

Essentials of Corporate Etiquette and Professional Consciousness in Higher Educational Domain-An Intensive Study

Prof. Amarnath Dutta

*Assistant Professor of English, Department of Science & Humanities,
R.V.S. College of Engineering & Technology, Jamshedpur, Jharkhand
NSS Programme Officer, R.V.S.C.E.T (Kolhan University)*

Abstract

The effectiveness of professionalism depends on the qualities, skills, competence, behaviors' and relevance of a professional in the corporate environment. To excel corporate etiquettes and to develop professional consciousness are essential requirements of an individual to survive and sustain in the corporate world. The corporate etiquette and professional skills are an amalgamated soft skill that directly reflects one's personality. Corporate etiquettes are a set of business ethics and professional protocols which determines and executes professional obligations and ethical principles of the corporate culture. The code of obligations and ethical principles are applicable to all aspects of an enterprise. Professional obligations are the underlying concept behind the successful accomplishment of an individual in the corporate world as well as for the fulfillment of the aims and objectives of an organization. The significance of corporate etiquettes is emerging day by day. Professional ethics is a set of values based on which performance and the diligence towards duty is sought. Ethical behavior is an integral part of an individual which refers the code of conduct in accordance to the laid down standard of society, for an institute or an enterprise. The purpose of this article is to propagate an intensive study and assessment to fortify and enrich the adaptability towards corporate etiquette, civilization and professional acumen for all those technocrats and emerging corporate managers to groom up and absorb the purpose of lightness of civic duties and responsibilities to sustain a balance between an individual and for an enterprise towards accomplishment of self and entrepreneurial goal.

Key Words: Professionalism, corporate environment, corporate etiquette, professional consciousness, amalgamated protocol, enterprise, intellectual integration.

Introduction

As far as the Cardinal theme of corporate etiquette and professional consciousness is concerned, it can be illustrated as an approach of exhibiting ethical and moral concern for the organization by an individual and showing social acceptance of the framed corporate protocols by abiding the norms, cultural acceptance and civic behavior in the corporate relationship. The personal attribute of one's ethics, code of conduct, integrity, values and trust-worthiness are the

importance of skill with symbolize one's degree of professionalism at the corporate level (Mitra, 2011). The ideology of professional acumen is composed of what a professional should abide by the rules and decor of workplace. It encompasses the core theorem of a professional life to garner a sense of ethics that an individual is supposed to adopt those conducts and culture in all of his mannerism in day to day life. The attributes of professional respect, clarity of communication skill, pleasing personal and interpersonal traits, empathy, service responsibility and professional loyalty are some of the basic components of a civilized human being. An intensive study of corporate etiquettes and professional consciousness is to project the compulsion adherence to courtesy, honesty and responsibility when an individual conducts himself in his professional life. This trait includes on high level of professional acumen, work ethics, corporate culture and civilization (Ramachandran & Karthick, 2010). These attributes are concerned with the personal values which incorporate in our professional well being. The civil virtue of one's professional life is demonstrated by projecting moral system and the code of professional ethics in workplace. A true sense of professionalism has to do with a way in which a person conducts oneself in the sphere of professional life. Being a true professional is a valuable and rewarding attribute. Therefore one can be issued of the significance of such a ticket which is collectively known to be as "people skill" in the capturing goodwill, maintaining congenial corporate environment and to refine the incorporated people's skills.

