Professionalism in Business

We can be an extremely hard working and intelligent worker, but to taste success in the fierce competitive world, we have to be a good and impressive communicator. In corporates; you will not get too many chances to win the confidence of your boss and fellow workers, you have to create a positive impression at the first go itself. Doing your work is important but what is more important is presenting your work well. We have to be very careful about our communication skills to perform well at our workplace and have an edge over our fellow workers.

Here are Some Tips to Improve Communication Skills for Professionals

Understand the second party well. Know more about their thought process, cultural background and educational background for effective communication. The content must be designed keeping the audience in mind. For instance, if you need to address the front line staff, it is always advisable to keep your speech simple for them to understand well. For interacting with top shots don't adopt a casual approach. Use professional jargons and corporate terminologies in your speech for the "Bang on" effect. Always be yourself very clear what you want to communicate. If you yourself are confused, you will also confuse others. Whatever thought you want to share with others, carefully put it into sensible and relevant words for others to understand clearly. Careful selection of words is very important for an effective communication. If you want to address your team in the conference room near the cafeteria, please do mention the location very clearly. Don't keep half of your thoughts in mind and expect the others to understand it on their own.

The pitch and the tone must also be taken care of. During presentations, seminars or business meetings, your tone must be audible to each and every participant to create the desired impact and for others to look up to you. Make sure that the individual sitting on the last bench is also able to hear you properly for them to give their best. Don't speak too

low or shout. Never rush. Speak slowly and clearly what you expect your fellow workers to do. Make your speech interesting. Don't make long presentations or unnecessarily drag the meeting. During long meetings, monotony creeps in and individuals tend to loose interest. Do include a tea or a snack break.

At work places never interact at noisy places, cafeteria, employee's workstations as noise acts as a hindrance to an effective communication. Prefer a conference room, a board room or a noise free zone for meetings and presentations. The speaker must use whiteboards, markers, pen and paper to highlight the important points. The listeners must also carry a notepad and a pen to jot down the important points as well as their queries. The queries must be asked at the end of the presentation. Jumping in between leads to confusions and misunderstandings and disrespect for the speaker. The question answer round must be kept at the end of presentations, seminars and meetings. The speaker must invite questions from the audience in the end and the listeners must also solve all their queries before leaving for a better understanding. Don't feel shy to ask your queries.

While sharing any important information, do verify with the recipients whether they have understood or not. While sharing any important contact number, always crosscheck with the recipient to ensure that they have noted it correctly. Don't dictate your e-mail ID in one go. Always break it into words which must be further broken into alphabets. For better clarity alphabets must be related with the word they stand for. For example A as in alpha, B as in beta, T as in tango, C as in Charlie as so on. Share your business cards than verbally dictating your details as chances of errors get reduced.

Don't always depend on verbal communication. After any meeting, make it a habit to send the minutes of the meeting through mail marking a CC to all the participants for everyone to recall what happened in the meeting. Learn the art of writing business mails. Never use stylish fonts or loud colours in business communication. The agenda of the meeting must also be sent well in advance so that the participants come prepared and do not give blank expressions during the meetings.

Business Communication

Communication Science Study Program
Tine A. Wulandari, M.I.Kom.

There should be transparency among all the team members and the subordinates must have an easy access to their superiors. The hierarchy should be simple for easy flow of information among the team members. The employee must know whom to contact in case of a query to avoid dilution of the information. Never call any client or any employee when they are about to leave for the day as they would never bother to listen carefully. Also avoid discussing important matters during lunch time as the employee is altogether in a different mood.

Also take care of your dressing at work place. Never be shabby and keep your nails clean. Do not wear loud colours to office. Casual dressing is a strict no no at work places. Make sure to carry a planner or an organizer to note down your work against the deadline to avoid forgetting important assignments. In offices, always keep your mobiles in the silent mode as loud ring tones act as a disturbing element and employees find it hard to concentrate at work.

The most important of all be yourself and be very confident. Give your best everyday at work and adopt a positive approach. Nervousness and over excitement lead to stammering and ineffective communication. Learn to keep a control on your emotions and be very careful about what you say and how you say. Communicate effectively at work place to be successful.

Value and Ethics in Business

Importance of Workplace Ethics

Workplace ethics ensures positive ambience at the workplace. Workplace ethics leads to happy and satisfied employees who enjoy coming to work rather than treating it as a mere source of burden. Employees also develop a feeling of loyalty and attachment towards the organization.

Organizations need to have fool-proof systems to measure the performances of individuals. Appraisal system needs to be designed keeping in mind employees's performance throughout the year and their career growth. Periodic reviews are essential. It is mandatory for superiors to know what their subordinates are up to. You need to know who all are going on the right track and who all need that extra push. **Workplace ethics ensures management guides and mentors their employees well.** Appraisal and salary hikes should not happen just for the name sake. Workplace ethics is important as it enables management to treat all employees as equal and think from their perspective as well. Employees must have a say in their appraisal system. Transparency is essential.

