
CHAPTER 2

LITERATURE SURVEY

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CHAPTER 2

LITERATURE SURVEY

2.1 INTRODUCTION

It has been said that sound theoretical knowledge is always required for any ideology to develop and be practically applied. Literature is a source from where anybody can gain knowledge about any topic, form his or her opinion based on that knowledge which gradually develops into ideology that finally gets imbibed into a person's way of thinking, way of doing and way of living.

This chapter contains a brief about the literature the researcher read and referred while consequent development of the thesis

2.2 LITERATURE SURVEY

2.2.1 Ethics in Management- Vedantic Perspectives

by S K Chakraborty;

Published by Manzar Khan, Oxford University Press; Printed at Rekha Printers Pvt Ltd ; First edition 1995, Oxford India Paperbacks, 1996; ISBN 0 19 5640926

The book was conceived, planned, and began to be written in early 1990. This was more than a year before the Bombay securities scam and the TISCO leadership succession drama began to submerge almost everything else in Indian management during 1991-3. Providentially, though sadly, these later episodes have amply justified the original intuitive impulse for this endeavour.

2.2.2 The Complete works of Swami Vivekananda Vol-II

published by Advaita Ashrama; published by Swami Mumukshananda, President, Advaita Ashrama; Printed at Swapna Printing Works Private Ltd; First Subsidized Edition, Jan 1989 and Tenth Reprint of Subsidized Edition, Nov2003;ISBN81-85301-46-

This book speaks about the life of Swami Vivekananda, his ideology, his works both in spiritual as well as materialistic domain. It also consists, his exploits in America where he re-established India as spiritual leader of the world. It also contains his literary work and his views on Indian Ethos

The section 'Reports in American Newspaper', added newly is from Swami Vivekananda in America: New Discoveries copyrighted by the Vedanta Society of Northern California, San Francisco, USA. The Index, introduced in the eighth edition, is revised to include the new references.

2.2.3 Powers within Selections from the works of Sri Aurobindo and The Mother

Compiled with an Introduction by A S Dalal;

Published by Sri Aurobindo Ashram Publication Department, Pondicherry; Printed at Sri Aurobindo Ashram Press; First Edition 1998, Reprinted 2000, 2003; ISBN 81-7058-535-X

The term "Power" is often used to mean force of influence-political, financial or social. Such external power is to be distinguished from the powers within spoken of in this book, consisting of abilities, capacities or faculties which are inherent in the human constitution, though more or less dormant or undeveloped.

2.2.4 Management by Consciousness- A Spirituo-technical Approach

edited by Dr G P Gupta;

published by Sri Aurobindo Institute of Research in Social Sciences, a unit of Sri Aurobindo Society, printed at Sri Aurobindo Ashram Press, first edition 1994; ISBN 81-7060-080-4

Management, as it obtains today, is a discipline borrowed from the West, especially the USA. This has reduced 'man' to a mere worker engaged always in the stream of economic order – he is a cog in the huge machinery of production and distribution. Consequently, the material progress has been the index of growth, development and prosperity.

2.2.5 Growing Within – The Psychology of Inner Development,

Selections from the Works of Sri Aurobindo and The Mother,

compiled with an Introduction by A S Dalal;

published by Sri Aurobindo Ashram Publication Department; printed at Sri Aurobindo Ashram Press, Pondicherry; first edition 1992, reprinted 1995,1997 & Fourth Impression 2000; ISBN 81-7058-315-2

The book aims at shedding some light on the meaning, nature and processes of inner development. Its purpose is to help seekers in understanding and recognizing the processes and experiences of inner growth, so as to serve in some measure, a a guide to those who may not have yet found a personal teacher and mentor.

2.2.5 The Choice is Yours- Ethicsin Vedanta,

Illustrations by Lilia Lender;

Published by Central Chinmaya Mission Trust; Printed by Priya Graphics; edition Reprint 1991, 1997, 1999,2991, 2004; ISBN : 81-7597-122-3

No question more urgent arises in the human mind and cleaves the heart so deeply as the question of what is right and what is wrong. Chieeces to do or not to do are thrown upon us at every step of our lives, sometimes opening deep conflicts within ourselves, and none of us can rest peacefully until we discover a way of resolving them.

