Study of Occupational Stress in Healthcare Sector Dr Yogesh Mehta, Dr KunalRawal, Ms Nisha Solanki	7
3	Relationship between spirituality and sustainable supply Chain Mr. Prem Nath Panday, Ms. Suruchi Panday	8
4	Understanding of Values in Human Being Mr. Rajneesh Khare	8
5	Analysing Consumer Purchase Behaviour towards the Spiritual Products Ms. Shanu Jain	9
6	Role of spirituality in Indian Business work culture- A Literature Review Mr. Swaraj Manchanda	9
7	Spirituality and its Behavioural Implications- A study on Management Students Dr. Pooja Sharma, Dr.Shikha Sachdeva	10
8	Role of Spirituality in Voluntary Simplification Ms. Pooja Tripathi	10
9	Corporate Karma Leadership is needed to be guided by true spirituality Dr. Susmita Banerjee	11
10	Attention Deficit Hyperactivity Disorder Ms. Tavleen Kaur Narang, Mr. Gaurav Jindal	11
11	Healthy Lifestyle of People Mr. Aditya Shanti, Mr. Gaurav Jindal	12
12	Workplace Spirituality and Job Satisfaction: Theoretical Paradigm Dr. Shuchi Goel	12
13	The Effect of Financial Literacy and Spiritual Quotient on the Management of Personal Finance Dr. Niti Saxena, Ms. Monika Kadam	13
14	Impact of Workplace Spirituality on Job Satisfaction Ms. Laxmi Rani	13
15	Marketing Lessons from Patanjali's Experience Ms. Roli Wadhwa	14
16	Solving Managerial Problems through Artificial Intelligence Mr. Yash Bindroo	14
17	Spirituality leads to Success in the New Business Paradigm - An Analysis in the Indian Context Ms. Kalika Singh Rathore, Mr. Yusuf Mehdi	15
18	Impact of Yogic and Meditative Practices on Job Performance and Satisfaction at Workplace Ms. Parul Grover	15

19	The Impact of Leadership Style on Followers Contextual Behaviour: An Empirical Study on Banks in India Ms Sakshi Sharma, Dr. Manju Nair	16
20	Emotional Intelligence through Shraman(self-reliant) Wayfor sustainable leadership Ms. Abheesha Jain	17
21	Developing Emotional Quo of Employees though Spiritual Leadership Training: A Case Study of Enhancing Employee Performance Ms. Akshara Seth, Prof. Farhat Fatima	17
22	Impact of workplace spirituality towards employees' work-life balance with special reference to corporate sector Ms. Vidhi Sood, Ms. Monika Kadam	18
23	Spirituality and Total Quality Management: A Theoretical Review Mr. Sukhjinder Singh Tagger, Dr. Prateek Kalia	19
24	Assessing the Importance of Meditation for Corporates: A Case Study Approach Mr. Ayush Dube, Ms. Palak Bajpai	19
25	Spirituality in College Students – An Exploratory Study Ms. S.Revathi, Ms. Sonali Gupta, Dr. Pooja Sharma	20
26	Spirituality-A Way to Sustainable Leadership Ms. Shaily, Ms. Twinkle	20
27	Role of Spirituality in Marketing – A Critical Analysis Ms. Richi Jain, Ms. S. Suganthi and Dr. Pooja Sharma	21
28	Marketing through Spirituality Ms. Vandana Awasthi	21
29	Spiritual Intelligence and Teaching Excellence: A study of Academicians in Higher Education Institutes of Delhi/NCR Dr. Shaily Saxena	22
30	Green Banking and Financing Mr. Jugesh Chander, Dr. Akhilesh Das Gupta	22
31	Analyzing the Impact of Spiritual Orientation of the Indian Firms on Consumer's Perception Mr. Rajat Rastogi	23
32	Role of Spiritualism on Moral Behaviour of the Students Ms. Avleen Kaur	23
33	Theoretical Perspectives on Innovative Sustainable Human Resource Management Dr. Ishpreet Viridi	24
34	The Bhagwad Gita and Its Role in Management And HR Practices Dr.Sanjay Kumar Mittal, Mr. Hitesh Sharma	24
35	Indian Ethos and Leadership Ms. Muskan Mathur, Ms. Niharika Sharma	25
36	Diversity Management in Higher Education in India Dr. Shikha Makkar	26

37	Spiritual Intelligence and Spiritual Awakening Lead to Satisfaction in Professional Life Ms. Kalika Singh Rathore, Mr. Yusuf Mehdi	26
38	Spiritual Empowerment Dr. Madhu Sharma, Dr. Urmila Yadav	27
39	Spiritual Network Marketing Ms. Navya Goel	27
40	Sustainable Finance: A New Attitude of Indian Banking Sector Mr. Ashok Sengupta	28
41	Spirituality in Marketing Ms. Khushi Cahudhary, Ms. Khushi Bora	28
42	Intersection of Spirituality and Technology Mr. Anan Sadh, Ms. Akshita Bharadwaj, Ms. Aditi Kundra	29
43	Spiritual Leadership and its outcomes in the organization: A comparison with the Mystical Practices of Sufism in Medieval Indian Subcontinent Dr. Nudrat Moini Rahman	29
44	Exploring spiritual foundation of leadership and management Developing leadership through spiritual approach Ms. Aditi Sinha, Ms. Akansha chaudary	30
45	Empathy Approach and Spirituality: Potent Recipe for Individual and Social Change Mr. Pramod Kumar Pandey, Ms. Charu Chandra Pathak	30
46	Spirituality at workplace: Being Human is More Important than Being Professional Dr. Swati Jain, Dr. Poorva Ranjan	31
47	Buddhism as a Policy Doctrine of Bhutan and its Impact on Manufacturing Industries  Aparna Vajpayee	31
48	Impact of Workplace Spirituality on Corporate Financial Performance & Earning Management  Mr. Yash Bindroo	32

## **1. Spiritual intelligence in the teachings of HH Dalai Lama (XIV)**

Richa Kathuria

Research Scholar, Ambedkar University, Delhi

### **Abstract**

Spiritual intelligence (SI) as a concept is gaining attention as well as liking of researchers and general public alike for some time now. It has shown its usability and acceptance as a possible solution for the sufferings of the world from many problems like stress, anxiety and depression. Many attempts have been made to develop the construct of SI by academicians all over the world. But there are limited efforts for conceptualizing SI from Indian perspective. Buddhism is one the spiritual gifts of India to the humanity. HH Dalai Lama (XIV) is the Indo-Tibetan guru who has popularized the teachings of Buddhism all over the world. There is a dearth of studies looking at the teachings of contemporary gurus when it comes to defining SI. Hence this study is an endeavor to fill this gap rooting in the philosophy of HH Dalai Lama (XIV). It's an exploratory study based on qualitative research methods. Data source used are both primary and secondary, these are books written by Dalai Lama (XIV) and relevant academic literature. Inductive content analysis is used for analyzing data. Seven themes emerged out, they are- Happiness, Compassion, Buddhism, Meditation, Law of karma, Mind and Universal responsibility. This study also proposes a model for SI. The paper contributes to the conceptualization of SI. This is will help students, academicians and managers in the understanding the teachings of HH Dalai Lama (XIV) with respect to SI. It can be used in developing leadership, commitment, resilience, optimism, compassion and happiness.

**KeyWords:** Spiritual intelligence, teaching, HH Dalai Lama.

## **2. Study of Occupational Stress in Healthcare Sector**

Dr Yogesh Mehta<sup>1</sup>, Dr KunalRawal<sup>2</sup> and Nisha Solanki<sup>3</sup>

Associate Professor<sup>1</sup>, Assistant Professor<sup>2</sup> and Assistant Professor<sup>3</sup>, SGT University

### **Abstract**

Stress is one of the threatening words today. In the hectic life of today, people are not having time to take care of themselves, hence there is a need to take steps ahead to rejuvenate and nurture the life for stress reduction. This can be supported with the famous quote by Lou Holtz, "It's not the work load that breaks you down, it's the way you carry it." For earning more money and status, people forget about living a satisfactory life and running after jobs, targets, achievements, etc. to tackle with stress, they are taking medication and other things which are not healthy and affect the human being in adverse manner. Stress is not always bad as little stress keeps the person active, focused, energetic and keen to achieve something but it turns very problematic when it exceeds the level which a person can bear. Organizations are supposed to take care of its human resource and their wellbeing so that they can enjoy the working and also increase the productivity of the organization. Some organizations became eye conic by providing the human resource with a variety of stress relieving exercises which should be followed by every organization. This study aims at find out the level of job stress of employees in the healthcare sector and also to find out the difference between the stress levels among employees on the basis of various demographics.

