

Ethics in Business: The Strong Pillar of a Successful Entrepreneur

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ABSTRACT

The main objective of an entrepreneur is to bring the success in business. Now days the entrepreneurs are well aware of the mindset of the customers and they know the impact of mouth publicity. Once if it is proven the success will be in their hand and then the main thrust is to maintain the same. But winning the mind of the customer is a hectic task and maintaining it is much more difficult. In this scenario a survey was conducted among the women entrepreneurs in Kerala to know to what extent they are in par with the ethics in business. The rural women entrepreneurs were considered for the particular study and 100 samples were selected based on the convenient sampling for the purpose of the study. The results show that the women entrepreneurs are well aware of the ethics and business and being rural women entrepreneurs, they are much dedicated to their profession as they are more socially committed.

Keywords: ethics in business, socially committed, women entrepreneurs

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INTRODUCTION

Ladies strengthening can be better accomplished through business enterprise. Business enterprise is an enterprise to explore new territory or a powerful urge to seek after a free occupation. It might be an inward desire to make utilization of abilities and gifts in a positive and productive way [1]. The modern standpoint and arranging are the two key properties of a business person. Ladies have these two qualities by birth. Coordinated exertion must be placed in to raise the level of ladies business enterprise in SSI. Social activists, NGOs, Government offices and corporate division should play a dynamic part in the change of ladies and in driving the ladies to investigate entrepreneurial openings in little scale enterprises [2]. As far as the business ethics is concerned the entrepreneurs are playing a vital role in the success of women entrepreneurs. Agriculture continues to be the dominant source of livelihood in Kerala. The state is the largest produce r of coconut, rubber,

coir and pepper. It is also the leading producer of a variety of spices, cashew, coffee and tea. With an investment of us \$769.6 million, the state has the third highest number of small-scale industries in India, employing over a million people. A majority of the state's small-scale industries are agro-based and are engaged in rubber, food, coir and cashew processing [3]. There is a high scope for women entrepreneurship in agro-based industries. Here as far as any industry is concerned, business ethics is the main back born in generating the customer satisfaction via making the business ventures a grand success [4].

ANALYSIS

Analysis 1: Education of Rural Women Surveyed to Understand Attitude and Perception towards Entrepreneurship in Kerala With Reference to Ethics in Business

The education which has a direct impact on knowledge, achievement, adaptability, skills, productivity, etc. and hence the

same is included as a demographic variable to know the extent to which the business ethics is playing a vital role. The variable is categorized under six groups' viz. illiterate, matriculate, diploma, graduate, post graduate and doctorate. The details were tabulated.

Table 1 indicates that 58.60 percent of the rural women surveyed to understand attitude and perception towards entrepreneurship in Kerala are graduates followed by 38.70 percent of the rural women surveyed to understand attitude and perception towards entrepreneurship in Kerala are diploma holders [5]. About 10.10 percent of the rural women surveyed to understand attitude and perception towards entrepreneurship in Kerala are post graduates.

Table 1. Education of the rural women surveyed to understand attitude and perception towards entrepreneurship in Kerala with reference to ethics in business.

Sl. no.	Education groups	Frequency	Percentage	Cumulative percentage
1	Illiterate	6	6.10	6.10
2	Matriculate	0	0	6.10
3	Diploma	24	24.20	30.30
4	Graduate	58	58.60	88.90
5	Post Graduate	10	10.10	99.00
6	Doctorate	1	1.00	100.00
	Total	99	100.00	

Source: primary data.

The analysis infers that majority of the rural women surveyed to understand attitude and perception towards entrepreneurship in Kerala are graduates and they are having a keen observation in making the business a success via ethics.