Interpretation

In the current scenario, today's Global Business has to deal with multicultural people. Thus, in order to cope up and face challenges with the competitive world an individual need to do a little brush up by enhancing one's corporate skills that could help to build long term relationship with the concerned organization to ensure business as well as personal success and prosperity. Entrepreneurial etiquette and ethics is a form of applied ethics that examines ethical principles and model of ethical protocols or problems that arise in business enterprise. It incorporates with that affairs regarding the moral and ethical rights, dignities, responsibilities and corporate governance between an entrepreneurs and an employee, customer satisfaction, consumer behavior, corporate clients, media, government, suppliers and allied bodies underlying business environment (Srivastava, 2009). Business etiquette and ethics is concerned with all domain of managerial skill like accounts, human resources management, sales and marketing, production, intellectual property right and skill, international business, quality control and the economic system of an enterprise. From the words of Paterno "*Success without honors is an unseasoned dish, It will satisfy your hunger but wont taste good*" (Singh, 2008), which means that in a business enterprise the organisational culture sets is standard for determining the difference between ethical or unethical, right or wrong, fair or unfair and productive or unproductive. Henry Ford said "*Business that makes nothing but money is a poor kind of business*" which means that real concept of business lies by abiding the norms and the vision of fulfillment of the long term objectives and goal.

The morality and professional ethics usually represents the professional rates of an individual which often manifest them and respond to various business circumstances. According to the words of B.C Forbes, “*If you don’t drive your business, you will be driving out of business*” He mean to say that one’s loyalty to team attribute is one of the chief characteristic to build up the self esteem, competence and capabilities of one’s associates. Harmonious team work strict discipline, field of endeavor, perseverance and total involvement are the core principles of success. The most significant aspect in corporate culture is to give one’s best performance. Excellence is the state of accomplishment. Achieving a little more than what is expected in the field of business and corporate organization, excellence is considered to be an important value and the ultimate goal to be pursued (Singh, 2008).

H.P. Johnson and Johnson, Ben and Jerry, Thomas Edison, B.C Forbes, Warren Buffett, Bill Gates, Steve Jobs, Richard Branson, Mark Zuckerberg, Arinna Huffington, Seth Godwin, Mark Cuban and even Donald. J .Trump are some of the well-known names in the field of “*working with corporate culture and ethics*” there well known personalities have attained the great height of success in their enterprise and they have adopted some of the significant guidelines to cultivate and maintain ethics in work life (Rogen, 2000). Some of the guideline mentioned herein.

- (i) A company and its employees should always behave that managing ethics in a corporate world is a continuous and comprehensive assessment and is inherent like other managerial functions.
- (ii) Professional ethics constitutes honesty, objectivity, integrity, carefulness, openness, respect for intellectual property, regard for boss and subordinates, confidentiality, responsible publication, responsible mentoring, respect for colleagues social responsibility, non-discrimination, competence, legality and human subject protection.
- (iii) Characteristics of an ethical person are giving ones best loyalty to team associate, loyalty to customers and should have high level of social responsibility.
- (iv) Professional ethics concerned with the moral issue arise(between the knowledge of professional attainment and how the use this knowledge should be governed when providing a service to the public.
- (v) Participation of employee in all dimension must be sought out, Employee must feel that working with ethics is as much necessary for the good entrepreneurial culture for the organizational as well as for self prospect.
- (vi) Work ethics is a set of values based principle on hard work and diligence, this constitute not only how one feels about their jobs careers or vacations but also how one does his/her responsibilities and moral obligations.

Most organizations have formulated protocols as “*codes of conduct*” which sets out the accepted behavior within the workplace. This is mainly because an individual’s conduct can affect the overall relationship within an organization thereby taking a negative toll on the work

