

Ethical Principles for Employees

Ishleen Kaur

Assistant Professor

Management Department

TIPS, GGSIPU, New Delhi

Ethics is based on a set of moral i.e. what is right and what is wrong and ethical values. These values must have priority over any human rationalization, weakness, ego, or personal faults. When everything else fails, you will always look back to these core values to guide you. Unfortunately, life is not that easy and there's always disagreement about what values should be followed.

Luckily, in the world of business ethics, your employer helps you. As far as work is related, their values are your values. Your freedom to choose your own ethical values is somewhat limited. Considering the rash of corporate scandals these days, the thought of following the corporation's values might not be too comforting. Problem: Whose or what values can you trust?

Look behind successful, honest businesses and you will see a set of values that have stood the test of time and have helped them survive in the long term.

1. HONESTY. Ethical employees are honest in all their dealings, exhibit truthfulness and they do not intentionally mislead or deceive others by misrepresenting facts, making false statements, concealing truths or omissions, or any other means.

2. INTEGRITY. Ethical employees exhibit courage of their convictions by doing what they think is right and fighting for their beliefs and values even when there is great pressure to do otherwise; they are upright.

3. PROMISE-KEEPING & TRUSTWORTHINESS. Ethical employees are trustworthy. They make every possible effort to fulfill both the letter and spirit of their promises and commitments. They do not interpret agreements in an unreasonably technical or legalistic manner or trying to find loopholes in order to prove their non-compliances as correct or create justifications for escaping their commitments.

4. LOYALTY. Ethical employees exhibit loyalty to persons and organisations by friendship, support and dedication to duty; they do not use or disclose secret information gained in business for their own personal interests. They make sure that they are able to make independent professional judgments by avoiding undue influences and conflicts of interest. They are loyal to their companies and colleagues and if they decide to accept other employment, they provide reasonable notice, respect the insider information of their former employer, and refuse to engage themselves in any activity that takes undue advantage of their previous positions.

5. FAIRNESS. Ethical employees act in a fair manner in all dealings; they do not exercise power without any requirement, and do not use indecent means to gain any advantage nor take

undue advantage of another's mistakes or difficulties. Fair persons treat people equally, tolerance for and acceptance of different type of people around them, they are broad-minded; they are willing to accept if they are wrong and, where required, change their positions and beliefs.

6. CONCERN FOR OTHERS. Ethical employees are caring, compassionate, and kind; they like the Golden Rule, help those in need, and seek to achieve their business objectives in a manner that causes the least harm and the greatest positive good to all.

7. RESPECT FOR OTHERS. Ethical employees demonstrate respect for other human beings, their privacy, rights, and interests of all those who have an interest in their decisions; they are helpful and treat all people with equal respect and dignity regardless of gender, race or national origin.

8. LAW ABIDING. Ethical employees abide by laws, rules and regulations relating to their business activities.

9. COMMITMENT TO EXCELLENCE. Ethical employees pursue excellence in performing their duties, are well informed and prepared, and constantly try to increase their capabilities in all areas of responsibility.

10. LEADERSHIP. Ethical employees are conscious of the responsibilities and opportunities of their position of leadership and seek to become an ethical role models by their own behaviour and by helping to create such an environment in the organisation in which decisions based on principles and ethical decision making are highly valued.

11. REPUTATION AND MORALE. Ethical employees seek to protect and build a good reputation for the organisation and the morale of its employees by not engaging in such a conduct that might undermine respect and also, by taking actions necessary to rectify or prevent inappropriate behaviour of others.

12. ACCOUNTABILITY. Ethical employees acknowledge and accept personal accountability for the ethical quality of their decisions and omissions to themselves.

The real test of these values comes from the consequent action. It takes a company-wide effort to make it happen and not just including these words in an employee manual would help.

First, management must lead by example. Good ethics should be most noticeable, observed and displayed by the top management.