**Keywords:** Stress, Achievement, Healthcare sector, Demographics, Stressor.

### **3. Relationship between spirituality and sustainable supply Chain**

Prem Nath Panday<sup>1</sup>, Suruchi Panday<sup>2</sup>  
Assistant Professor<sup>1</sup>(Retired), School Of Business Studies, Sharda University  
Greater Noida  
Student<sup>2</sup>, Indira Gandhi National Open University, New Delhi

#### **Abstract**

The issue of sustainable development is a fast developing area of surveys that represent the interests of business, academia and societies. It is defined and interpreted in various ways and contexts. This concept increasingly points out the direction of the development of economic activity, and that more enterprises are including social and environmental criteria in their activities. However, an effective implementation of the sustainable development idea demands new methods for permanent set-up and tools that enable the integration of different spheres that are so far considered separately.

Spirituality and Ethics is a study of moral standards and how these apply to the systems and organizations Supply Chain through which modern societies produce and distribute goods and services, and to the people who work within these organizations. It includes not only the analysis of moral norms and moral values, but also attempts to apply the conclusions of this analysis to that assortment of technologies, transactions, activities, logistics, stores, warehouse, and other pursuits that we call Supply Chain.

Religious, Spiritual and Ethics is based on the understanding of the world. What is real, true, and good is defined by God. The majority of people who have ever lived have been influenced by religion. The soul of man is immortal and will be treated with justice in another life respecting the conduct in the present life.

**Key Words:** Supply Chain, Ethics, Spirituality.

### **4. Understanding of Values in Human Being**

Rajneesh Khare  
Assistant Professor, Accurate Institute of Advanced Management

#### **Abstract**

The human beings are able to see the need for peaceful co-existence at the level of human society. On looking into this issue, it becomes evident that we are still facing serious problems at various stages. The overall purpose of the human being is fulfilling life with harmony and happiness. In light of this it becomes essential to find out what is of value and what is valuable to a human being. Values thus provide the basis for all actions and behaviour. This paper enlightens us on the issue of what is value and what is valuable for us.

**Key words:** Value, Human being



## **5. Analysing Consumer Purchase Behaviour towards the Spiritual Products**

Shanu Jain

Assistant Professor, DME Management School

### **Abstract**

The consumer purchase behaviour has undergone a sea change in the recent years. It has been observed that the consumption habits are not solely driven by lifestyle goals but also by the spiritual motivations of the consumers. Various studies have supported the notion that spirituality is an indispensable element for leading a happy life and enhancing well being. Such revelations have spurred a new trend and opportunity for the marketers to offer a bundle of “spiritual products and services” which are being sold through specialised retailers and on-line providers. Fragrances, Incense, aroma therapeutic soaps ,candles, healing crystals, relaxing music ,magazines ,pendulums, pendants and many more related products have experienced a burgeoning response and attraction by the consumers. This papers attempts to explore the factors and patterns that shape the consumer purchase behaviour towards the spiritual products. The connotation of spirituality for this paper is distinct from religion and primarily refers to spirituality as an ability to find inner peace and solace in the fast paced world. The study attempts to look into the purchase habits and behaviour of the consumers towards spiritual products by collecting responses to the self administered questionnaire. The purchase behaviour is studied with the help of statements describing consumer behaviour in terms of information search, evaluation, information seeking, and intention to buy. The responses are then analysed with a focus onto the study of variation in the purchase behaviour across various demographic variables such as age, gender, education, profession and income. The study will be useful for the marketers and product and service providers who are striving to innovate the products that help the ‘New Age’ spiritual consumers to attain personal enlightenment and find a more meaningful and peaceful life.

**Key words:** Spiritual products, consumer behaviour.

## **6. Role of spirituality in Indian Business work culture- A Literature Review**

Swaraj Manchanda ,Assistant Professor, Delhi Metropolitan Education, Noida

### **Abstract**

This research aims to explain the meaning of spiritualism, the myths regarding spiritualism, the spiritual methods and techniques, and the impact of these spiritual tools over the personnel working in Indian businesses may it be small scale or large scale. Spiritualism is being employed nowadays as a tool for reducing stress levels of the employees by various Indian and Multinational Corporations. Techniques like Yoga, meditation, holistic sessions are being organized along with Seminars, Conferences and meetings at the workplace. The top management nowadays is actively involved in motivating employees at all the levels to become spiritual and connect with their environment and their inner self. In contemporary world, performance pressure is rising because of competition, changes in technology, awareness amongst the customers, online market players, legal regulations. This performance pressure causes dissatisfaction and stress amongst the workforce, thereby hindering productivity and results, also causing higher employee turnover. Thus there is a need for using spiritualism as a way out. This research is a descriptive study focusing on theoretical aspects of Spirituality and tries to explain the progress of spiritualism in enhancing the productivity and efficiency of the workforce using secondary data and existing literature.

**Key words:** Spirituality, Indian business, Work culture

## **7. Spirituality and its Behavioural Implications- A study on Management Students**

Dr. Pooja Sharma<sup>1</sup> and Dr. Shikha Sachdeva<sup>2</sup>

Assistant Professor<sup>1</sup>, DME Management School, Noida

Assistant Professor<sup>2</sup>, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi

### **Abstract**

Concept of Spirituality is inter-disciplinary and has several connotations. It is a universally recognised concept and has an effect on every strata of society. This paper aims to study spiritualism in Management students. It highlights the inter-relatedness of their daily spiritual experiences with three personality and psychological dimensions, namely Happiness, Locus of Control and Mental Health Behaviour. Daily Spirituality consists of experiences of spiritualism experienced ordinarily or on a daily basis. This shall primarily include connectedness with the divine and how often one feels such connection. Happiness is a corollary of Satisfaction with life. Locus of Control depicts control over the outcomes of events taking place in one's life. Mental Health Behaviour implies the personal behaviour which is reflective of the physiological and psychological choices made by the students on a daily basis. This study aims to understand the role of Spirituality in determining these three dimensions or vice-versa. With a survey based study the paper, by application of correlation and regression and/or mediation measures aims to explore causal relationship between these variables with a sample consisting of BBA/MBA students ranging from 18-23 years of age. This paper aims at identifying a new dimension of meaningful research in youngsters aiming to understand whether spirituality plays any role in their lives and does it have any behavioural implications. This could also have fruitful managerial implications for their future work environment.

**Key words:** Spirituality, Happiness, Locus of

## **8. Role of Spirituality in Voluntary Simplification**

Pooja Tripathi, Assistant professor, Delhi Metropolitan Education, Noida

### **Abstract**

Sustainability has now become one of the most important aspects of development across the nations. Sustainability refers to economic development that protects environment and social wellbeing of the country. It ensures resources used in for development should replace or recreated so that they exist for future generations. Out of several concepts, methods and strategies to do so, voluntary simplification is one concept which is extremely important for ensuring sustainability. Voluntary simplification is directly linked to sustainable consumption. Voluntary simplification can be understood as a concept that ensures consuming resources available in society very judiciously and avoiding any wastage. This concept plays a crucial role in sustainability as it works at root level of problem. Voluntary simplification could be a choice because of sustainability consciousness, frugal behavior, ethical mind sets, or personality trait like spirituality. This paper will focus on spiritual aspect of voluntary simplification. Spiritualism has been attributed to several aspects like connectedness, religion, transcendence, beliefs, value, meaning of life, self actualization, element of mystery etc. The current paper has two objectives; first to obtain in-depth understanding on spirituality in context of sustainability and secondly to understand its role in voluntary simplification. It will be a conceptual paper and secondary data base will be used to reach to finding.

**Keywords:** Mindful Consumption, Voluntary consumption, Sustainability, Spiritualism, Triple bottom line.

## **9. Corporate Karma Leadership is needed to be guided by true spirituality**

Dr. Susmita Banerjee

Associate Professor, Pailan College of Management and Technology

### **Abstract**

We observe now a day's business leaders get involved in some ethical and unethical practices. We know according to the law of Karma the activities of a person are adjusted by the outcomes. Success and failure depend on the karma of leader. Leader must adopt a mission to create and sustain value. Spiritual principles are the missing constituent in most past approaches of leadership which shows innovative progress in inner mind of the leaders. Bad Karma of leader like, cruelty, lie, partiality, hatred, intolerance, violence, cheating and gross exploitation of basic human rights are to be replaced by good karma truthfulness, honesty, compassion, love, creativity, innovation, kindness, integrity, peace, wisdom, spirituality, respect, tolerance, self-reliance, justice, etc. Leader's Consciousness will not be in the grip of blind desires. His consciousness will be pure. Leader will be guided by spiritual unattachment. Unity of consciousness is needed. The leader will find that there is but one absolute existence. The true knowledge of the leader comes from the perception of self, the true spiritual knowledge. Leadership karma will be guided by spirituality for higher motivation which will help attaining the ultimate truth of self-realization. The present study supported the secondary knowledge, collected from the various sources. In the light of Indian Spiritual literature. Qualitative study will explain Corporate karma leadership, for attaining material success as well as the goal of peace and bliss for the leader, and his followers. With a value-based ethical organization structure, as a by-product of the true spirituality.

