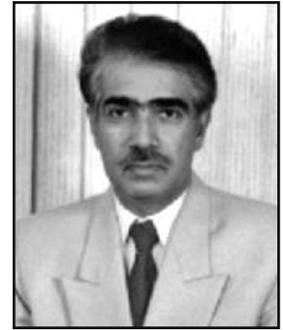


EDITORIAL

A friend complimented me for the initiative to publish the Asian Journal of Professional Ethics and Management. She advised that the Journal should include case studies to prove that one can be successful even by adhering to ethics. I thanked, but politely disagreed and told that our mission is to spread the message that ‘Being ethical is the only way to be successful’. Of course, it depends on how we define ‘Success’ and become aware of the real meaning of success.

In the present world of increasing rat race for career-advancement and accumulation of wealth by ‘hook or crook’, success is misunderstood in terms of wealth and power. But this is a never ending race and the more one gets, the more one wishes to get and always lead to discontentment and frustration. Real success is achieved only when one is at peace with oneself and the world outside, a feeling of joyful satisfaction and enduring bliss. This comes out of doing good to others “*Yogakshemam Vahamyaham*” (my survival depends on the welfare of entire society).

In Professional life one should uphold the virtues of being ethical and consider the well being of all the stakeholders – the customers, the employees, the shareholders, the society and the world, in letter and spirit to the ancient Indian Vedic Wisdom “*Yogakshemam Vahamyaham*”. As one contributes to the society and all other stake holders and make them happy, one will become successful in its true meaning with enduring bliss. Success in career and prosperity will automatically follow. When we run after Wealth, Fame and Career with greed, these continue to tempt us for more and we keep running after without satisfaction. But when we work for the well being of all, creating wealth and welfare for others, Wealth, Fame and Career will grow with us for common good.

For our young readers Journal of Ethics is featuring a column ‘role models’ from various fields of profession who achieved success for the society and for themselves by adhering to ethics. In the last issue, the journal featured Sardar Vallabhai patel – A Role Model – an epitome of sacrifice of modern India. In this issue, we are featuring J.R.D. Tata – whose professional life is a great example of value addition to society, welfare of employees, customers, shareholders and the Government adhering passionately to Professional Ethics.

I wish all our readers a happy, peaceful and prosperous New Year.

Dr. C.G. Krishnadas Nair
Chairman – Editorial Advisory Board