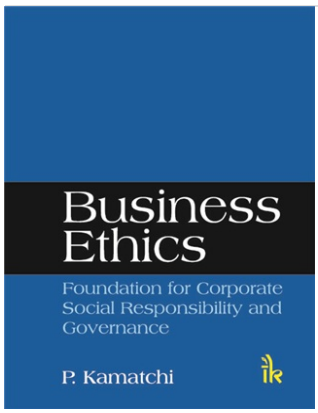
Book Information Sheet



Business Ethics: Foundation for Corporate Social Responsibility and Governance, 1/e

P. Kamatchi

2015 | 368 pp | Paperback | ISBN: 9789384588137 | Price: 525.00

About the Book

Ethics is beyond business. Ethical practices in the business and marketing activities sustain in the long run. There needs to continuous improvement, transparency, compassion, truthfulness and respect in business practices by the corporates.

This book on business ethics and corporate governance has a mixture of concepts, opinions, perceptions and practices in the various activities of business. It contains research case studies and examples of various activities of business. It goes deeper into the realities based on research studies. The book presents blend of various corporates opinions, perceptions and practices on corporate social responsibilities, business ethics, ethical issues in marketing by concentrating on the factors such as product, pricing, advertisement and sales and distribution.

The book will be useful for business management courses both for undergraduate and post graduate levels and also for senior level executive and corporate.

Salient Features

- Focuses on author's research study covering various aspects of business ethics, viz. perception and practice, corporate social responsibility and their performances, and wide range of marketing ethics.
- Provides various ideas and tools for implementation of ethics with the help of qualitative and quantitative analysis and interpretation.
- Appropriately covers personal ethics as a bedrock of business ethics.
- Provides live and practical examples in the form of case studies/exhibits at relevant places in the chapters.

Table of Contents

1- Business Ethics
2- Personal Ethics
3- Ethics in Management
4- Marketing Ethics
5- Corporate social responsibility
6- Role of Corporate Culture in Business
7- Perception and Practices of Marketing in Business Ethics Index.

About the Author

P. Kamatchi :- Dr. Kamakshi P, is director of SVT Lauren Institute of International Management Studies, Bangalore. Formerly, faculty in the Department of Commerce, N.M.K.R.V. College for Women Bangalore.

She has dedicated her life to education from the past thirty years serving in various roles and carrying out multiple responsibilities. Continuous improvement and self motivation has been her mantra, which derives her to carryout various ethical and value based activities. All her research has been towards social up-liftment and has covered sensitive topics such as women empowerment, Corporate Social responsibilities and many subjects related to ethics. She has published the results of research work on National and International journals. She has taken the valuable result from her research work to different shores, such as South Korea, China, Singapore and United States. Her message of Social upliftment and ethical responsibility has been heard from Harward University to Shanghai National University.