Second, a corporate values or ethics initiative must be spread aggressively throughout a company. Every forum and medium should be used for this. Of course, it will only be credible if the company is practicing what it markets.

Third, training must be provided to get everyone on the same frame of mind. A motivational

speech or a poster may be ignored, but spending time learning about the issues will have a lasting impact on a person.

Despite failings of some, there is plenty of room at the table for good ethics and profitable business to reside. Together the employer and employee can lay the cornerstone for a secure and prosperous society. These values can be put in the employee manual.

Women Entrepreneurs in India : Opportunities & Challenges

Kanika Sharma

Assistant Professor, Department of Management & Commerce, TIPS, Dwarka

Introduction

Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. An entrepreneur is the creative and innovative person who undertake the risk of establishing an enterprise. A person who searches for change and responds to it. Thus, entrepreneurs shape the economy by creating new wealth ,new jobs and new customers by innovating new products and services. Woman Entrepreneur is the person who take the initiative of starting an enterprise. The Government of India has defined women entrepreneurs as —an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which give confidence to women to have an independent occupation and stands on their on legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon

In the developing Country like India entrepreneurship had been a male-dominated phenomenon from the very early age and Women was generally perceived as home makers with little to do with economy or commerce. But this picture is changing as today's women have come a long way from just being a homemaker. In Modern India, more and more women are taking up entrepreneurial activity especially in medium and small scale enterprises. Gone are the days when women were considered inferior to their male counterpart in this world. The new generation women across the world have overcome all negative ideas and have proved themselves beyond doubt in all spheres of life including the most intricate and burdensome world of entrepreneurship. They have emerged as most memorable and inspirational entrepreneurs. Few Examples of Successful woman Entrepreneurs in India are Vandana Luthra(Person Behind VLCC), Ekta Kapoor who had created Balaji Telefilms by her own., Chanda Kochar (CEO of ICICI Bank) and many more are Indian Entrepreneurs who have made a mark for themselves.

Strength of Women Entrepreneurs

Social Networking.

Women are natural networkers. They love to talk, mingle, and rub elbows. In today's business environment, mastering social media is mandatory, and the ladies absolutely good in this area.

Intuition

Women have great intuition power and can size up another person much faster than her male counterpart. In today's ultra-fast paced business environment, you need the ability to quickly identify the will wishers and the enemies. Regardless if you are a male or female, you need to trust your gut.

Pain Tolerance.

Women are emotionally very Strong and have huge pain tolerance power both physically and emotionally.

Multi-tasking.

Women are known for juggling many tasks at the same time and still being able to produce excellent results. Conversely, the guys are masters at focusing on one thing. .

Patience.

Women inherently seem to have more patience. And in today's business environment, patience is key to success as. Slow and steady wins the race is the Strategy

Listening.

Women are great listeners and can better listen and Understand the problems and recommendations of the members in the supply chain of the enterprise.

Challenges for Women Entrepreneurs

Women Entrepreneurs encounter following problems

Finance

Finance is regarded as life blood for any enterprise be in big or small. However women entrepreneurs suffer from shortage of finance on two counts. Firstly women do not generally have property on their names to use them as guarantee for obtaining funds from external sources. So that access to the external sources funds is limited. Secondly the banks also consider women less credit-worthy and discourage women borrowers on belief that they can at any time leave their business.

Male Dominated Society

The constitution of India speaks of equality between gender. But in practice women are looked upon as Weak in all respects. In male dominated Indian society, women are not treated equal to men. This serves as a barrier to women entry into business.

Lack Of Education

In India around 60% of women are still illiterate. Illiteracy is the root cause of socio- economic problem. Due to the lack of education women are not aware of business, technology and market knowledge. Also lack of education causes low achievement motivation among women.

Market Oriented Risk

A number of women have to face the challenges of market because of stiff competition. Many business women find it difficult to capture the market and compete with their product. They are not fully aware of the changing market conditions.

Motivational Factors.