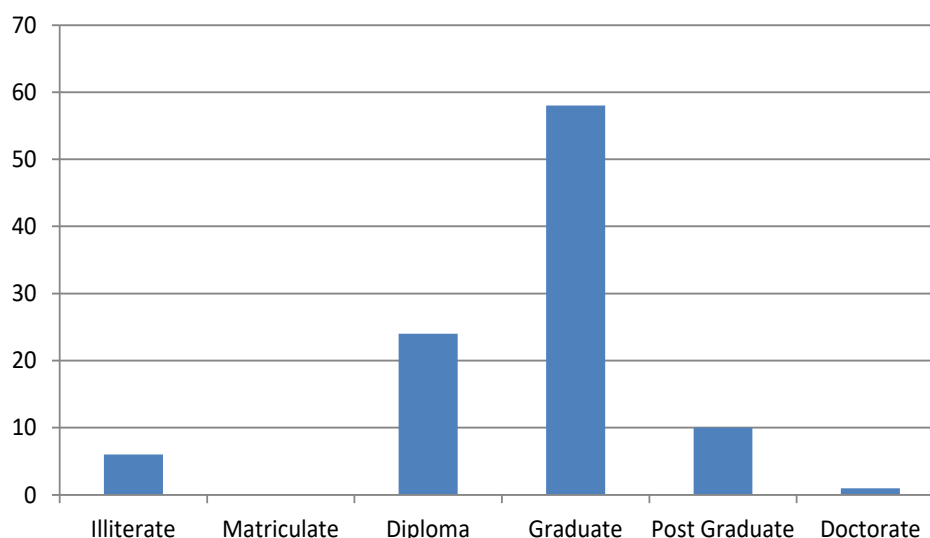


Fig. 1. Education of the rural women surveyed to understand attitude and perception towards entrepreneurship in Kerala with reference to business ethics.

Analysis 2: Association between Age and Attitude/Perception of Rural Women towards Entrepreneurship in Kerala towards Ethics in Business

The research attempted to understand the relationship between the age and attitude/perception of rural women towards entrepreneurship in Kerala using analysis of variance (ANOVA) with the

null hypothesis as, “no significant difference among age groups and attitude/perception of rural women towards entrepreneurship in Kerala with reference to ethics in business.”

The descriptive comparing four age groups with the attitude/perception scores are given in Table 2.

Table 2. Mean and the standard deviation comparing four age groups of rural women entrepreneurs with reference to ethics in business.

Sl. no	Age	n	Interest		Strategy		Ambition	
					M	SD	M	SD
2.	21 to 30 years	27	2.78	1.013	3.37	1.391	3.89	1.625
3.	31 to 40 years	36	2.56	1.081	3.44	1.340	3.81	1.471
4.	Above 40 years	36	2.78	0.866	3.92	0.604	4.36	0.961
	Total	99	2.70	0.984	3.60	1.160	4.03	1.366

Source: primary data.

Table 2 shows that the average mean value of “interest” is 2.70 and the “strategy” is

3.60. Also, the average mean value of ‘ambition’ is 4.03.

The assumption, that variances of the age groups were equal, i.e. not significantly different, were checked and it was found that all the three variables of attitude/perception are significant and hence the assumption of equal variances was violated. The following Table 3 provides the result for the overall F test which was significant for “attitude/perception” variable towards the attitude of rural women entrepreneur towards business the business ethics.

Table 3. Comparing age groups passionate to become entrepreneur keeping ethics in business (ANOVA summary).

Sl. no.	Attitude/perception	df	Sum of squares	Mean square	F	p
1	Interest					
	Between Groups	2	1.131	0.566	0.579	0.562
	Within Groups	96	93.778	0.977		
	Total	98	94.909			
2	Strategy					
	Between Groups	2	5.903	2.952	2.250	0.111
	Within Groups	96	125.935	1.312		
	Total	98	131.838			
3	Ambition					
	Between Groups	2	6.298	3.149	1.712	0.186
	Within Groups	96	176.611	1.840		
	Total	98	182.909			

Source: primary data.

Table 3 shows that none of the attitude/perception variable has statistically significant difference among the four levels of age and hence the null hypothesis is accepted.

Now, it may be concluded that there is no significant difference in age and the attitude/perception towards entrepreneurship of rural women surveyed in Kerala with reference to business ethics. In other words, the age has no major role on the attitude/perception towards entrepreneurship of rural women in Kerala with reference to ethics in business. Discriminant perception among younger and elder rural women

towards entrepreneurship with reference to ethics in business.

The factors influencing the younger and elder rural women towards entrepreneurship are different. In order to identify the important discriminant factors among the two groups of rural women, two group discriminant analyses is conducted to assess whether the perception about entrepreneurship could distinguish younger and elder rural women. The null hypotheses that mean of younger and elder rural women are equal on the perception about entrepreneurship with reference to ethics (Table 4).