2.2.7 The Seven Spiritual Laws of Success- A Practical Guide to the Fulfillment of your Dreams

by Deepak Chopra;

Published by Excel Books; printed at Excel Printers; First edition New Delhi, 1996, Reprint 1996, 1997 (twice), 1998, Reprint 2000; ISBN: 81-7446-057-8

Based on Natural Laws which govern all of creation, this book shatters the myth that success is the result of hard work, exacting plans, or driving ambition

2.2.8 Vedanta & Science Series-Life and Origin of the Universe,

His Holiness haktisvarupa Damodara Swami, Dr T D Singh;

Published by The Bhaktivedanata Institute; Printed by Anderson Printing House Pvt Ltd; First edition 2004, Second Printing 2005;ISBN:81-901369-3-3

2.2.9 Vedanta & Science Series-Reality of God's Existence,

His Holiness Bhaktisvarupa Damodara Swami, Dr T D Singh ;

Published by The Bhaktivedanta Institute; Printed by Anderson Printing House Pvt Ltd edition 2006; ISBN: 81-89635-05-0

Vedanta and Science Series consist of a number of articles by the author on Vedantasutra in the light of today's scientific worldview, following the instructions and guidance of His Divine Grace A. C. Bhaktivedanta Swami Srila Prabhupada. Srila Prabhupada wanted the author to present a scientific commentary on Vedantasutra incorporating the Vaisnava viewpoints. Taking the inspiration from the Govinda-Bhasya commentary of Srila Baladeva Vidyabhusana, one of the topmost saintly scholars in the Vaisnava tradition during the eighteenth century and begging the blessings of Srila Prabhupada and all the other acaryas, the author is humbly trying to present a scientific commentary on Vedantasutra.

2.2.10 Just Not Stories

by Amul Bahl;

Published by Logicstat Institute for Life Management – Logicstat Charitable Trust; first edition 1994;

2.2.11 Life Exist or Live-The Choice is Yours

by Amul;

Published by LOGicstat Charitable Trust; Printed by Print Connection; edition June 1994

There is only on paradigm-YOU are the whole. And all that you are seeking is Yourself. When I have such an end to discover, Life becomes meaningful.

Only then life become beautiful. The whole life is meaningful if it is a means of discovering the real you.

2.2.12 Pilgrimage to Indian Ethos Management: A look at indigenous approaches to Organizational Development

by Dr Kalburgi M Srinivas,

Published as a Research Monograph of the MCHV at IIMC; Designed and printed by Bright Micrographies edition 2000

The research study reported herein was undertaken during my tenure as Sir Ratan Tata Visiting Research Fellow at the Managem Penguin Group ent centre for Human Values on the Joka campus of the Indian Institute of Management Calcutta.

2.2.13 Savijnanam-Scientific Exploration for a Spiritual Paradigm

Journal of the Bhaktivedanta Institute; Editor-in-Chief Bhaktisvarupa Damodara Swami Dr T D Singh; Printed by Anderson Printing House Pvt Ltd, Kolkata; edition Dec 2003;

2.2.14 Leadership & Motivation Cultural comparisons

by Debangshu Chakraborty and S K Chakraborty; published by Rupa Co; printed by Gopsons Papers Ltd; edition 2004

This book is offered with humility. It is tinged with pain too. Also, it bears the impress of a sense of responsibility towards the future: averting the charge that there were no Indian voices to forewarn about the wrong turn leadership and motivation are taking today.

2.2.15 Indian even today leads in human values

by Sri Sri Ravi Shankar; downloaded from website <http://in.rediff.com/news/2006/feb/23inter1.htm>

2.2.16 Built to Last-Successful Habits of Visionary Companies (3rd Edition)

by James C. Collins & Jerry I. Porras;

published by Random House Business Books; reprinted 2004 (twice)

2.2.17 Practical Guide to Energy Conservation – A ready Reckoner on Energy Conservation Measures

published by PCRA; Edition January 2009; ISBN 978-81-908167 – 0 – 0

2.2.18 Tattvajjnasa

Scientific and Spiritual Quest for Ultimate Reality-Vol 1, 2007, Magazine of the Bhaktivedanta Institute; Editor-in Chief Dr T D Singh; ISSN:0973-3035

2.2.19 A Mantra for the New Millennium

edited by Prof Vishwanath D Karad;

published by W.P.C, MAEER's MIT, Pune; third Edition 2007

2.2.20 Human Values for Managers

Editor S K Chakraborty; published by Wheeler Publishing; Edition 1995; ISBN 81-85814-38-4

