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# INDIAN MANAGEMENT THOUGHT AND BUSINESS LEADERS

( Indian Spiritualised Managerial Thinking, Ideology and  
Philosophies with Contributions of Indian  
Entrepreneurial Leaders)

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## Preface

Indian Management Thought and Business Leadership

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Many roles, functions, and values have changed in organisations through succeeding years and generations. Material values are continuously changing at work. But spiritual values and moral ethos have been eternal. Rational-analytic approaches to work performance have their limits. But Indian Epics, Scriptures, Ethos and classical values deliver their message to managers even more profoundly than before. An ego/matter orientation has not much relevance in organisations today. In fact, a new and real perspective of 'Spirituality' is taking place in business organisations. It has the depth of inner Self. Today, Indian organisations need to adopt that ideal 'Indianness' which lies in matter-spirit synthesis and spiritual psychology. The divorce of intellect and spirit, strength and purity may cause greater costs to us. Winfrey has said, "The only time I've made a bad business decision is when I didn't follow my Spirit. My favourite phrase is: 'Let me pray on it'."

India could not produce too many great scientists due to centuries of subjugation. Yet, the nation has given birth to miracle entrepreneurs and business leaders. Entrepreneurs are the engines of our economy. They create the majority of new jobs, new enterprises and new dreams. The personal satisfaction that comes with entrepreneurial success is exhilarating. Most entrepreneurs are strong leaders. Leadership is earned. It is not legislated. Eventually, they commit to their entrepreneurial trek. They have their vision, dreams, plans and a firm mind-set to execute them. Leadership is in their blood.

Entrepreneurs can be seen as a human dynamo, who through sheer force of their personalities and brilliance of vision can transform their enterprises into an engine of perpetual high performance. They are the leaders who create and master industries, bringing them to their fullest fruition. In the same way, Indian entrepreneurs are exemplars and saints who show us that democratic capitalism creates innovation and economic well-being in the country.

India has a rich religious heritage and culture. Indian Epics, philosophical traditions, ideologies and moral scriptures contain several ethical thoughts, concepts and principles which can be successfully applied in management. These classical Epics comprise eternal truths which can guide managers and businessmen. The thoughts of our old as well as modern industrialists have transformed the total economy of India. They have provided a strong base to it. The work culture, management styles and behaviour patterns of these entrepreneurs such as J.R.D. Tata, G.D. Birla, Ram Krishan Bajaj, Dhirubhai Ambani, Narayan Murthy, Azim Premji, Lakshmi Mittal, Sunil Bhatti Mittal, etc. have been unique and superb. Their managerial concepts have been fruitful and productive in Indian environment.

Indian industrialists, managers, businessmen as well as our youths studying in colleges and Universities are often ignorant about Indian classical Epics and concepts.

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