**Keywords:** leadership, innovative progress, pure Consciousness, knowledge, spirit

## **10. Attention Deficit Hyperactivity Disorder**

Tavleen Kaur Narang<sup>1</sup> and Gaurav Jindal<sup>2</sup>

Student and Associate Professor, Trinity Institute of Professional Studies

### **Abstract**

Attention Deficit Hyperactivity Disorder is a mental disorder (ADHD) of the neurodevelopment type. It is characterised by difficulty in paying attention, not interested in doing excessive activity, and acting without regards to consequences, which are otherwise not appropriate to person's age. People suffering from ADHD suffer emotional imbalances. These symptoms are seen before the age of 12 years and after six months of age. Normally parents do not know about this disease and ignore it. No one knows that this can be a severe issue. Every one scold their kids for not paying attention. But actually, it can be such a severe issue. ADHD also depends on the environmental factors and genetic factors. What are the symptoms, measures to be taken, cure for this and actions to be taken should be known and explored so every parent should know about it and doesn't ignore these symptoms. ADHD, its diagnosis, its treatment is in controversy from 1970s, these controversies have involved several teachers, parents, clinicians, media. Topics include ADHD's causes and the use of stimulant medications in its treatment. Most healthcare providers accept it that ADHD is a genuine disorder in children and adults. The main causes of this disease are genetic factors, environmental factors and societal factors. All this research's motive is to find out symptoms, causes and to spread awareness about it in the society.

**Key words:** Hyperactivity disorder, attention, causes.

## **11. Healthy Lifestyle of People**

Mr. Aditya Shanti<sup>1</sup> and Mr. Gaurav Jindal<sup>2</sup>

Student and Associate Professor, Trinity Institute of Professional Studies

### **Abstract**

Physical fitness is not the sole basis of fitness or being healthy. The main basis of being healthy is maintaining a healthy lifestyle emotionally, mentally and physically as well. Our fitness and healthy lifestyle can prevent us from chronic diseases and long-term illness. Feeling good about yourself not only keeps one healthy but also gives self-confidence. It also helps to build our self-image. Maintaining a healthy lifestyle is very important for our body. Fitness for our generation only means physical fitness but in real sense they may be physically fit but not emotionally fit. It is very important to maintain balance in our life where we keep balance in our physical and emotional balance in our lives. The main factors on which we need to focus on is our power of attitude, exercise and physical therapy, good nutrition, self-care and coping skills and assistive devices. We should maintain everyday exercise routine, diet plans, engage in things for which you are passionate about and indulge yourself in things you like. In this research there will be because of unhealthiness around us as well as measures to keep ourselves healthy and to maintain balance between mental and emotional balance. Hence it is important to be healthy from our brain as well.

**Keywords:** Physical fitness, good nutrition, attitude, exercise and physical therapy.

## **12. Workplace Spirituality and Job Satisfaction: Theoretical Paradigm**

Dr. Shuchi Goel

Assistant Professor, Delhi Metropolitan Education, Noida

### **Abstract**

Increasing competition and changing work environment have given rise to stress amongst the working professionals. Work overload can be identified by conditions like long office hours, practice of overtime, insufficient number of holidays, too much workload and unrealistic expectations with respect to how much work can be accomplished given the amount of time and the resources available. This has an adverse impact on their health, physical and mental. This in turn affects the performance of the employees. One of the ways to overcome this is workplace spirituality. Workplace spirituality can be understood as the spiritual well being of an employee in the work environment. This paper aims at discussing the theoretical underpinnings of workplace spirituality. It also throws light on the role of spirituality at workplace on the job satisfaction as perceived by the individuals. Descriptive research methodology has been adopted for achieving the said objective. Workplace spirituality is believed to play a favourable role in achieving a higher job satisfaction.

**Keywords:** workplace, job satisfaction, spirituality.

### **13. The Effect of Financial Literacy and Spiritual Quotient on the Management of Personal Finance**

Dr. Niti Saxena<sup>1</sup> and Monika Kadam<sup>2</sup>

Associate Professor<sup>1</sup>, JIMS, Kalkaji and Assistant Professor, DME Management School, Noida

#### **Abstract**

Financial intelligence is the intelligence in managing personal financial assets. By applying the right financial management method, a person is expected to get maximum benefit from the money he has. Spiritual intelligence is more related to mental enlightenment. People who have high spiritual intelligence are able to interpret life by giving positive meanings to every event, problem, even suffering they experience. The purpose of this study is to determine whether there is a relationship between financial literacy and spiritual quotient on the management of personal finance. To find out the positive and significant effect of financial literacy and spiritual quotient. The sample in this research would be 60, primary data will be collected through questionnaire using convenience sampling.

**Keywords:** Financial Literacy, Spiritual Quotient, Personal Financial Management.

### **14. Impact of Workplace Spirituality on Job Satisfaction**

Laxmi Rani

Assistant Professor, Delhi Metropolitan Education, Noida

#### **Abstract**

To survive in the 21st century, organizations need to be spiritually based. This, in turn, will lead to workers being satisfied with their entire work experience. In order to get an improved understanding of behaviour at work, employees should be studied from physical, psychological, and spiritual dimensions. Although the physical and psychological dimensions of individuals at work have been studied extensively, the spiritual dimension has been neglected for many years. The objective of the current research will be to determine the relationship between workplace spirituality and a positive attitude related to work, that is, job satisfaction.

**Key words:** workplace, Spirituality, Job satisfaction.

## **15. Marketing Lessons from Patanjali's Experience**

Roli Wadhwa

Assistant Professor, Delhi Metropolitan Education, Noida

### **Abstract**

India is a land of spirituality and spiritual gurus. Across the entire world, the country is recognized as a spiritual supremo. Culture in India is based on values and beliefs. Gurus are considered to be the pillars of the traditions and values. In Hinduism, Gurus are considered to be the guiding light for the masses. It is the Guru who removes spiritual and mental darkness from one's life and thus helps them in liberation from ignorance. Spiritual Gurus help us to achieve peace and self-actualization in life. However, the spiritual gurus have attained an additional responsibility of providing material goods apart from providing immaterial advice. These days spiritual gurus have blended consumerism along with their teachings. They are providing all kinds of products from toothpastes to apparel wear, biscuits to shampoos etc. and also are doing well. One of the examples - Patanjali Ayurved led by Guru Ramdev has reported total revenues of over 3500 crore in the quarter of April-September for the fiscal year 2019-2020. Surprisingly in a very short while, Patanjali Ayurved has garnered huge revenues and loyal customer base, and that is leaving the FMCGs in a perplexed state. What companies like Unilever, P&G after several years of marketing campaigns could not achieve, these companies have achieved in a short span only. Therefore, there are a number of marketing lessons that can be emulated from such companies. The paper is an attempt to look into marketing lessons given by companies like Patanjali.

**Keywords:** Marketing, Spirituality, Patanjali.

## **16. Solving Managerial Problems through Artificial Intelligence**

Yash Bindroo

Asst. Professor, Maharana Pratap Engineering College, Kanpur

### **Abstract**

In this article, we are going to go through what are some of the problems humanity in general and business is facing that we can solve leveraging AI. Artificial Intelligence is redefining the role of a manager. AI is removing many of the administrative tasks typically handled by managers, their roles are evolving to focus more on soft over hard skills. Intelligent machines are better than a manager at providing unbiased information, maintaining work schedules, problem-solving and budget management, while managers are better at empathy, coaching and creating a work culture. But AI won't be replacing a manager's job; it will be supplementing it. The future of work is one where robots and humans will be working side by side, helping each other get work done faster and more efficient than ever before. As per current scenario that can be seen around the globe is that AI has considerably helped in creating various new techs and is also being used in various other fields such as healthcare, disease mapping, agriculture, manufacturing etc. Whether we realize it or not, artificial intelligence is all around us and playing an active role in our daily lives. Every time we open our Facebook newsfeed, do a Google search, get a product recommendation from Amazon or book a trip online, AI is lurking in the background. In simple words, we can say that AI is improving our human lives and is providing an advance deeper and, in a pace, never seen before in the history of mankind.

**Keywords:** Artificial Intelligence, problems, Solutions.

## **17. Spirituality leads to Success in the New Business Paradigm - An Analysis in the Indian Context**

Kalika Singh Rathore<sup>1</sup> and Yusuf Mehdi<sup>2</sup>

Assistant Professor<sup>1</sup>, JSS, Noida and Assistant Professor<sup>2</sup>, NIET, Greater Noida

### **Abstract**

In the new business paradigm, in addition to the material terms like money, position, and authority which describe success, there is one more element that is creeping in, Spirituality. It has been observed that spirituality and success, according to many, are interlinked. Many professionals believe that to be successful one must embrace spirituality. Spirituality, as such, has got nothing to do with any religion directly. It is a quality of being concerned with the value system as opposed to physical or material possessions. It is the feeling of peace within and an environment of productivity in the organisation. Moreover, the term 'Spirituality' may be defined in a variety of ways depending upon the perception and beliefs of the people working in the industry but one thing is for sure that spirituality gives peace to the stakeholders and employees in an organisation that subsequently leads to efficacy and satisfaction. The present paper aims at understanding what spirituality means in the industry and also in studying the influence of spirituality in the businesses.

