CONTENTS

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Executive Summary</th>
<th>List of Figures</th>
<th>List of Tables</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>i-ix</td>
<td>x-xi</td>
<td>xii</td>
</tr>
</tbody>
</table>

CHAPTER 1: INTRODUCTION 1-28

1.1 Chapter Overview 1
1.2 Motivation for Research 2
1.3 Need for Research 3
1.4 Ethos- An Introduction 4
1.5 Indian Ethos 5
1.6 Business Orientation of Indian Ethos 9
1.7 Indian Ethos and Values in Modern Management 11
1.8 Other Applications of Indian Ethos 17
1.9 Today’s Business Scenario and Applicability of Indian Ethos in it 21
1.10 Research Methodology 26

CHAPTER 2: LITERATURE SURVEY 29-37

2.1 Introduction 29
2.2 Literature Survey 29
2.3 Conclusion 37

CHAPTER 3: HYPOTHESIS STATEMENT 38-62

3.1 Introduction 38
3.2 Indian Heritage – Historical Strengths 39
3.3 India has given many Firsts in Several Subjects 40
3.4 Indian Ethos – Deeper Insights 44
3.5 East Vs West: Comparative Perceptions 53
3.6 ‘Nishkam Karma’ – Selfless Work 56
CHAPTER 4: INITIAL EXPERIMENTS AND RELATED CASE STUDIES 63-83
  4.1 Overview 63
  4.2 Experiments 63
  4.3 Case Studies 69

CHAPTER 5: RESEARCH MODEL 84-163
  5.1 Overview of the Chapter 84
  5.2 Questionnaire and its Analysis 84
  5.3 Interviews 156

CHAPTER 6: CONCLUSIONS, LIMITATIONS AND FUTURE SCOPE 164-178
  6.1 Introduction 164
  6.2 Research Findings 164
  6.3 Summary 168
  6.4 Current Indian Approaches 171
  6.5 Limitations 174
  6.6 Future Steps 176

BEACON LIGHTS OF INDIAN ETHOS 179-183

BIBLIOGRAPHY 184-191

APPENDICES 192-198
  Appendix A: Questionnaire Format 192
  Appendix B: Location wise Break up 193
  Appendix C: Analysis of Questionnaire 197

BRIEF RESUME OF THE RESEARCHER