

PEACEFUL BUSINESS: A BUSINESS WITH A DIFFERENT PERSPECTIVE

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ABSTRACT

Everyone is interested to earn money, name fame which never belongs to anyone permanently. For the same some do frauds, others kill people, and some does creative accounting to evade tax. But if we look at the world also, even the top most companies have tried to shift their thinking towards peaceful business not because they don't want to use aggressive approach but to attain fulfillment satisfaction in life. The quality of work life of an individual depends upon more on his deeds. Even Mohandas Gandhi says "As human beings, our greatness lay not so much in being able to remake the world, as in being able to remake ourselves." So we can say that nothing can bring you peace but yourself. Since wars begin in the minds of men, it is in the minds of men that the defenses of peace must be constructed.

Purpose: *This paper highlights on the importance of peace in business, stresses on attainment of mental peace and how the traditional values of Geeta and Mahabharata have helped the businessman of today to do peaceful business in order to attain life satisfaction.*

Methodology: *A small study was done to know about the reasons of conflict. Both Primary and secondary data was collected. An exploratory study was done and means score were calculated.*

Findings: *From the mean scores, it is clearly indicated that from lack of effective govt. economic and industrial policies to lack of good thinking of management about employees, every reason indicted the poor health of the organization.*

Originality/ Value: *The value of paper makes an original contribution by highlighting the importance of traditional values of Geeta and Mahabharata, which should be incorporated in the modern business thus creating a path for the ethical business which is the need of the era.*

Keywords: *Inner peace, Life satisfaction, Peaceful business, Quality of work life.*

INTRODUCTION

An organization or enterprising entity engaged in commercial, industrial or professional activities. A business can be a for-profit entity, such as a publicly-traded corporation, or a non-profit organization engaged in business activities, such as an agricultural cooperative. Business is an activity which is carried out to keep a person busy and enable him to achieve four goals of life namely:

1. Arth (Wealth and prosperity)
2. Dharma (Devotion to one's duty)
3. Kama (A purposeful way of living)
4. Moksh (eternal achievement and satisfaction)

In order to achieve above goals it is imperative that the business should be carried out in a peaceful manner or in other words the business environment should be peaceful. Even when we talk of business with the other countries, the relationship of one nation with another nation matters a lot and a peaceful business could be done only if both the countries respect their borders. Now, this means everyone must respect their own borders as well as the borders of others.

It is said that "Make peace with yourself, then you can make peace with others" which clearly means that our problem is not with others; our problem is with ourselves. We are in conflict with others only because we are conflict with ourselves. We are human beings, being humane is a law of our being. If we behave inhumanely, we violate our own unique being. When we don't hesitate to betray ourselves, we will not hesitate to betray others too. When we violate our own limitations, we will surely violate the same of others. According to the Law of Karma and Reincarnation, those who behave inhumanely, they can't be born as human beings again, but instead they are born as animals. Regardless whether or not we believe in reincarnation, we should realize this fact that those who are inhumane suffer in many different ways in this life.

Even when this concept of being inhumane and dealing in conflicting activities with others including business is taken into consideration, the business costs of conflict are not foreseen. It is essential to note that these costs do have some impact on the business whether direct or indirect.

Indirect societal costs of conflict – A country faces some ‘internal’ costs as a result of conflict which can be summarized as the destruction or undermining of human, social, economic, environmental and political capital. These are ‘internal’ costs to the country, locality or region where a violent conflict is occurring and ‘external’ costs to the international community, both of which have an indirect impact on business; and

Direct business costs of conflict – the costs that directly hit the individual company’s bottom line and/or reputation. These are often linked to the broader societal costs, but they have a direct impact on a company’s investment strategies or immediate business operations. No doubt, the direct corporate costs of conflict will vary depending on factors such as the type of industry, proximity of the conflict to the company’s operations, level and time horizon of the company’s investments and extent of the company’s role in creating or exacerbating the conflict. Still despite the variation between different industry sectors, it is possible to identify some generic business costs which companies need to consider while investing in or operating in conflict sensitive or war-ridden countries. These are Security costs, Other risk management costs, Material losses, Opportunity costs, Capital costs, Personnel costs and last but not the least Reputation costs. Reputation damage can have negative ramifications for the company due to its impact on consumer choices, risk ratings and even share prices.

Thus it is imperative to know about the importance of peaceful business because yet we haven’t forgotten the pain of world wars, pain of losing our loved ones, who may not be directly related to us but belong to the same category-the category of humans. So the concept of taking revenge has to be stopped as we can never get rid of an enemy by meeting hate with hate; we get rid of an enemy by getting rid of enmity.

OBJECTIVES OF THE STUDY

- To highlight the importance of peaceful business.
- To understand how to attain mental peace for better stability in life.

- To know the causes of conflicts in an organization and suggesting remedies.

CONCEPTUALISATION

Peace has always been among humanity's highest values. "Peace (or peace of mind) is a colloquialism that refers to a state of being mentally or spiritually at peace, with enough knowledge and understanding to keep oneself strong in the face of discord or stress. Being "at peace" is considered by many to be healthy and the opposite of being stressed or anxious" thus making the person happy and improving his working capabilities.

Business benefits of peace

A peaceful business helps to establish safe, secure, stable and peaceful societies. Business thrives where society thrives. In the vast majority of situations and for the vast majority of organisations – in the public and private sectors – there is an economic benefit in resolving violent conflicts and preferably preventing them from happening in the first place. Some of the benefits of peace or conflict prevention which can have a direct impact on business are reduced operational costs, better opportunities for investment, Reallocation of national state expenditure and Reallocation of international funding.