**Keywords:** Business paradigm; spirituality; success at work; work balance; spirituality at work.

## **18. Impact of Yogic and Meditative Practices on Job Performance and Satisfaction at Workplace**

Parul Grover, Assistant Professor, Delhi Metropolitan Education

### **Abstract**

With the increase in competition and ever changing work environment, being overloaded with work seems to have become a common problem in almost all organisations. Being over-worked does not only result in poor physical health conditions but also impacts one's mental health. Physically and mentally affected workforce then becomes a threat to the organization in the form of unsatisfactory performance and inability to reach standards. Workplace spirituality is one way to deal with this problem. This article throws a light on the effect of Yoga and meditation practice in the workplace on the performance of employees and their job satisfaction. With the growing consumerism and market competition, setting of targets to be achieved in an unrealistic time duration has become a common phenomenon, thus stress has become an unwelcomed guest in our lives these days. This guest is such which overstays its welcome. Hence, organisations and individuals these days have accepted the presence of stress and fatigue in their lifestyle and have started to look for ways and means to overcome this. This article presents an opinion on how the indulgence of individuals into yogic and meditative practices has helped them manage the situation of work overload better. To keep one's employees mentally and physically fit is the moral obligation of an organization. Firms also now a days have started investing in such practices that ensure the physical and mental wellbeing of their employees. This research article throws light on this aspect of handling work related stress and improve the performance at work. Spirituality is about one's soul and inner self. Being spiritual involves holding one's personal set of beliefs and practices. Spirituality is broader and more abstract than religion. Religion maintains a defined, tangible code of ethics, while spirituality is largely indefinable.

**Keywords:** Yoga, Meditation, Job Performance, Job satisfaction.

## **19. The Impact of Leadership Style on Followers Contextual Behaviour: An Empirical Study on Banks in India**

Sakshi Sharma<sup>1</sup> and Dr. Manju Nair<sup>2</sup>

Research scholar<sup>1</sup>, Department of Management, Rajasthan Technical University, Kota, and  
Professor<sup>2</sup>, IIM, Mahaveer Marg, Jaipur

### **Abstract**

Followership has been the core of any leadership, as an effective leadership style engrosses followers' different requirements, where leader meaningfully develop self-concept among them, and also induced them to perform extra work effort instead of only their specified tasks. For Indian banks in direction to sustain for long term growth in this competitive world, their leaders must be proactive in focusing consistently on employees' contextual actions also, where employees physically and voluntarily engaged with organization.

**Research Objective:** This paper attempted to assess the branch managers leadership style based on Full-Range Leadership (FRL) model and simultaneously measured their followers' contextual performance. This study demonstrates which leadership style prevail among Indian bank branch managers (transformational, transactional and laissez faire) and which leadership factor influence their follower's citizenship behaviour.

**Research Design:** This empirical study objective is to identify the relationship of Bank supervisor's leadership style and their employees' contextual performance. Based on multi-stage sampling, data is gathered through questionnaire and subjected to confirmatory factor analysis. The current research hypothesis is examined based on the perception of 102 branch managers of public & private banks in India.

**Research Gap:** No such research work has been examined the effect of Indian bank branch managers transformational and transactional leadership styles. This attempt, consequently, could be considered novel and of substantial value in considering the relations among the several leadership constructs and employees off-role performance in the Indian setting.

**Findings:** Results specify strong support for the hypothesized, that transformational leadership style defined by the FRL model is highly correlated with contextual performance and also impact their followers' contextual performance more than transactional leadership style. Findings of this investigation would help bank managers to understand the importance of developing the right behavioural pattern while dealing with their subordinates.

**Managerial Implications:** Employee's performance & development has become a massive challenge for every company and its difficult to get the desired outcome from employees. This study would be of great significance to all decision-makers, who could plan to develop leaders based on transformational and transactional leadership factors, as every factor relates differently to employee's contextual performance in banks. Also, this paper draws attention of companies' management toward the need for setting up an appropriate environment wherein employees are given a certain degree of appreciation to perform off-job task also effectively. The study is confined only to the public and private sector banks of India, further it could be explored in other industries as well.

**Keywords:** Leadership style, Followers, Indian Banking Sector, Contextual Performance



## **20. Emotional Intelligence through Shraman(self-reliant) Way for sustainable leadership**

Abheesha Jain.

Managing Trustee<sup>2</sup> A lotus, A trust dedicated to the propagation of Shraman  
Way of life

### **Abstract**

**Epistemology**, (Greek ἐπιστήμη), *epistēmē*, meaning 'knowledge', and *ology means 'study'*) is the branch of philosophy concerned with the theory of knowledge. Epistemology is the study of the nature of knowledge, justification, and the rationality of belief. **Plato**, an Athenian philosopher during the Classical period in Ancient Greece and the founder of the Platonist school of thought, famously defined knowledge as "justified true belief". He is widely considered the pivotal figure in the history of Ancient Greek and Western Philosophy, along with his teacher, Socrates, and his most famous student, Aristotle. Ancient Bharat defines Knowledge as “neutral truth that is felt inside”. Knowledge is beyond the feelings of good or bad, happiness or worries. The division of knowledge is based on the subject. There are five major subjects – looks, flavours, smell, words and touch which are based on five sensory organs. **Absolute knowledge** (*kewal gnan*), in idealist philosophy, the **Absolute** is "the sum of all being, actual and potential". In monistic idealism, it serves as a concept for the "unconditioned reality which is either the spiritual ground of all beings or the whole of things considered as a spiritual unity". As per Bhartiya Philosophy, absolute knowledge is difficult to attain as it arises in oneself after breaking the barriers of or frictional force of the actions or Karmas. Followed in this paper is translation cum interpretation of an age old rhetoric titled as *Mērī- Bhāvanā*. This eternal absolute knowledge has been passed through ages and generations through voice hearers or *Shrut Parampara*.. This knowledge was sometime in the past was documented by *Kaviśrī Jugalakiśōra* in the way of verses. These verses are encased in eleven stanzas and has a huge following around the world. The objective of this paper is to acquaint English speakers with this rare-revered expression thereby attempting to make them experience the flavour of absolute knowledge. Understanding the deep core of the verses and imbibing it the day life enables an individual to address any life challenge in the most constructive way which is for the welfare of the whole Ecosystem. In case of any dilemma in life be it personal, professional, and social, one may refer this verse to find out a correct solution of the issue.

**Key Words:** Emotional intelligence, self reliant, sustainable leadership

## **21. Developing Emotional Quo of Employees though Spiritual Leadership Training: A Case Study of Enhancing Employee Performance**

Ms. Akshara Seth<sup>1</sup> and Prof. Farhat Fatima<sup>2</sup>, Founder and CEO<sup>1</sup>, Your Next Move,  
Gurugram

and Assistant Professor<sup>2</sup>, Periyar Management and Computer College, New Delhi

### **Abstract**

***Spirituality as an important component of the workplace success is a phenomenon only better understood during the past two decades.***

In order to achieve the said performance organizations needs highly fulfilled, satisfied, engaged, innovative, dedicated and creative employees. This article highlights on the training provided to the employees of various organizations specifically to enhance happiness & Emotional quo for increased performance that leads to organizational success. The study analyses and develops framework that combines the ongoing engagement with missions and values, supported by the organization's spiritual efforts, can impel to re-conceptualize their orientation to their mission. Conventional approaches to changing people and shaping culture involve aligning organizational systems and structures with desired behaviors. This approach requires significant effort and persistence. This "forced" approach may be characterized as the "outside-in" approach as it aims to change human behavior by first changing something outside the individual, which in turn defines or constrains behavior. By recognizing spirituality as the fundamental aspect of the human personality suggests that there may be another approach to managing change. While traditional change management approaches aim at managing change from the outside in, knowledge of the spiritual foundation of life suggests that change can be handled from the "inside-out". As a result, the entire organization becomes an extremely well-oiled and all the working inter-relationships, the team spiritually and employee's morale flourishes. Organizations clearly understands that in order to allow their employees to reach their best potential possible, their freedom in adhering to their respective faiths and religious beliefs should be accommodated. Through this study researchers contributes their training experience to create a holistic successful workplace. Moreover, a guidance to the organizations to celebrate happiness and strength among workers in all level.