Successful businessmen can be self motivated through setting up a mind and taking up risk and accepting social responsibilities on shoulder. The other factors such as family support government policies financial assistance etc. are also important to set up business.

Lack of Confidence

Women lack confidence in their strength and competence. The family members and the society and reluctant to stand beside their entrepreneurial growth

Training Programs

Training programs are essential to new rural and young entrepreneurs who wish to set up a small and medium scale unit. The programs enrich the skill and potential of women entrepreneur.

Organizational Transparency: Embrace it.

Sakshi Goel

Asst. Professor, TIPS , Dwarka

It's trenchant that a word like "transparency" can have several bewilder meanings, even in a organizational context. Transparency is about instruction or enlightenment. It is about the ability of the receiver to have retrieve information he wants, not just the information that sender is willing to provide. Transparency encapsulates honesty and open communication because to be transparent someone should be willing to share information when it is uncomfortable to do so generally. It is about an individual being honest to self about the actions he might perform. It also seeks the organization being upfront and visible about the efforts they make, and whether those efforts are consistent with its values.

To be successful and trusted organization it is necessary to build the confidence of its employees. This best can be achieved through institutionalizing transparency in its policies. It deals with how one can put all facts on the table, even when some of them are inappropriate. It is about being honest and open about what actions that are taken, by whom and on what grounds. It enables people to have conversations where questions can be asked and answered in open and honest ways, creating mutual understanding among each other. It helps remove any barrier that hinders people from accessing the information they could need to be better at their jobs. It makes people and their skills, knowledge and ideas visible and accessible to all their peers and colleagues. If employees want to hold their faith in transparency then they must initially feel safe: physically, financially, and emotionally. Needless pressure and agitation of losing job makes it difficult to take the risk of confronting faults or imperfections. Employees must feel that they share personal relationship with their leaders to a point where they would feel comfortable having a conversation that might involve some risk. Transparency is a self-serving need in and of itself for an individual as long as the receiver supports it, reciprocates and revitalize it. At an individual level, transparency is *not* essential to our existence as a human being but only a value addition to become a better human. It is possible at most levels of individual's existence but its application at *all* levels is, perhaps, debatable. Transparency is impressionistic which is not

measurable. It holds on perception/reception. Thus, an organization should give a chance to self for adapting a culture of transparency.

Start- Up Initiative Programmed By Indian Government

Sarita Chawla

Asst. Professor, TIPS, Dwarka

Start up initiative is the flagship programme of Indian Government to build a strong eco system for up gradation of innovation for sustainable growth and generating employment opportunities. It is not limited to technology sector, Start up moment will extend to a wide area of Agriculture, education, manufacturing and Health. It will also reach to tier2 and tier 3 cities as well as semi urban and rural areas. This programme have proposed plans like:

- To create a compliance regime based on self certification to reduce the regulatory burden on start-up to encourage them to focus on their business and to reduce the cost of the product.
- To set Start-Up hub to create a single point of contact for start-up eco system and enable knowledge exchange as well as access to funding.
- To start mobile app and portal to serve as a single platform to interact with government and regulatory bodies for all business essentials. It also includes exchanging information among various stakeholders.
- Atal Innovation Mission: Its purpose is to fast tracking of patent rights and legal support with minimum cost to promote awareness among entrepreneur. This initiative is taken to encourage the adoption of Intellectual Property Rights by start-up's and facilitate them in Protecting IPR.
- Exist is made faster and easier for Start-UP.
- Funding support with a corpus of 10,000crore rupees
- Providing credit to innovator across all sections of society by credit guarantee funds
- Tax exemption on capital gain
- Tax exemption for three years
- Atal Innovation Mission programme is to set a platform for world class innovation hub for start-up business and self-employability particularly in technology driven area
- Setting up of 7 new research parks based on the model based on research park at IIT Madras

- Promotion of Bio-technology sector
- Launch of innovation focused programme to encourage science students.