performance of an organization. *“You will get all you want in life, if you help enough other people to get what they want”* according to Zig Ziglar and he addressed in his words with the knowledge of Corporate etiquette, one can be at the desired poised and confident best. A large part of etiquette revolves around knowledge; how the things are done in the present days at offices, banks, and public and government institutions. It is a matter of knowing the current uses and conversational skills, etiquettes of the personal habits and the etiquette of office hierarchy. We sought aspirations and endeavors’ to provide specific guidelines concerning every aspect of corporate etiquette, dealing with business people from the nation and from abroad are some of the common ingredients of corporate etiquettes. However, it is beyond the scope of guidelines to specify the relevant differences in attitude and manners; but so long as one behaves with normal courtesy and exhibit the consideration/ empathy for others. The most notable courtesy that an employee must follow is to ensure more corporate conductive manner is to check ones attitude for simple and common courtesies. We must make sure to avoid annoying people around us in our professional life by undesired gossip, raising the voice pitch, emitting undesired cacophony, intruding on two people’s conversation (Prasad, 2009). Over visualizing of self, exhibiting any extravagant goods, mobile or commodities or to exhibit a sense of superiority complex over others are not at all considered to be a welcome gesture. Mark Zuckerberg address in his words *“I think that people just have this core desire to express who they are and I think that's always existed”* Hence there is no need to prove who we are , we must treat others in the same way in which we want to be treated. We should always be courteous and responsible towards our clients, boss, seniors, co-workers and the subordinates. The remarkable words of Warren Buffet *“It takes twenty years to build a reputation and only five minutes to ruin; if you think about that, you will certainly do things in a different way”*. It should be in our conviction that values and professional ethics are the integral elements of human life so that we sensibly can impart lessons from humans, social and moral civilization to make substantial contribution in the realm of corporate culture and can imagine the ample growth and prosperity for self as well as for the organization.

Essential of Corporate Consciousness in Educational Policy

Advancement in technical and professional higher education has influenced almost all the sphere of education and at all levels. Consequently the quest for corporate and professional consciousness in educational venture has emerged. We ought to analyze and make intensive attempts to impart such skills both theoretically and practically right from the school campus to higher education. Recently we are aspiring to make an attempt to impart a systematic study of professional skills and the soft skill elements which are visually perceived and their role our in personal, social and professional life. That is why these elements are collectively known as ‘People skills’. It focuses on the broad thematic area like human value, ethics, professional etiquettes and the role of technology in teaching and learning system. Recent innovations have been implemented and the immense need of

application and usage of soft-skills in education has sought. Though human society has progressed with remarkable speed, the application of basic entities or the weapons of soft skills development is still not imparted in schools and its influenced has not yet flourished in school educational system and not attained at the desired level to the doorstep of our community. Educational diversities encompass the total gamut of teaching, learning and intensive practice of upgraded pedagogy with the affairs and attributes underlying modern educational system. According to the encyclopedia of education 1913 by Paul Monroe states that “*School management as a body of educational doctrine which comprises a member of principle and precepts relating primarily to the technique of classroom procedure and derived largely from the practice of successful teacher*”. The writer in this field have interpreted all the aspects of intrinsic and extrinsic factors with reference to education as a mixture of academic, social, psychological, cognitive, intellectual, emotional growth and development. Educational management has been defined in International Dictionary of Education 1978 by G.Terry, Paage and J.B. Thomas as “*theory and practice of the organization and practice of the organization and administration of existing educational establishment and systems.*” Thus the process of creating an environment of the enterprise or an institution where individuals including the head and the subordinate working together in a niche can perform effectively and efficiently towards the accomplishment of the educational goals. The school is not merely a place of formal learning, whose main concern is to communicate a certain prescribed quantities of knowledge but rather as a living community which is primarily interested in training its pupils in what is known to be the actual “art of living” observed by the *Secondary Education Commission (1952-1953)*. Thus art of living is concerned with the development of child’s personality. The school or any academic institution should provide varieties of activities to stimulate the overall development of the entire personality of the children; it has to formulate a variety of soft skills to change out the latent potentiality of a child with an approach to child centric development. The success of an individual is also determined by the fundamental aspects of organizational behavior. The cultural transmission, economic development, political consciousness and social obligation depend on the organization, school or academic institution is a social organization where an individual understand the core meaning and the nature of the concepts of corporate etiquettes and its fundamentals. Moral etiquettes or value education is a way of conceptualizing the place in the search for meaning and the purpose of educational process. According to Dr. Neil Hawkers, A Director, Association of Living Values & International value education, recognizes that recognition, worth and integrity of all involvement in the life and work of school are central to the creation of a value based learning (Tripathi, 2009). Etiquette and value education recognize that recognition, worth and integrity of all involved in the life and work of school are central to the creation of a value based learning .Etiquette and value education incorporate with the ethics towards the universal phenomenon to all sphere of leaving and education whether at home, in an institution or in the corporate world; The growing concern over the essential