**Keywords:** Spiritual Leadership, Emotional Quo, Employee Performance, Happiness.

## **22. Impact of workplace spirituality towards employees' work-life balance with special reference to corporate sector**

Vidhi Sood<sup>1</sup> and Monika Kadam<sup>2</sup>

Student<sup>1</sup>, Assistant Professor<sup>2</sup>, Delhi Metropolitan Education, Noida

### **Abstract**

Achieving work-life balance is difficult and a myth. It is a challenge faced by employees to create equilibrium between their personal and professional lives. Being a parent, son or daughter, everyone has a certain responsibility towards your family. Work-life balance tries to make sure that you devote attention to the other parts of your life which mainly include health, free time, family and relationship.

Dedication towards a career is important but commitment towards personal life is equally important. So, one has to make sure that they fulfill their personal and professional commitments. While in workplace spirituality employees try to seek the meaning and purpose in their work which requires a healthy mind and a competitive spirit. It can be achieved if the employees are creative, communicative and have a vision towards their work. Focusing on spirituality leads to improved productivity, reduced turnover, greater employee satisfaction and increased organizational commitment. This study will investigate the effect of workplace spirituality on the work-life balance among employees in the corporate sector. It will focus on how an organization can achieve its goals by focusing on these two important aspects. It will be survey-based research and it will find the relationship between two irrespective of the demographic profile.

**Keywords:** Workplace Spirituality, Work Life Bala

### **23. Spirituality and Total Quality Management: A Theoretical Review**

Sukhjinder Singh Tagger<sup>1</sup> and Dr. Prateek Kalia  
Research Scholar<sup>1</sup>, Department of Management Studies, SBBS University Jalandhar and  
Professor<sup>2</sup>, Department of Management Studies, SBBS University Jalandhar

#### **Abstract**

Spirituality in our country is as old as human civilization. But the spirituality is not confined to ancient manuscripts, religious books, epics or places. Shri Bhagwad Gita is a huge storehouse of solutions, which have been provided to various challenges in life or at workplace. There are many insights of Shri Bhagwad Gita which contribute to Total Quality Management. It has great impact on the workplace and quality. The present study analyses the relationship, relevance and impact and contribution of spirituality at workplace and towards total quality management as well. The study gives a deep analytical review and also throws light on how spiritual leadership contributes to total quality management.

**Keywords:** Total Quality Management, Spirituality and TQM, Quality

### **24. Assessing the Importance of Meditation for Corporates: A Case Study Approach**

Ayush Dube<sup>1</sup> and Palak Bajpai<sup>2</sup>  
Student<sup>1</sup>, DME Management School and Student<sup>2</sup>, DME Management School

#### **Abstract**

In a recent Motor show at Frankfurt (September 15,2015), the Chief Executive of BMW Harold Kruger,(i) collapsed. India's youngest CEO & MD of SAP Indian Subcontinent, who was barely 42 years old, died due to massive cardiac arrest in Mumbai(November 2009)(ii). In a similar vein, Raghu Pillai (Age 54),(iii) CEO of Future Group, passed away on April 10, 2011, leaving behind wife, son and a daughter. Seeing such trend in early lives of CEOs forces one to raise questions, especially with respect to India. Now a question arises, are people really stressed out at work? And if this is true what can be done? This is where this paper will talk about the importance of meditation and how it can be included in the daily life of business personnels. How it can affect the life of people and should it be included as a routine activity. A dedicated section of this paper will discuss some case studies of well known industrialist and what they did to keep themselves out of work stress. The paper will also put a light on what is work stress, what are its root causes and how it affects a person. The study aims at highlighting the contemporary issues of work related stress experienced and unspoken by various people working at different levels in an MNC unless the repercussions are faced. It is high time that some efforts should be made by the corporate entities to ensure a congenial and healthy work environment. As it is truly said, a healthy mind resides in a healthy body, therefore to achieve the maximum results from their workforce corporate must incorporate practices like meditation and yoga sessions on a regular basis.

**Keywords:** Meditation, corporate life, workplace stress, healthy lifestyle.

## **25. Spirituality in College Students – An Exploratory Study**

S.Revathi<sup>1</sup>, Sonali Gupta<sup>2</sup>, Dr. Pooja Sharma<sup>3</sup>  
Student<sup>1</sup>, Student<sup>2</sup> and Assistant Professor<sup>3</sup>, DME Management School

### **Abstract**

Spiritualism is a pervasive phenomenon which is present in lives of all age groups in a society. The idea of existence of a higher being is embedded early on in the lives of children, which gives them exposure to concepts of Religion, God, belongingness to a particular Belief system and tradition. However, after reaching a certain age, children starts questioning their belief system. It is also an age where they are approaching adulthood and where they start taking decisions in life independently. It is when there is a transition in their interpretation of several concepts, which earlier were just a given. This also leads to change in their perception of Spirituality and related notions are redefined in their lives. This study aims to determine how spiritual development, personality traits, and psychosocial growth are interconnected in college students as emerging adults. Emerging adulthood can be defined as a period in one's life between the ages of 18 and 25, when self-determination becomes the major cause of motivation rather than parental and societal constraints. With the advancement of science, people especially college students begin to question the beliefs imposed on them by the society, leading to blurring lines between religion and spirituality. This paper explores studying the role that spirituality plays in a students' life and the impact that the college environment has on developing an individual's spirituality.

**Keywords:** Spirituality, Students, Religion.

## **26. Spirituality-A Way to Sustainable Leadership**

Shaily<sup>1</sup> and Twinkle<sup>2</sup>  
Student<sup>1</sup> and Student<sup>2</sup>, DME Management School

### **Abstract**

Spiritual leadership is like intrinsically motivated. It involves motivating and inspiring fellows with hope, believe in a vision of service to key corporate culture and participant having the value of selfless love to produce motivated, productive and committed workforce.

By following the path of spirituality the leaders having ethical approach, loyal and more committed. The workplace inspired with spirituality are more productive, creative and flexible. It satisfy the basic needs of spiritual well being through calling and membership which positively influence the workers wellbeing, sustainability and corporate social responsibility and financial performance.

A spiritual leader is a person who creates the positive enviornment.it is the ultimate and keep the team in assertive mode. With the help of spiritual leadership the work can be accomplished in a good zeal mode. Spirituality is a way to sustain. It is a tool which applies from anywhere to everywhere. It is a journey from individual to universe which applies at all level.

**Keywords:** Spirituality, Sustainable Leadership.

## **27. Role of Spirituality in Marketing – A Critical Analysis**

Richi Jain<sup>1</sup>, S. Suganthi<sup>2</sup> and Dr. Pooja Sharma<sup>3</sup>  
Student<sup>1</sup>, Student<sup>2</sup>, Assistant Professor<sup>3</sup>, DME Management School

### **Abstract**

Spirituality, is a broad term with possibility of interpretation from several perceptive. It primarily means, seeking a sense of connection to something larger than oneself and typically involves a search for meaning in life. It is a concept which has been studied, discussed and practiced in many disciplines including Management. In this era, the buying behavior of spiritually motivated consumers in the market depends upon the products they prefer which enhances their spiritual well-being. Hence, as a result, many business firms focus on introducing the concept of spirituality in their marketing strategies. “Spiritual Marketing” is, therefore, a marketing strategy which focuses primarily on consumer’s wellbeing, health and wealth in a balance with the world. The term might be new, but the concept is being practiced for a long time. However, research on Marketing through Spirituality is a still in nascent stage. The purpose of this paper is to identify the key concepts of consumer spirituality and analyze how they affect the marketing process of a business organization. Here, the researchers’ aim is to determine areas where marketers try to tap upon spiritualism in consumers by associating product features or its utility with spirituality and its related dimensions. This is done by review existing literature as well as citing real life examples from India and other countries, exploring efficacy of the concept as well as exploring it’s relevance in benefitting the organisations.

**Keywords:** Spirituality, Marketing, Consumers.

## **28. Marketing through Spirituality**

Vandana Awasthi  
Assistant Professor, BBDIT

### **Abstract**

India has always been a land of gurus who have been promoting spiritual connectedness, peace and detachment from the materialistic world. Indians have been following several gurus and these gurus have been influencing lives of their followers. Baba Ram Dev through its yoga and Ayurveda became a brand which then was extended through Ayurvedic products and developed a new brand, Patanjali. Now, it’s very common to see product around us which are marketed through spirituality. This paper is aimed at understanding spiritualism as market strategy. Is it the changing life style and health issues which are helping to promote these product or these gurus are using trust that their customers have bestowed in them. The study will also focus on various in Indian cultural factors that are beneficial for marketing through spirituality.

**Keywords:** Marketing, Spiritualism, Life Gurus, strategies, Ayurveda.

## **29. Spiritual Intelligence and Teaching Excellence: A study of Academicians in Higher Education Institutes of Delhi/NCR**

Dr. Shaily Saxena

Professor, Trinity Institute of Innovations in Professional Studies, Greater Noida,

### **Abstract**

The last two decades have witnessed educational institutions mushrooming on a widespread level and offering various graduate, post graduate, degree, diploma and certificate courses. These Higher Education Institutions (HEI) have been established with the primary objective of imparting quality education. One of the most important constituent of quality education is teaching practice. Therefore excellence in teaching in the higher education sector is a matter of great concern for the Government and educationists. Raising consciousness about the concepts of quality in education also leads us to think if excellence can be achieved by achieving measurable categories of faculty productivity and student satisfaction or does it dwell deeper questions of "spirituality". The paper is an attempt to identify the role of spiritual intelligence in teaching excellence in Higher Education Institutes.