Integrating Mobile Usage and Work-Life Balance

Dr Vandana Malviya

Associate Proferssor, TIPS, Dwarka

The diffusion and appropriation of mobile technologies have made it possible for information, knowledge, and service industry work to be performed from almost anywhere and at any time. The ubiquity of these technologies has altered traditional boundaries between work and private life (Sadler, Robertson, Kan, & Hagen, 2006). According to the International Telecommunication Union, worldwide subscriptions to mobile phones reached 6 billion in 2012 (Liu & Wei, 2014). ComScore (2014), a leading digital measurement company reporting key trends in the U.S. smartphone industry, reports that 163.2 million people in the United States owned smartphones during the first quarter of 2014, which shows a 7% increase since November 2013. Similar remarkable increases in mobile phone use are reported in other parts of the globe; for example, as of February 2014, 75% of the South Korean population were using smartphones (Jung, Kim, & Chan-Olmsted, 2014). It is now commonplace for individuals to exchange work-related messages at home or personal communications at work. For many users, mobile technologies have extended work engagement beyond the period and locus of paid employment (Harmer & Pauleen, 2012; Schieman&Glaving, 2008). In so doing, mobile technologies have not only changed the pattern of work and private life but also perceptions about the role of technology in the home (Baillie, Benyon, & Jorgenson, 2008) and work–life balance (Roberts, 2007).

While mobile technologies provide opportunities for individuals to organize work tasks in resourceful ways to create more private time, the relationship is complicated and paradoxical (Boell, Cecez-Kecmanovic, & Campbell, 2014). At one extreme, workers may use technology in a way that maximizes the amount and quality of time allocated for private activities. At the other extreme, technology-enabled mobility can facilitate an imbalance in which work dominates private life. Consequently, work–life balance remains an important concept for understanding the impact of mobile technologies (Golden, Kirby, & Jorgenson, 2006). In our examination, the work–life balance is understood to be subjectively determined. Following Hattery (2001), we do not rely on an interpretation of balance as a zero-sum game where one activity (such as work) precludes the other (recreation or family life). Instead, we examine how the two spheres are integrated through mobile technology usage (Golden et al., 2006). Few studies have examined the impact of technology on the integration of work and private life, and we seek to make an important contribution to this research.

A growing body of literature has explored the broader social issues surrounding the mobile technology (Constantinescu et al., 2014; Gendreau, 2007; Roberts, 2007), including earlier

research on telework (Ellison, 1999; Tremblay, 2002). Ellison (1999) identifies “employee isolation,” “boundaries between home and work,” and “the impact of telework on the individual and the family,” among others, as the major thematic concerns raised by telework research. As was the case with the emergence of teleworking, which altered the traditional approaches and policies concerning attendance, absenteeism, tardiness, and time off (Olson & Primps, 1984), mobile technology is redefining boundaries in the social and work contexts (Harmer & Pauleen, 2012). In the workplace, mobile technology affects various aspects of work and the workplace. Pink, Morgan, and Dainty (2014) show how occupational safety and health are interwoven with mobile media, and argue that the configuration must be considered in the design of effective policies and practices in the occupational safety and health field. Tremblay (2002) studies the impact of telework on working conditions and work–family balance and concludes that telework may lead to a genderbased polarization of working conditions that can be harmful for women by creating less attractive working conditions. Other recent studies, while outside the realm of work, reveal cultural issues that may soon have an impact on work and workplaces. Park (2014) argues that skill and use disparities in teenager mobile-mediated behavior are manifested based on race, and that the impacts of mobile technology remain embedded in social backgrounds. S. W. Campbell and Park’s (2013) work shows that mobile technology is redefining social boundaries (e.g., through enabling a new form of sexual expression among teens: adolescent sexting), which may be challenging and problematic for lawmakers and justice systems, as well as workplaces. Mobile-based privacy is another issue that may further alter the work–life balance. A study of privacy knowledge and skill among young adults showed that people may lack basic privacy knowledge, privacy skills, and awareness of risk associated