values and are increasing cynicism in a society which has brought to focus the need for the adjustment in the curriculum of academics to make education a forceful implements for cultivation of social, ethical and professional values. The programme of corporate etiquette and soft skills has a tremendous influence in the sphere of higher educational system and technical aspirations like Engineering, Management, Aviation, Health and Pharmaceutical Science. Hence the aim should not be merely for the satisfaction of oneself but to extend primary concern for the educational system. Education from the earliest must include certain elementary information about values, moral science, and soft skills development, we must form a close symbiotic association to teach, to motivate and extend ethics and execute effectiveness of wholesome paradigm of value educational system. In synchronized with the essence of the educational campaign and wakefulness programmes in the educational venture, we the role model citizen should extend our wholehearted effort to accumulate unconditional favour and mutual corporation from educationists, social reformers, academicians, and the government apex bodies to attain new heights pertaining and implementing of corporate conductive pedagogy. The collective commitment towards behavioral approach in communication, ethical and intellectual integration of an individual to grow into a civilized professional is the fundamental aim of corporate and professional consciousness.

Discussion

The central ethics theme of professional ethics is primarily used for moral attitude towards ones duties and responsibilities in the context of their service. Every employer or an employee, an entrepreneur or an individual, expects efficiency of performance assigned to the concerned employees. This is a rightful expectation and therefore meeting with this expectation is a moral demand on the part of employees. Similarly, the employee also has some rightful expectation from the employer in the terms of their wages, work environment and professional growth. The most remarkable dimension of work ethics is concerned with the sense of loyalty towards the organization. The term loyalty encompasses the inner urge or motive to think for the welfare of the organization, safeguarding and promoting the interest of organization. Commitment and strong burning desire to work and will force is another dimension of work culture and obligation. Consistent discipline, rules, norms and protocols are the key ingredients of work ethics. Obeying of these framed ordeals is a part of true discipline by which a healthy and mutual relationship can be generated between the leader and the subordinates. The other aspect of corporate conciseness is to pursuit of excellence. Pursuit of excellence in the terms of professional growth and prospect incorporates with the accomplishment of the desired and exceptional achievement in a specific area of work like. Our incessant quest is to become an excellent corporate professional with strong interpersonal skills, acumen and leadership trait (Ramachandran & Karthick, 2010). These skills and expertise are essential components to success and principles underlying this pursuit are common to all endeavors in life.

A value conciseness organization should aspire to promote value consciousness among its employees. The employees, in turn, are supposed to cultivate a value based attitude in the approach to work in their behavior at workplace. This comorbid value reinforcement between the employees and the organization will help to create an upward spirit of value based work culture.

Stephen Covey addresses in his note that “*highly effective, from an illustration of life of highly effective person*” he identifies and laid seven principles (guidelines) for pursuit of excellence these are-

- Sense of responsibility-the habit of being proactive, firmness and loyalty towards work.
- Defining a mission- accomplishment of the goals and purpose of life.
- Living out a mission- living by values, the habit of putting the first thing first according to the priority of work which will respect and trust, think “win win”.
- Mutual understanding- Scale first to understand then to make other understand.
- Creative Cooperation- Synergy of mutualism or symbiosis (give and take relationship).
- Need for continuous introspection- for incessant reinforcement and improvement

These are eminently practical and sensible principles for working and living a productive, balanced and rewarding life.