**Keywords:** Higher Education Institutions (HEI), spiritual intelligence, teaching excellence, academics.

## **30. Green Banking and Financing**

Jugesh Chander<sup>1</sup> and Dr. Akhilesh Das Gupta<sup>2</sup>

Assistant Professor<sup>1</sup>, Assistant Professor<sup>2</sup>, Dept of Management Studies, Institute of Technology and Management, Shastri Park

### **Abstract**

Sustainable development through preservation of environment are being given due importance world-wide. It has been converging the focus on reduction, reusing and recycling of fossil fuels to cause its reduction. Many research studies have also pointed out that increase in carbon emissions and reckless development without paying attention to environment can be a reason of occurrence of natural disasters. All over the world institutions are concerned about the overall impact of depletion of environment. Banks and financial institutions are also playing a major role in optimizing or reducing carbon footprints. Green Banking and Financing is also a part of India's mission of "Go Green" and plays an active role to take environmental and ecological aspects as part of their lending principle.

The development of green finance faces many challenges such as "greenwashing" or false claims of environmental compliance, plurality of green loan definitions, and maturity mismatches between long term green investments and relatively short-term interests of investors, according to Reserve Bank of India's report on 'Trend and Progress of Banking in India 2018-19'. Green banking is comparatively a new development in the financial world. Green banking means promoting environmentally friendly practices and reducing carbon footprint from banking and financing activities. Policy action is needed to establish an enabling frame work that promotes the green finance eco- system in India by fostering awareness through co-ordinated efforts. This paper compiles the importance of deepening of corporate bond market, standardisation of green investment terminology, consistent corporate reporting and removing information asymmetry between investors and recipients which can make a significant contribution to addressing some of the shortcomings of the green finance market.

**Keywords:** Fossil fuel, Carbon-emission, Environment, Green Banking and Financing.

### **31. Analyzing the Impact of Spiritual Orientation of the Indian Firms on Consumer's Perception**

Rajat Rastogi  
Student, Delhi Metropolitan Education, Noida

#### **Abstract**

The consumers these days are very cautious of the attitude the firms show towards them, their lives, the lives of the employees, the work conditions and culture, the environment, the quality of the product, the sentiments of the customers and their background, their purchasing power, the expectations of The owners, the tax payments to the government, the legal compliances, the technology standard, etc. This all shapes the perception of the customer and ultimately his demand for the firm's products. In this process of shaping the customer's attitude there is one thing which plays a very important role. The thing is spirituality or spiritualism. This belief that firm is spiritual must be nurtured by the firm through incorporating changes in the work culture and other practices else customer in today's competitive world will take no time in shifting preferences and destroying the repo of the firm. This research tries to analyze that what will be the impact of spiritual firm on customer's perception regarding it.

**Keywords:** Spiritualism, Customer perception.

### **32. Role of Spiritualism on Moral Behaviour of the Students**

Avleen Kaur  
Student, DME Management School

#### **Abstract**

Since the ancient times, Spiritualism is considered as a high end system of belief or religious practice based on supposed communication with the holy Spirit which people regard as their deity or God and can sense its presence around. Moral Conduct can be regarded as some code of honour that drives one person to follow certain norms or standard behavioural pattern. Spiritualism and Moral Conduct shares a direct relationship as a person's beliefs and values define his/her moral conduct. This paper presents an analysed review on the meaning of spiritualism and how its role impact the moral behaviour of the students.

The purpose of this study is to gain student insights aboutspiritualism and how they can co-relate it with their moral behaviour. Research Approach is to collect the data, we will go through an Exploratory Survey Study.The procedure for this study will be limited to the College Students only. Data of 30 students would be collected via Sampling and Survey Methods for this purpose. The data analysis of this research will be mostly represented on Qualitative manner. As mentioned earlier, Surveys and other statistical tools would be utilised to reach the desired result.

**Keywords:** Spiritualism, Moral Conduct, Beliefs, Values.

### **33. Theoretical Perspectives on Innovative Sustainable Human Resource Management**

Dr. Ishpreet Viridi  
Assistant Professor, Mata Sundri College, Delhi University

#### **Abstract**

Despite great recognition for human resources (HR) as a source of value addition within firms, HR innovation remains poorly understood. Innovation has long been recognized as a source of competitive advantage. Although human resource (HR) is considered the most valuable asset in today's firms, how HR innovation enables firms to deliver superior performance remains an area of ambiguity. There is general consensus that competitive advantage built on human resource innovation is not easily imitable, and therefore vital to the sustainability of firm growth and competitiveness. Yet, the primary focus of both practitioner and academic studies has been on technical (product and process) innovation with little attention paid to non-technical innovation such as HR innovation.

Our work in HR innovation suggests that some questions of practical interest worth answering are: What form does HR innovation take? What is the role of HR professionals in undertaking HR innovation? How do HR professionals create and utilize knowledge resources required for HR innovation? What is the role of line and top management in successful HR innovation? And, how does HR innovation enable firms to compete better? This article addresses these questions while exploring how firms can gain competitive advantage through HR innovation. Hence, an effective management of human resources has an important role to play in the performance and success of organizations.

**Keywords:** Organizational commitment, HR effectiveness, Innovative Practices, Competitive Advantage.

### **34. The Bhagwad Gita and Its Role in Management And HR Practices**

Dr. Sanjay Kumar Mittal<sup>1</sup> and Hitesh Sharma<sup>2</sup>  
Senior Manager<sup>1</sup>, P & A, HSIIDC, Panchkula and Relationship Executive<sup>2</sup>, HSIIDC,  
Panchkula

#### **Abstract**

Bhagavad Gita' is one of the core Indian ancient Book which has utmost importance to show the path of life and paving the way in every difficult position including providing solutions to the complex management problems. Every individual and an organization may follow it and it may show us various spiritual and ethical ways through which we can gain knowledge, power to introspect and inner-peace in this complex world. Some of our leaders like Mahatma Gandhi, Lokmanya Tilak and many more was no doubt majorly influenced by the thoughts of 'Bhagavad Gita'. The present research paper shall showcase that, how the principal and thoughts in 'Gita' are interrelated with certain management vision and thoughts, which has created a set of practices to follow in the modern world as solution to any organization, Group or an individual.

Human Resources Development act as a primary agent in the process of development. Human Resources are skills, talent, and knowledge of people. "Human Resources" connotes man in relationship to the work, and such work involves producing things and providing services of all kinds in the social, political, cultural and economic developments of individual, groups, organizations and then nations. Another important aspect for developments of HR in India is that it has significant influence by its rich heritage, philosophy of life and positiveness of good karmas and epics. HRD in any organization is very important in the changing business scenario for ensuring growth and competency of people for achieving higher level of innovation,



fulfilment and creativity towards its jobs, roles and team achievement. Buddha five precepts and eight-fold path are a guiding principal for ethical and socially sensitive decision making in the management. It may be a fact that ethically correct and socially sensitive decision is stronger than legally correct decision. Buddhist philosophy believed that employee behaviour in the work place is linked to their relationships with peers, other employees. How a workman can manage the stress, It is rightly said in various Vedic hymns that as a solid rock is indifferent to the wind and rain the ideal leader do not care about criticisms, difficulties and praises and achievements and give a way to the rational and tough decision making and way to management till the ultimate organizational goal is achieved. Management Principals are well explained in Bhagvad Gita the magical book of life management from the birth to death of a human being. In the holy book, the main pillars of management are drawn based on pre decided goal, optimum utilization of available resources, to develop out of box thinking in the work we do, commitment and full devotion towards work without thinking for its results, which is not in our hand but only hard work, which we can do. The emphasis is given to stick to a certain way which is required to do the that karma, remove the negative work culture by leaving egoism personal desire, improper performance etc. and replace it by positive culture based on self-control, sacrifice and love etc. Hence, Human Resources Practices in Indian Scenario has taken the basic practices, spirituality and morality from holy epics like Bhagavat Gita, Upnishads, Vedas etc. The research paper is focused to find the connection of “THE BHAGWAD GITA AND ITS ROLE IN MANAGEMENT AND HR PRACTICES’ in changing business scenario in India and economic crisis being faced by the nation.

**Keywords:** Modern Management Practices, Bhagvad Gita, Upnishads, Vedas, Business ethics, Compensation Management, Gandhian thoughts.