The highest mean difference are for increasing labor cost, high rate of interest on bank loan, time pressure due to work and family issues, low risk bearing capacity, lack of capital for investment with values of 0.762, 0.671, 0.468, 0.456 and 0.377, respectively. The higher discriminant power is identified in increasing labor cost, high rate of interest on bank loan, time pressure due to work and family issues, low risk bearing capacity, lack of capital for investment since their respective Wilks Lambda coefficient are 0.910, 0.918, 0.934, 0.954 and 0.954, respectively. The significant mean difference is noticed in increasing labor cost, high rate of interest on bank loan,

time pressure due to work and family issues, low risk bearing capacity, lack of capital for investment.

Awareness of Rural Women about Government Schemes Available for Entrepreneurs

In order to promote the entrepreneurship, the Government has many schemes and programmes. Some of the schemes include small business innovation research initiative, entrepreneur support scheme, women development corporation scheme, etc. The details of the facilities availed by the rural women entrepreneurs in Kerala are depicted in Table 5.

Table 4. Mean difference and discriminant power of perception.

Sl. no.	Perception towards entrepreneurship	Mean score			t	Wilks Lambda
		Youngsters	Elders	Mean difference		
1	Constant need of finance	3.49	3.94	-0.468	-2.609	0.934
2	Lack of credit facility	4.49	4.44	0.048	0.244	0.999
3	Lack of capital for initial investment	3.65	4.03	-0.377	-2.166*	0.954
4	High rate of interest on bank loans	3.75	4.42	-0.671	-2.952*	0.918
5	Inability to prepare credible business plans to obtain loans	4.21	4.47	-0.266	-1.373	0.981
6	Lack of management skills	3.68	3.94	-0.262	-1.263	0.984
7	Increasing labor cost	4.02	4.78	-0.762	-3.089*	0.910
8	Lack of education	4.71	4.50	0.214	2.068	0.958
9	Low risk-bearing capacity	3.79	4.25	-0.456	-2.161*	0.954
10	Time pressures due to work and family issues	3.48	3.94	-0.468	-2.609*	0.934
11	Lack of awareness of the government schemes	4.30	4.25	0.052	0.241	0.999
12	Lack of training for starting and running the enterprise	4.08	4.42	-0.337	-1.713	0.973

Source: primary data. *Significant at 5 percent level.

Table 5. Facilities availed by rural women entrepreneurs from the small and medium business ecosystem.

Sl. no.	Government schemes for entrepreneurship	Aware	Not aware
1	Integrated Rural Development Programme	42 (42.40)	57 (57.60)
2	Training Rural Youth for Self Employment	46 (46.50)	53 (53.50)
3	Jawahar Rozghar Yojana	23 (23.20)	76 (76.80)
4	Support and Training and Employment Programme for Women	57 (57.60)	42 (42.40)
5	Rajiv Gandhi Udyamimitra Yojana	53 (53.50)	46 (46.50)
6	Entrepreneur Support Scheme by Government of Kerala	49 (49.50)	50 (50.50)
7	Kerala Technology Start-up Scheme 2014	21 (21.20)	78 (78.80)
8	The Trade Related Entrepreneurship Assistance and Development (TREAD)	48 (48.50)	51 (51.50)
9	Credit Guarantee Fund Scheme for Micro and Small Enterprises Scheme	44 (44.40)	55 (55.60)
10	Training and Development Institute of Government of Kerala	23 (23.20)	76 (76.80)
11	Small Business Innovation Research (SBIR)	21 (21.20)	78 (78.80)

Source: primary data. Figures in parenthesis indicates percentage.

A total of 78.80 percent of the rural women in Kerala are not aware of small business innovation research and Kerala technology start-up scheme 2014. Also, about 76.80 percent of the rural women are not aware about training and development institute and Jawahar Rozgar Yojana scheme. About 57.60 percent of the rural women are aware of Support and Training and Employment Programme for Women in Kerala with reference to ethics in business.

CONCLUSION

The above study shows the extent to which the rural women entrepreneurs are into business with the set standards of business entrepreneurship. Some business people get caught up in moneymaking and lose sight of the importance of doing the right thing. Companies like Enron and individuals like Bernard Mad off are two of the more spectacular “crash and burn” stories that represent where this train of thought can take you. Engaging in business with the intention of ripping people off or seeing what you can get away with creates a business environment

of distrust and hostility. When you take on business with an attitude of service and the intention of making a living by providing your community with needed goods and services, you add to, rather than detract from, the general good.

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