Many corporate and institutions are adopting guidelines for professional ethics, core corporate values, mission statements, philosophies and attributes, these attributes are mentioned herein-

- Love- treating others fairly, whether they are competitors or allies, with compassion, respect and care.
- Truthfulness –honesty is the one and only mantra for long term prosperity.
- Fearlessness- justice, treating others in the same way as one would like to be treated.
- Freedom -the right of an individual to express their ideas and interpretation of thought.
- Unity- Sense of belonging to a group to the wider community and cultivate team work.
- Tolerance -tolerance in respect to the view of others and different value system.
- Responsibility-responsibility for self, towards fellow human beings, towards future generation towards nature, environment and respect for life.

These suggested ethical guidelines are framed for making the corporate culture of par excellence and cultivate a momentum of success and prosperity.

The other important essence of Corporate etiquette is growing of soft skill which is been highlighted these days across the globe. Soft skills are effective across a wide area professionals, as can be not noted its significance in corporate world. All the component of soft skills are confidence, will power, positive attitude, character, conviction and communication skill, all the great corporate leaders and great motivators who possess these ability to harness the best out of

people. They also combine a unique blend of association and empathy. The soft skills are the common weapon in today's work culture. These are combination of personal skills acquired through academic programs and professional experiences (Mc. Kay, Brett, Kate, 2013). These emerging changes in the business and corporate are that they are concentrating on listening and gaining empathy. There are many corporate programs on communication skills but very few focus on listening skill on developing a sense of empathy .The skill of empathy is very important for leaders who need to cultivate their team members and their view point's which would be different from their own. The most common soft skills required in corporate culture are discussed herein.

- Personal traits and inter personal traits- in the terms of personality.
- Inter personal traits- the need of human values and ethical principles of conduct.
- A personal trait includes time management (chronimics), attitude, responsibility, ethics, integrity and values, self confidence and courage, consistency and predictability.
- Inter personal traits includes the team work, interpersonal skills, communication skill, empathy and listening skills, problem solving abilities, analyze the impact of technology, recent innovations, troubleshooting, speed reading and leadership skills.

The objective of forecasting the overall attributes of soft skill development is to awaken corporate leaders and the technocrats of the present generation to deal with such skill and etiquette in the corporate world which are exclusively mentioned.

The life of Corporate integrates the following aspects.

- Age group - to deal with colleagues and facilitate learning outcomes.
- Implementation – deciding, delivering, performance, extracting and domain expertising.
- Commitment and deadlines - reviews, overview, outlook, planning, laying stress on the development of methods and techniques for effective execution and preparation.
- Project campaign - delivering schedule, team work, parallel work, collaboration work.
- Action - prepared all the time, emphasizing the designing and measuring for testing learning outcomes.
- Responsibility – accountability, answerable for the realization of the corporate goals.
- Punctuality- on time or before time always to determine broad strategies and structures.
- Asserting skill -to be polite and to develop art of good interaction with the people.

The other corporate expectations are:--

- Accountability of your work action - which could influence our head impact on others.
- Growth: - continuous growth through introspection, comprehensive, and continuous assessment to insight proper evaluation to improve effectiveness in future actions.

- Execution of knowledge: - To design, to plan, to explore and structure out the subject matter to make effective strategies for the accomplishment of the organizational goals.
- Acceptance of change: - Effective innovation, modernization and continuous evaluation for betterment by providing essential feedback and control through evaluation.
- Learning tendency: - habitual learning inclination of work culture and environment.
- Commitment:-To give best and desired level of performance to quality, delivering deadlines and selecting appropriate strategies and learning media.
- Attitude: - proactive, firm, commitment with wide ability to work and inventiveness.
- Personality: - pleasing personality, good communication and interpersonal skills which are the core attributes and theorem for overall success.