with commercial mobile environments, despite their frequent daily mobile use (Park & Mo Jang, 2014). Likewise, the disparity between technological access and knowledge about the technology use is raised by another study. Differences between young people’s and their older counterparts’ abilities to find content online are significant, which may be problematic when making policies to reduce inequalities in access to and use of information technologies (Hargittai, 2002). Wiring all people in the workplace, for example, does not mean that everyone has access to the Internet, as people may lack effective access due to insufficient knowledge of how to use the Internet. People do appear to need a balance between work and home life, but studies suggest that there are barriers to achieving a satisfactory equilibrium (Musson & Tietze, 2004). Other research contends that organizations and families enact one another either as cooperative or competitive life environments (Golden, 2009). Perhaps at the heart of this idea of balance is what Perlow (1999) describes as a “time famine.” It is a sense that people “. . . have insufficient time to meet all of the demands on them from work and their lives outside of work” (p. 57). Thus, “their feeling [is] of having too much to do and not enough time in which to do it” (Perlow, 1999, p. 57). While mobile technologies may allow employees greater flexibility in managing work boundaries (Castells, Qui, Fernandez-Ardevol, & Sey, 2006; Dal Fiore, Mokhtarian, Salomon, & Singer, 2014; Hill, Miller, Weiner, & Colihan, 1998), they can also blur our understanding of what is a healthy work–life balance. The influence of mobile technology on social relationships

goes beyond business sector boundaries, in such a way that how mobile communication technology influences social networks has become crucial in policy making (Julsrud&Rolan, 2014). Information and knowledge are being digitalized, and reducing the need for workers to be where work and information are located (Dal Fiore et al., 2014). Concepts such as telework and the virtual office can complicate this balance as “employees attempt to deal with flexibility and sculpt the permeability of their own work and personal/family life boundaries” (Nippert-Eng, 1995, p. 48). Hill, Hawkins, and Miller’s (1996) study of mobile and nonmobile IBM employees showed that while some of the employees reported that mobility had helped them balance work and family life, a majority of mobile employees had mentioned that balancing their work and home life is “difficult” or “very difficult.” The newly found fluidity of space, time, and context creates an entirely new milieu in which individuals must scope new boundaries and new relationships to create entirely new forms of work and private life (Harmer & Pauleen, 2012). The concern for us is how people engaged in such transformations make sense of their experiences managing the perceived boundaries between their work and private lives. The advent of mobile technologies has provoked discussion about whether technology that facilitates working at home enhances work–life balance or just creates new forms of imbalance (Fleetwood, 2007). There is evidence that home-based employees have mixed feelings about its effects on work–life balance. While they are positive about their greater flexibility, they also note the blurred boundary between work and family (Townsend & Batchelor, 2005), increased workload, longer working hours, and the potential for burnout (Hill et al., 1998). New technologies impose a host of pressures on individuals (Sadler et al., 2006). These pressures come from organizational and managerial expectations to be always accessible but can also be self-induced when individuals are reluctant to separate work and family commitments (Cavazotte, HeloisaLemos, & Villadsen, 2014). By using technology to access work resources in personal time, individual employees strive to achieve personal objectives, even when the task is ostensibly for the organization. These objectives may relate to improvements to the employee’s own position or enhancement of self-image (J. Campbell & McDonald, 2009). Workers permitted access to resources from beyond the employer’s premises tend to believe that the use of mobile tools contributes to the development of their job, and, in turn, they assume more responsibilities (Isaac, Leclercq, & Besseyre des Horts, 2006). Despite several decades of research, technology-enabled work and its impact on the relationship between work and private life remain little understood. Much of this research emphasized the duality of work and private life roles as embodied in constructs such as work–life conflict and in descriptions of the negative outcomes such conflict implies (Golden, 2009). However, in reality the empirical results have been mixed.