2.2.21 Managerial Effectiveness and Quality of Worklife Indian Insights

S K Chakraborty with a foreword by Alan Roland;

published by Tata McGraw-hill Publishing Company Ltd; fifth re-print 1995; ISBN 0-07-451626-4

2.2.22 The Acrobatics of Change

Concepts, Techniques, Strategies and Execution by Moid Siddiqui/R H Khwaja; Second Printing 2008;

published by Vivek Mehra for SAGE Publications India Pvt Ltd; ISBN:978-81-7829-847-4

2.2.23 Human Values

The Tagorean Panorama; translated from Bengali by S K Chakraborty & Pradip Bhattacharya;
published by New Age International (P) Ltd Publishers; ISBN 81-224-0524-X

2.2.24 Super Star India

Published by the Penguin Group Penguin Books India Pvt. Ltd, 11 community center, Panchsheel Park, New Delhi 110017, India

Penguin Group (USA) Inc., 375 Hudson Street, New York 10014, USA

Penguin Group (Canada), 90 Eglinton Avenue East, Suite 700, Toronto, Ontario, M4P 2Y3, Canada (a Division of Pearson Penguin Canada Inc.)

Penguin Books Ltd, 80 Strand, London WC2R 0RL, England

Penguin Ireland, 25 St Stephen's Green, Dublin 2, Ireland (a division of Penguin Books Ltd).

Penguin Group (Australia), 250 Camberwell Road, Camberwell, Victoria 3124, Australia (a division of Pearson Australia Group Pty Ltd)

Penguin Group (NZ), 67 Apollo Drive, Rosedale, North Shore 0632, New Zealand (a division of Pearson New Zealand Ltd)

Penguin Group (South Africa) (Pty)Ltd, 24 Sturdee Avenue, Rosebank, Johannesburg 2196, South Africa

Penguin Books Ltd, Registered Offices: 80 Strand, London WC2R 0RL, England

In a departure from anything else author lasers in on Indian people and their place in the larger human society, pointing out her country's historical failings and equally historical glories. Admitting to our knee-jerk reactions to much of what is happening at home and in the world, De Reasons nevertheless, that the nation has earned superstar status, and with humorous argumentativeness, she convinces the reader that India is not about to lose its glow.

2.2.25 Innovative Corporate Turnarounds

By Pradip N. Khandwalla. 1st published in 1992:- Sage Publications India Pvt Ltd M-32, Greater Kailash Market, part I New Delhi-110048.

SAGE Publication Inc 2455 Teller Road Newbury Park, California 91320.

SAGE Publication Ltd 6 Bonhill Street London EC2A 4PU.

Explores the phenomenon of organisational turnarounds highlighting critical choices in turnaround management and list in detail various steps to eliminate corporate sickness.

2.2.26 Fueling Success

By Ashis Sen, Dr. Darwin Nelson and Surya Rao.

First Published in 2009 by Book World Enterprises, 9 Dr. M.B Velkar Steet, Kalbadevi Road, Mumbai 400002.

Fuelling Success is a handbook of organisation development and change strategy in a fortune 500 company. The book has presented a lucid story of success through igniting the hearts of people. The book is a practical guide to infuse commitment and engagement among people towards their organizations it is a must for those who wish to enhance their own effectiveness and their organization's success.

2.2.27 The Acrobatics of Change

Responses Books, Business books from SAGE BI/I-1 Mohan Cooperative Industrial Area Mathura Road, New Delhi-110044, India

SAGE Publications Inc, 2455 Teller Road, Thousand Oaks, California 91320, USA

SAGE Publications Ltd, 1 Oliver's Yard, 55 City Road London ECIY ISP, United Kingdom.

SAGE Publication Asia- Pacific Pte Ltd, 33 Pekin Street #02-01 Far East Square, Singapore 048763.

Managing change is like performing a trapeze act. It involves thrill passion, courage, adventure and perfect timing along with high degree of risk. Nowadays, change is a corporate need, not just for growth but also for simple survival. There are several books on 'managing change', but what sets this book apart is its different tone and tenor, its 'Storytelling' Technique and its critical and in-depth treatment of subject matter.

2.3 CONCLUSION

Above is the list as well as the brief overview about the books which the researcher went through during the development of the thesis to get more conceptual clarity and build a comprehensive knowledge base which is the foundation stone of this thesis.



“Be committed to your excellence in your treatment of people”

-Colossians