### **35. Indian Ethos and Leadership**

Muskan Mathur<sup>1</sup> and Niharika Sharma<sup>2</sup>  
Student<sup>1</sup> and Student<sup>2</sup>, Delhi Metropolitan Education, Noida

#### **Abstract**

Indian ethos in management means the values as well as practices that the India culture can add to service and leadership in management. Indian ethos is the real power and health and emphasizes on inner sources. As per the Indian Ethos, we can assure total quality management by excellence at work which can be achieved through self-motivation and self-development. Leadership in management refers to the capacity of a company’s management so as to establish and achieve challenging goals, quick decision making when needed, outperform the competition as well as inspire others to function at the highest level that they can. The objective of the present study is to discuss the role of Indian ethos and leadership in management of organisation. Indian ethos and leadership teaches if one works sincerely for an organization, he/she will really enjoy his/her life through money, harmony, peace and happiness. Descriptive research methodology has been used in the study.

**Keywords:** Spirituality, Ethos, Leadership.

### **36. Diversity Management in Higher Education in India**

Dr. Shikha Makkar

Assistant Professor, Shri Ram College of Commerce, University of Delhi

#### **Abstract**

India is a land of diversities. Today's classroom is a portrait of multiple hues dotted with students of different gender, sexual orientation, languages, religions, and regions, etc. The teachers of Institutions of Higher Learning must possess the necessary skill and art of managing diversity of students. This paper provides a detailed exposition of the issue and attending challenges. It provides an insight into what strategies teachers should adopt to integrate themselves and students as one unified whole, where commonalities rather than differences become the dominant classroom culture.

**Keywords:** Diversity, Higher Education Management

### **37. Spiritual Intelligence and Spiritual Awakening Lead to Satisfaction in Professional Life**

Kalika Singh Rathore<sup>1</sup> and Yusuf Mehdi<sup>2</sup>

Assistant Professor<sup>1</sup>, JSS, Noida and Assistant Professor<sup>2</sup>, NIET, Greater Noida

#### **Abstract**

There have been a lot of research exploring the skill sets relevant for the professionals in order to grow as an individual in the corporate. There are various skills which have been identified as crucial to succeed at workplace. Both hard skills and soft skills are required to get a good employment and then to sustain it in the competitive world of today. Professionals and the students of professional courses are focussing a lot on the required skill set which help get material benefits ignoring completely one skill set which is indeed the most important of all and that is values, the spiritual intelligence. Spiritual intelligence and spiritual awareness may not lead directly to profits but these have always been the most important aspects that invariably lead to happiness and satisfaction in both personal and professional lives. The present paper is an attempt towards accentuating the importance of spiritual intelligence in realising satisfaction at workplace. Spirituality is a quality of being concerned with the value system as opposed to physical or material possessions and this value system makes professionals more professional and successful.

**Keywords:** Spiritual Intelligence; spiritual awakening; job satisfaction; value system; success at workplace.

### **38. Spiritual Empowerment**

Dr. Madhu Sharma<sup>1</sup> and Dr. Urmila Yadav<sup>2</sup>  
Assistant Professor<sup>1</sup>, School of Business Studies, Sharda University, Greater Noida  
Assistant Professor<sup>2</sup>, School of Law, Sharda University, Greater Noida

#### **Abstract:**

Spiritual empowerment cannot be easily explained as self-absorption. Basically it comes to communicating with something that goes beyond our individual being. But paradoxically, this process begins to establish a deeper relationship with what is within us. Each of us has an inner compass that can guide us towards healing, perfection, and growth. The similarity of the orientation to the reinforcement of the afterlife is presented later by the profound reinforcement as a symbolic and spiritual reinforcement as a hypothetical structure of preachers. When using this representation, advocates of profound engagement with clients begin, and clients regularly experience another global excitement in which they find or rediscover their other worldly powers. Spiritual empowerment can be understood as seven decisive factors such as vision, guidance, spiritual gifts, faith, weakness, power and identity. Further the process of spiritual empowerment visualized as twofold. One is spiritual and second is awakening. First, there is a spiritual experience where the spiritual connection is made between the one as acceptor and the second who donates. Both consider as a bridge of the spiritual channel and the effort involvement is truly enhance the empowerment. The exploration of paper is to find the key attributes of spiritual enlightens and their consequence as their empowerments.

**Keywords:** Spiritual Empowerment, Spiritual Enlightens, Awakening, Spiritual Connection, Healing.

### **39. Spiritual Network Marketing**

Navya Goel  
Student, Delhi metropolitan Education, Noida

#### **Abstract**

Spirituality has been studied and discussed in management and other discipline in recent years, the significance of spirituality can not be ignored in the marketing of products as consumer's belief influences his buying behaviour. Today's new age spiritual youth consumers or distributors seeks more than mere physical satisfaction of his needs. He seeks to "transform" his life by consuming products that promise well being of his soul and a path to fulfil their dreams in life and also answer question related to seeking higher meaning of life. The term spirituality here does not refer to any kind of religious context. This concept spiritual network marketing provides direction to youth of India to fulfil their dreams by direct selling FMCG (fast moving consumable goods) in the network of many people. A survey is going to conduct among the youth in India to study that is spiritual network marketing adding values in people's life or not and also encourage youth to go for business or not. Findings of research are concluded along with direction for scope for further research.

**Keywords:** Spirituality, network marketing, direct selling, FMCG, value adding.

## **40. Sustainable Finance: A New Attitude of Indian Banking Sector**

Ashok Sengupta

Assistant Professor, School of Management Science, Lucknow

### **Abstract**

Global warming is a major debatable issue in all over the world. Either countries developed or developing like India is working for policymaking and implementation to reduce carbon emission. As manufacturing sector are more concern about the various activities, which can reduce environmental pollution, Service sector are also contributing for the same.

This paper is based on the study of Banking sector's role in India in enhancement of Sustainable Finance. Data which researcher has collect is secondary in nature. The purpose of selection of banking sector is because of its wide range of services and importance of banking sector in Indian Economy.

The reason behind this study to understand, how sustainable development can achieve by implementation of proper eco friendly policies in term of funding and financing in banking sector.

**Keywords:** Global warming, Sustainable Finance, Banking.

## **41. Spirituality in Marketing**

Khushi Cahudhary<sup>1</sup> and Khushi Bora<sup>2</sup>

Student<sup>1</sup> and Student<sup>2</sup> Delhi Metropolitan Education, Noida

### **Abstract**

The term spirituality here refers to the new age spirituality without referring to any religious contexts. The concept and significance of spirituality cannot be ignored in marketing of products while it is also discussed in management and other disciplines. Spiritual marketing is a concept of articulation and conveying the authentic beliefs around a service, product or a brand with end users benefits in mind. Companies can market even the most ordinary products and services as symbols of deeper spiritual values. Positioning the product as something that contributes to overall spiritual growth can attract the devoted customers. The consumers tend to yield 'spiritual utility'. Through spiritual marketing and delivering the highest quality possible and building community among the customers can be highly profitable. We're only at the beginning of understanding the market for consumer spirituality. Future research should expect exploring marketplace dynamics, megatrends that are relevant in this growing spiritual marketplace. A company should make the marketing decisions not only by considering consumer's wants and company's requirements but also society's long term interests. In our society, people focus more on sustainability, spirituality and quality. The durability of things is compulsory in the society. This awareness is due to empathy towards nature, future generations and the evolution of a healthy society. Company adopt and develop strategies that take into account this level of awareness, promoting the spiritual side and the sustainable outcome. Over centuries, people have turned to spiritual leaders for enlightenment and guidance, and it still holds true for such leaders who still inspire fervor in their believers. People's beliefs have been shaped by generations of various spiritual believers. Today's new age spiritual consumer seeks more than mere physical satisfaction of his needs. He seeks to transform his life by consuming products that promise well- being of his soul and answers questions related to seeking higher meaning of life. When the truth is that they have been selling people on their beliefs and perceptions as well as marketing themselves for a very long time but just doing an awful job of it in life.

**Keywords:** Spirituality, Marketing, Spiritual Marketing.

## **42. Intersection of Spirituality and Technology**

Anan Sadh<sup>1</sup>, Akshita Bharadwaj<sup>2</sup> and Aditi Kundra<sup>3</sup>  
Student<sup>1</sup>, Student<sup>2</sup>, Student<sup>3</sup> Delhi Metropolitan Education, Noida

### **Abstract**

This paper first looks at how technology and spirituality are important to achieving happiness. Then at how some of the social and cultural changes associated with the notion of a Digital Revolution, the result of the growth of the Internet and the emergence of 'cyberspace'. It then examines some basic 'spiritual' attitudes and how various debates within and between different schools of thought are changing attitudes about technology. Technology can be seen both as a degenerate practice and/or as a means to bring mankind to a higher level of consciousness or to a well-developed civilisation. It also looks upon how people are dabbling in many traditions instead of just one as technology gives us an ever-increasing access to choices. It tends to focus on how non-believers connect with similarly skeptical minds. Spirituality give us wisdom so as to keep our greed in check and may allow us to use technology judiciously. It then talks about the growth of agnostic and atheist as in 1990s as introducing of internet, top spiritual identification in the UK and the second most likely in North America & Australia, how some are “Spiritual but not religious” ( Internet Dating Services, Dogma/Dogmatic Term). Thriving in cyberspace. New age guru Deepak Chopra sees the internet as an extension of the human mind and consciousness, and believes it to be a harbinger of a great leap in human spiritual development. Finally, the essay will discuss some of the emergent spiritual practices on the Internet itself.

