CHAPTER 2
LITERATURE SURVEY

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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
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;

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;

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

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 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;

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. Choices 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,

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

2.2.9 Vedanta & Science Series-Reality of God’s Existence,
His Holiness Bhaktisvarupa Damodara Swami, Dr T D Singh;
Published by The Bhaktivedanata Institute; Printed by Anderson Printing

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
Vidyabhushana, 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 Management Penguin Group 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
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

2.2.18 Tattvajijnasa
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;

2.2.20 Human Values for Managers
Editor S K Chakraborty; published by Wheeler Publishing; Edition 1995;
ISBN81-85814-38-4

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;
2.2.23 Human Values
The Tagorean Panorama; translated from Bengali by S K Chakraborty & Pradip Bhattacharya;

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 ORL, England
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

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

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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.

Fueling 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 EC1Y 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