An individual's personality is an aggregate conglomeration throughout life. Personality development quintessentially means enhancing and grooming of one's outer and inner manifestation to emerge out positive change to one's life. The corporate personality includes brushing up of one's confidence improving communication and language speaking abilities, widening ones scope for knowledge, developing corporate manners leaving with fine etiquettes and civil decorum, adding style and grace of grandeur to the way one look, talks and walks. While commenting the sense of professional excellence, one ought to cultivate the art of communication skill, emotional quotient, intellectuality development, organizational skills and leadership qualities through some professional development programs like conferences and corporate forums. This integral and value based performance should impel a person to be an innovative, competent and a creative corporate leader in their endeavors' (Aggarwal & Gupta, 2007). To develop human resources of the concerned workplace, we inspire our future leaders and technocrats to become familiar with corporate expectations and intensive practices which are crucial to efficiency and advancement in professional growth, there is no alternative to hard work, commitment and dedication. If an individual want to become a smart and an effective corporate professional, then one needs to work hard and study continuously towards his professional. Through preparation is the key to success (Rogen, 2000). Abraham Lincon said "*If I had nine hours to cut down a tree, I would spend six hours sharpening my axe*" there are no shortcuts. Without preparation and hard work and perseverance success will not follow. The successful corporate professional's roadmap is completed as soon as he is able to incorporate all the components into his professional acumen.

Conclusion

Through the medium of this article we are encouraging all the emerging leaders, corporate managers, technocrats as well as the students towards acquiring of corporate etiquettes and soft skills so that the global leaders of today and tomorrow could emerge out a picturesque enviable corporate environment and endeavor to craft out a global managers and technocrats in vibrant equilibrium for excellence. We should also need to import the knowledge of synergistic blend of

application oriented and research developmental work through centre of excellence and technical institutions to facilitate new paradigm of human creativity and corporate leadership. The Mantra of prosperity, success and excellence can only be attained in an enterprise or in a company through scientific acumen, technical expertise and high standard of competence with a blend of moral and ethical integrity. We should try to instill corporate values through new innovation; we need to suspend the ability to perceive, identify and define factors contributing to a corporate problem and to provide appropriate remedial measures for the accomplishment of self and organizational development. We encourage all the present and future members of the corporate world to develop leadership trait, enhance capability to motivate others and introduce individual and team commitment towards accomplishment of organizational goal, the system of imparting and in search for ample opportunities for the development of soft skill, corporate etiquettes and emotional intelligence are group together to strengthen the ability to visualize, initiate and implement new strategies and innovative changes for self and organizational development.

References

- Mitra, B. K. (2011). *Personality Development and Soft Skill*. New Delhi: Oxford University Press. (pp.39-42)
- Ramachandran K. K & Karthick K. K. (2010). *From Campus to Corporate*. New Delhi: Mac Millian Publishers India Ltd.
- Srivastava S. (2009). *Human Value and Professional Ethics*. New Delhi: S.K.Katariia & Sons Publishers of Engineering (pp.199,235, 236).
- Ford, H. (2008). *My Life and Work*. Available at www.the richest man in babylon.org.
- B.C. Forbes, Key to Success, Personal Efficiency, New York B.C. Forbes Publishing Co.1918
- Singh M. (2008). *Business Etiquette: A Book of Modern Manners for the Indian Office*. Kolkata: Rupa & Co. (pp.10-11).
- Rogen, A. (2000). *The Street Smart Saleman, Making Opportunities Happen*. New Delhi: Pustak Mahal. (pp.15/83).
- Ziglar, Z. (2014). *Born to Win, Made for Success* Publishing, ASIN:B006ZG5THW
- Prasad, P. (2009). *The Functional Aspects of Communication Skill*. New Delhi: .K.Kataria & Sons Publishers of Engineering. (pp.185-96)
- Tripathi A. N. (2009). *Human Values* (3rd Ed.) New Delhi: New Age International (p) Ltd. (pp.231,232-38)
- Covey, S. (1994). *First Thing First*. Roger Merrill and Rebecca R. Merill.
- Kay, Mc. & Brett, K. (2013). *The Eisenhower Decision Matrix: How to distinguish between urgent and important tasks*

- Aggarwal, J. C & Gupta, S. (2007). *Elementary Educational Technology*. New Delhi: Shipra Publication.