**Keywords:** Spirituality, Technology

## **43. Spiritual Leadership and its outcomes in the organization: A comparison with the Mystical Practices of Sufism in Medieval Indian Subcontinent**

Dr. Nudrat Moini Rahman

Assistant Professor, Department of Management, School Of Management and Business Studies,  
Jamia Hamdard

### **Abstract**

The study elaborates upon the relevance and fit of Spiritual Leadership in today's multidimensional Work environment as well as various outcome orientations it leads to including workplace spirituality, community service and self-engagement. Furthermore, it draws a parallel of this style of leadership with the mystical foundations of Sufi orders in the Medieval Indian Subcontinent.

**Keywords:** Spiritual leadership, workplace spirituality, community service, Sufi Orders.

#### **44. Exploring spiritual foundation of leadership and management Developing leadership through spiritual approach**

Aditi Sinha<sup>1</sup> & Akansha Chaudary<sup>2</sup>

Student, Delhi Metropolitan Education

##### **Abstract**

Spiritual leadership draws on the emerging fields of workplace spirituality and spiritual leadership to teach leaders and their constituencies how to develop business models that address issues of ethical leadership, employee wellbeing sustainability and social responsibility without sacrificing profitability growth and other metrics of performance excellence

My research work will involve working on the detail leadership of the 5 top leaders in corporate world. Azim Premji (is an Indian business tycoon, investor, engineer, and philanthropist, who is the chairman Wipro Limited. He is informally known as the Czar of the Indian IT Industry). Kiran Mazumdar (is an India entrepreneur. She is the chairperson and managing director of Biocom Limited, a biotechnology company based in Bangalore India and the chairperson of Indian Institute of Management ). Anand Gopal Mahindra (is an Indian billionaire businessman, and the chairman of Mahindra Group, a Mumbai-based business conglomerate. The group operates in aerospace, agribusiness, aftermarket, automotive, components, construction equipment, defence, energy, farm equipment, finance and insurance, industrial equipment, information technology, leisure and hospitality, logistics, real estate and retail). Adi Buriyori Godrej (is an Indian billionaire industrialist and businessman, head of the Godrej Group, and chairman of the Godrej Group. As of 2018, he has a net worth of US\$2.9 billion). Sundar Pichai (is an Indian American business executive, the chief executive officer (CEO) of Alphabet and its subsidiary Google. Pichai began his career as a material engineer and joined Google as a management executive in 2004).

Our research paper will include detail analysis of leadership style of these top leaders within these organizations. It will have the detailed research on the 1940 traits theory, how spirituality is important for the organizations to achieve its set goals with complete effectiveness and efficiency, which can motivate the new entrepreneur to use these techniques within the organization.

**Key Words:** Spirituality, Management, leadership.

#### **45. Empathy Approach and Spirituality: Potent Recipe for Individual and Social Change**

Pramod Kumar Pandey and Charu Chandra Pathak

Assistant Professor<sup>1</sup>, Delhi Metropolitan Education, Affiliated to GGSIP University

Assistant Professor<sup>2</sup>, Sr. Linguist and Media Educator

##### **Abstract**

The world has always looked for finding ways and means to achieve a society that has its basic and secondary needs fulfilled. These attempts have however been hindered by the many economic and social barriers, resulting in massive efforts yet very little results. The global spend on poverty alleviation programs have been massive, yet the world is witnessing a society that is sitting on the foundation of unequal distribution and subsequent ripple effects. It was then realized that the social transformation and change can't be brought alone by supplying people with what they are deprived of, rather the barriers and hindrances need to be pulled down. In such pursuit, Empathy approach of Development Communication gained prominence. However, with the rise of capitalistic economic traits, a process of dehumanization began. This went on with other factors like lack of credibility of the media and the rise of paid

communication through media. This research article explores how the spirituality can be combined with empathy approach to create a more conducive environment for social change and transformation. The potent tool that spirituality can create with empathy can't be sidelined however, the most important thing would be to establish a very clearly laid down definition of spirituality. Spirituality stemming out of religious faith would fetch less desirable results in comparison to spirituality coming out of secular values.

**Keyword:** Spiritual Empathy, Social Transformation, Empathy Approach, Development Communication

#### **46. Spirituality at workplace: Being Human is More Important than Being Professional**

Dr Swati Jain<sup>1</sup> and Dr Poorva Ranjan<sup>2</sup>, Associate Professor, DME Management School

##### **Abstract**

Growing stress and anxiety in the lives of employees has been a major concern of corporates and society at large. Increased cases of severe ailments like diabetes, hypertension, anxiety, panic and even heart attacks at very young ages has made corporates think about reducing stress from the workplace and providing some comfort zones to lives of employees. There are many corporate leaders around the world who are traversing the spiritual roads and providing examples to inspire and guide others to do the same, and while world over there has been recognition of these factors as contributors to healthy and productive organisations, how far are the Indian corporates understanding the importance of these factors is to be understood?

**Keywords:** Spirituality, Meditation, Corporates, Stress reduction, productivity.

#### **47. Buddhism as a Policy Doctrine of Bhutan and its Impact on Manufacturing Industries**

Aparna Vajpayee

##### **Abstract**

“Gross National Happiness” (GNH) as embedded in Buddhist philosophical thought and culture has come into practice now as a part of policy doctrine enterprise and execution by the Government of Bhutan in any of its development agenda. Under the policy of GNH, the country has established socio-economic system with ancient Buddhist ethics for the framework of the economic development of the country. In wide range of national development vision, they have given impotence to a large number of less quantifiable measures such as safeguarding the emotional well-being of the population, the protection of Bhutan's cultural inheritance and its ironic and varied but rich natural resources.

For the purpose of the study data have been collected from nine (09) domestic manufacturing industries of Bhutan. Results are indicating a positive impact of GNH policy doctrine on organizational culture, industrial relation and employee satisfaction. Industrial Relation is found positively related to employee satisfaction in manufacturing companies of Bhutan. It was the assumption that societal culture is not an element of organizational performance. Along with this, the study has also an emphasis on exogenous variables such as employee employer relationship and employee satisfaction.

**Key Words:** Gross National Happiness as a Public Policy, Happiness and Job Satisfaction, Happiness of Employees and Organizational Culture, Buddhist Policy of happiness and in Manufacturing Industries of Bhutan

#### **48. Impact of Workplace Spirituality on Corporate Financial Performance & Earning Management**

Mr. Yash Bindroo

Assistant Professor, Maharana Pratap Engineering College, Kanpur

##### **Abstract**

The basic principle of finance is that the aim of the firm should be the maximization of shareholder's wealth. The reason behind this is that ultimate measure of corporate success is the extent to which it increases the wealth of its shareholders either through dividends or an increase in the price of its stocks/shares. The corporate world led by greedy and self-interested CEOs aiming at hikes in personal earnings has witnessed increased corporate accounting frauds/scams over the last two decades. It is evident that the financial and banking industries have not done their best in keeping the ethics when handling other people's money. The society has witnessed money laundering, market rigging, tax dodging, selling faulty financial products and earning management practices over the year. Corporate accounting frauds over the last two decades have caused massive erosion of investors wealth and broken the public confidence in regulators and market. Conscious manipulation of financial & accounting figures by a company is rarely a stand out event and it is more a culture of widespread earnings management that spread through an organization and over the period lead to a full-blown accounting fraud. All this has led to a renewed interest in exploring the role of spirituality in corporate financial management. . But challenges in understanding what "spirituality" means in an operational sense of business management cannot be ignored. Workplace spirituality refers to a feeling of being connected with and having compassion & empathy towards others, experiencing a mindful inner-consciousness in the quest of meaningful work that enables transcendence (Petchsawanga & Duchon, 2009). This study is an attempt to find out the effect of : Demographic variables such as Age, Gender, and Years of experience on Workplace Spirituality; Workplace Spirituality on Corporate Financial Performance & Earning management ; And Sub-dimensions of Workplace Spirituality, that is, Connection, Compassion, Mindfulness, Meaningful Work, Transcendence, Organizational Values and Individual and the Organization on both the constructs. After outlining the multiple causes of the recent financial frauds and suggesting a policy response the research aims to highlight what can be spiritual responses to the cause.

**Key Words:** workplace spirituality, India, accounting fraud, corporate financial performance, earnings management, employees, organizations, organization values.