Benefits of Peace of mind or inner peace

Better concentration ability, Efficiency in handling day to day affairs of life, A sense of inner strength and power, More patience, tolerance and tact, Freedom from stress, anxieties and worries, A sense of inner happiness and sound sleep are some of the benefits of Peace of mind or inner peace.

It is said that when our mind is at peace, we are not affected by what people think or say about us, and there is no restless thinking. We are not swayed by events or difficulties, and maintain a state of inner satisfaction and clear judgement in all situations.

ATTAINING MENTAL PEACE

1. Do not interfere in others' business

Most of us create our own problems by interfering in the affairs of others. We do so because somehow we have convinced ourselves that our way is the best way, our logic is the best logic, and those who do not conform to our thinking must be criticized and steered to the right direction, our direction

2. Forget and forgive

This is the most powerful aid to peace of mind. We often nurture false feeling inside our heart for the person who insults or harms us. Life is very short to waste in such small trifles. Forget, forgive, and march on.

3. Do not crave for recognition

The world is full of selfish people. They seldom praise anyone without their own selfish motive. It is better to believe in yourself. People's praises do not last long. Do your duties sincerely and ethically and rest leave to God.

4. Do not be jealous

Jealousy can disturb our peace of mind. When we work harder than our colleagues in the office but they get promotions, we do not. Jealousy will not get you anywhere, but will only give you restlessness.

5. Change yourself according to the environment

If you try to change the environment, the chances are you may fail. Instead, change yourself to suit the environment. When we change ourselves, even the environment, which has remained unfriendly for you, will mysteriously appear to be congenial and harmonious.

6. Do not bite more than you can chew

This proverb should be always remembered. We often tend to take more responsibilities than we are capable to carry out. This is done to satisfy our ego. So it is better to know your limitations. Spend your free time on prayers, introspection and meditation. This will help to reduce negative thoughts in your mind, which make you restless. Fewer the thoughts, greater is the peace of mind.

7. Endure what cannot be cured

This is the best way to turn a disadvantage into an advantage. Every day we face numerous ailments, irritations, inconveniences and accidents that are beyond our control. We must learn to endure them with a cheerful mind with thinking, "God will it so, so be it". God's logic is beyond our comprehension. Believe it and you will gain in patience; improve your inner strength and will power.

8. Meditate regularly

Meditation makes the mind thoughtless. This is the highest state of peace of mind. It increases efficiency in work.

9. Never leave the mind vacant

An empty mind is devil's workshop. All evil deeds start in the mind. So try to keep your mind occupied in something positive, something worthwhile. Involve in a hobby which may not always earn you more money, but will definitely have a sense of fulfillment and achievement. Even while resting physically, occupy yourself in healthy reading or mental chanting of name of the God.

10. Never procrastinate and never regret

Value your time and do things. It does not matter much if we fail many times. We can rectify our mistakes and succeed the next time. Sitting back and worrying will lead to nothing. So try to learn from your mistakes but do not brood over the past.

DATA ANALYSIS

A small study was conducted to know the causes of conflict in an organization. A structured questionnaire was prepared for the employees and after pilot testing it was finally administered for collection of primary data. The response choice scoring weights were: 4 points for strongly agree , 3 points for Agree, 2 points for Disagree and 1 point for strongly disagree. The respondents' sample size chosen was 50. The analysis of the data so collected was done with SPSS 17.00. The results of the study are presented in Table1.

Table 1: Causes of Conflict

S. No	STATEMENTS	Mean	Standard deviation
1	Lack of benefits like less salary, poor hours of work, less benefits	2.51	1.17
2	Lack of good interpersonal relationship management and employees	2.74	0.86
3	Lack of employee participation in decisions making	2.56	0.89
4	Lack of supportive style of management	2.73	1.09
5	Lack of good thinking of management about employees	2.50	0.75
6	Lack of decentralization of decision making	2.65	0.83
7	Lack of effective methods of communication related to the grievances to the top management	2.65	1.11
8	Lack of effective method for the conflict prevention	2.56	1.34
9	Lack of effective govt. economic and industrial policies	2.87	1.12

Source: Primary Data

For this study, the expected mean was 2.50 and from the table, it is clear that the mean score of the responses are more than the expected mean which clearly indicates the poor health of the organization and respondents agree that the organization is lacking in all the statements that could lead to conflicts in the organization provided in the structured questionnaire.

CONCLUSION AND RECOMMENDATIONS

According to the findings of the study, it is suggested that management should choose those strategies which could bring peace and dispute should be resolved. These strategies could be to have workers opinions in management decision making, willingness to deploy the internal conflict management strategies and willingness of the workers to implement agreements reached in the conflict resolution process. Conflict preclusion structures should be taken care in advance for conflict resolution before they break open. Similarly, conflict situations should be confronted properly rather than being avoided. In addition, Businessmen should always have

long-sightedness and he must understand the importance of peaceful business in order to fulfill the goals of not only the business but also of his life. He must concentrate on inner peace, have to be honest with himself, recognize his own weaknesses and limitations, and do something about removing them. In short, our 'doing' must be deliberate and focused; otherwise it will be a 'shot in the dark'. As long as we remain ignorant, we will remain bound by our ego-aspirations and hallucinations. Only the wisdom of Consciousness can give us the insight to see inside ourselves and stop us to look outside for meaning and fulfillment.

It is once said by a great philosopher "It is not the violence of a few that scares me, it is the silence of the many." So it is better to live in a world of peace and harmony rather than indulge in conflicts. We all have to improve our thinking in order to make the world a better place to live in as with our thoughts only we make the world.

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