These mixed findings suggest that the traditional conflict-based perspective of work and private life in technology-enabled work environments may not be entirely valid.

References:

Baillie, L., Benyon, D., & Jorgenson, J. (2008). Place and technology in the home. *Computer Supported Cooperative Work*, 17, 227-256.

Boell, S., Cecez-Kecmanovic, D., & Campbell, J. (2014). Telework and the nature of work: An assessment of different aspects of work and the role of technology (European Conference on Information Systems ECIS 2014). Tel Aviv, Israel. Retrieved from <http://ecis2014.eu/E-poster/files/0815-file1.pdf>

Campbell, J., & McDonald, C. (2009). Defining a conceptual framework for telework and an agenda for research in accounting and finance. *International Journal of Business Information Systems*, 4, 387-402.

Campbell, S. W., & Park, Y. J. (2013). Predictors of mobile sexting among teens: Toward a new explanatory framework. *Mobile Media & Communication*, 2, 20-39.

Castells, M., Qui, J., Fernandez-Ardevol, M., & Sey, A. (2006). *Mobile communication and society*. Cambridge, MA: MIT Press.

Constantinescu, M., Onur, E., Durmus, Y., Nikou, S., de Reuver, M., Bouwman, H., Maria Glatz, P. (2014). Mobile tethering: Overview, perspectives and challenges. *Info*, 16(3), 40-53.

Dal Fiore, F., Mokhtarian, P. L., Salomon, I., & Singer, M. E. (2014). "Nomads at last?" A set of perspectives on how mobile technology may affect travel. *Journal of Transport Geography*, 41, 97-106.

Ellison, N. B. (1999). Social impacts: New perspectives on telework. *Social Science Computer Review*, 17, 338-356.

Fleetwood, S. (2007). Why work-life balance now? *International Journal of Human Resource Management*, 18, 387-400.

Golden, A. G., Kirby, E. L., & Jorgenson, J. (2006). Work-life research from both sides: An integrative perspective for organizational and family communication. In C. S. Beck (Ed.), *Communication yearbook 30* (pp. 143-195). Thousand Oaks, CA: SAGE.

Golden, A. G. (2009). Employee families and organizations as mutually enacted environments: A sense making approach to work-life interrelationships. *Management Communication Quarterly*, 22, 385-415.

Hargittai, E. (2002, April 1). Second-level digital divide: Differences in people's online skills by. *First Monday*, 7(4).

Harmer, B., & Pauleen, D. (2012). Attitude, aptitude, ability and autonomy: The emergence of "offroaders," a special class of nomadic worker. *Behavior and Information Technology*, 31, 439-451.

- Hill, E. J., Hawkins, A., & Miller, B. (1996). Work and family in the virtual office: Perceived influences of mobile telework. *Family Relations*, 45, 293-301.
- Hill, E. J., Miller, B. C., Weiner, S. P., & Colihan, J. (1998). Influences of the virtual office on aspects of work and work/ life balance. *Personnel Psychology*, 51, 667-683.
- Isaac, H., Leclercq, A., & Besseyre des Horts, C. H. (2006). Adoption and appropriation: Towards a new theoretical framework. An exploratory research on mobile technologies in French companies. *Systèmes d'Information et Management*, 11(2), 9-50.
- Julsrud, T. E., & Rolan, M. D. G. Z. (2014). Mo Golden bile phones and business networks among Malaysian micro and small enterprises: A comparative network approach. *Asia-Pacific Social Science Review*, 14(1), 21-42.
- Jung, J., Kim, Y., & Chan-Olmsted, S. (2014). Measuring usage concentration of smartphone applications: Selective repertoire in a marketplace of choices. *Mobile Media & Communication*, 2, 352-368.
- Liu, X., & Wei, R. (2014). Maintaining social connectedness in a fast-changing world: Examining the effects of mobile phone uses on loneliness among teens in Tibet. *Mobile Media & Communication*, 2, 318-334.
- Musson, G., & Tietze, S. (2004). Feeling groovy: Appropriating time in home-based telework. *Culture and Organization*, 10, 251-264.
- Nippert-Eng, C. E. (1995). *Home and work*. Chicago, IL: Chicago University Press.
- Olson, M. H. (1988). Organizational barriers to telework. In W. B. Korte, S. Robinson, & W. J. Steinle (Eds.), *Telework: Present situation and future development of a new form of work organization* (pp. 77-100).
- Olson, M. H., & Primps, S. B. (1984). Working at home with computers: Work and nonwork issues. *Journal of Social Issues*, 40, 97-112.
- Park, Y. J. (2014). My whole world's in my palm! The second-level divide of teenagers' mobile use and skill. Advance online publication. *New Media & Society*. doi:10.1177/1461444813520302
- Perlow, L. A. (1999). The time famine: Toward a sociology of work time. *Administrative Science Quarterly*, 44, 57-81
- Pink, S., Morgan, J., & Dainty, A. (2014). Safety in movement: Mobile workers, mobile media. *Mobile Media & Communication*, 2, 335-351.

Roberts, K. (2007). Work-life balance—The sources of the contemporary problem and the probable outcomes: A review and interpretation of the evidence. *Employee Relations*, 29, 334-351.

Sadler, K., Robertson, T., Kan, M., & Hagen, P. (2006). Balancing work, life and other concerns: A study of mobile technology use by Australian freelancers. Presented at the 4th Nordic Conference on Human-computer Interaction: Changing Roles, Oslo, Norway.

Townsend, K., & Batchelor, L. (2005). Managing mobile phones: A work/non-work collision in small business. *New Technology, Work and Employment*, 20, 259-267.

ABOUT US

The Trinity Institute of Professional Studies (TIPS), Sector-9, Dwarka, an ISO 9001:2008 certified institute, is affiliated to Guru Gobind Singh Indraprastha University. It was founded in 2007 under the aegis of Kamal Educational and Welfare Society (KEWS) with the objective of overcoming the critical demand for skilled professionals in India and abroad by nurturing intellectual capital by adopting best practices in quality education.



TIPS is offering courses / programs across various disciplines, such as Management, Commerce, Information Technology and Journalism & Mass Communication. Today, the Institute has over 1500 students and more than 60 faculty members. The faculty at the Institute has proper experience both from the industry and academics as a result of which it brings the right mix of research and industry experience to education and consultancy offered by the Institute.

COURSES OFFERED:

Programme	Annual Student Intake	First Shift	Second Shift
BJMC	120	60	60
BCA	120	60	60
BBA (G)	120	60	60
B.COM (H)	200	100	100



TRINITY INSTITUTE OF PROFESSIONAL STUDIES

"A+" Category Affiliated Institution of Guru Gobind Singh Indraprastha University, Delhi

Sector-9, Dwarka Institutional Area, New Delhi-110075, Tel: 011-45636921/22/23/24

TRINITY MANAGEMENT REVIEW

Trinity Management Review (TMR) is a quarterly online magazine brought up by the management department of Trinity Institute of Professional Studies. The articles, case studies, research papers and other contributions are made by academicians, consultants and management practitioners covering various areas of management. TMR offers a variety of perspectives from around the world to help you gain greater insight into the current management principles and practices.

Disclaimer: The views and opinions presented in the articles, case studies, research work and other contributions published in Trinity Management Review (TMR) are solely attributable to the authors of respective contributions. If these are contradictory to any particular person or entity, TMR shall not be liable for the present opinions, inadequacy of the information, any mistakes or inaccuracies.

Copyright © March 2015 Trinity Institute of Professional Studies, Dwarka. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the under mentioned.

Trinity Institute of Professional Studies

An ISO 9001:2008 Certified Institution

(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

Sector-9, Dwarka, New Delhi-110075

Ph: 45636921/22/23/24, Telefax : 45636925

www.tips.edu.in, tips@tips.edu.in