An employee is bound to move on after a year or so if he/she is not appreciated and rewarded suitably. It is indeed the organization's loss when employees after being trained quit and move on. Do you think it is entirely the employee's fault? Why would an employees move on if they are fully satisfied with their current assignment? Employees change primarily because of two reasons - Career growth and monetary benefits. Management needs to make employees feel secure about their job and career. Unnecessary favouritism is against workplace ethics. If you favour anyone just because they are your relatives, the other team members are bound to feel demotivated and thus start looking for new opportunities. An employees's output throughout the year should decide their increment.

Organizations need to stand by their employees even at the times of crisis. You cannot ask your employees to go just because you don't need them anymore or your work is over. Such a practice is unethical. How can you play with someone's career? If an individual has performed well all through but fails to deliver once or twice, you just can't kick them out of the system. Workplace ethics says that organizations need to retain and nurture talents. If you have hired an employees, it becomes your responsibility to train the individual, make them aware of the key responsibility areas, policies, rules and regulations and code of conduct of the organization. Employees need to be inducted well into the system. They must be aware of the organization's policies from the very first day itself.

Workplace ethics also go a long way in strengthening the bond among employees and most importantly their superiors. Employees tend to lie if you do not allow them to take leaves. If you do not allow an employee to take leave on an important festival, what do you expect the employees to do? What is the alternative left with them? They would definitely lie. Do not exploit your employees and don't treat them as machines. No employee can work at a stretch without taking a break. It is okay if they talk to their fellow workers once in a while or go out for a smoke break. Understand their problems as well. If you feel the problem is genuine, do not create an issue. It is but natural that once or twice they would definitely call their family members and enquire about their well-being. Superiors should not have a problem with that.

It has been observed that organizations which are impartial to employees, lend a sympathetic ear to their grievances and are employee friendly seldom face the problems of unsatisfied employees and high attrition rate.

Role of Management in Inculcating Workplace Ethics

Management plays an essential role in inculcating workplace ethics in employees. Bosses need to set an example for their subordinates. You need to come on time if you expect your team members to reach office on time.

Management needs to act as a source of inspiration for the employees. It is generally observed that team managers, leaders influence their team members to a large extent. Superiors strictly need to adhere to the rules and regulations of the organization for their employees to follow the same. Remember, you have no rights to scold your subordinates if you yourself are at fault. Moreover no one would bother to listen to you as well. Don't expect your team members to sit till late if you yourself leave early.

It is the role of the management to motivate the employees and guide them as to what is right and wrong. Remember a boss is like the captain of the ship. It is your responsibility to take your team members along and provide constant mentoring. Rebuking is not the only solution. If you know your team members are meeting their spouse during office hours, do you feel insulting or criticizing in front of others would help? NO. Call them to your cabin or speak to them in private and make them realize that it is not morally correct to bunk office. You need to counsel them and make them understand their mistake politely. Believe it, being rude would make the situation more worse. Do not discuss the matter in front of others. The other person might not like it. Your job is to make the other person feel guilty and realize that indeed they have done something wrong. Believe it, they would never repeat their mistake.

Constant communication between the management and employees is of utmost importance in inculcating workplace ethics. Management ought to be transparent with its employees. Let them have a say in company's decisions. Let them decide what is right and what is wrong for them. Sit with them, discuss, brainstorm ideas and listen to what they have to say. Never ignore their opinions. Let them come out with their grievances.

Lend a sympathetic ear to their problems as well. Try to provide them a solution. If you feel most of your employees have a problem coming to office early as they in any case have to stay back till late in the evening as per the client's availability, please adjust the office timings accordingly. How can you expect your employees to reach office sharp at 8 AM when they are leaving for the day at 10 PM. Remember, rules and regulations should not act as a hindrance in their performance. Be realistic and logical. If the problem is genuine

and faced by a major chunk of employees, there is no harm in changing the policies. Think from the employee's perspective as well. Policies should not be too rigid.

Don't be too strict with the employees. If your employees are not present in the office, please do not call their family members to enquire about them. No one would like it. We all are mature professionals to understand that if there is work, we need to finish it first rather than waste our time in gossiping and surfing social networking sites. Management can't force employees to respect the organization. Respect must be commanded and not demanded. Respect your employees if you expect the same in return.

Some organizations do not easily release their employees. Remember, boss cannot stop an employees from changing their job if they have already decided to move on. Try to convince them once and if they are still not willing to continue, let them go. Employees depend on fake relieving letters, experience certificates when they do not get it from their previous organization on time.

Tips to Promote Workplace Ethics

Workplace ethics ensures employees are treated with utmost respect. It also leads to a sense of satisfaction among employees and they develop a feeling of attachment towards their respective organizations. The feeling of loyalty is a feeling which is seen in very few individuals. For them, going to work is the best source of earning money and also keeping one-selves occupied. Organizations often complain of employees moving on when they are fully trained. An organization invests its time, money and energy in training a new employee and thus it is a big blow when he/she quits all of a sudden.

The best way to promote workplace ethics is to be very specific and careful while recruiting potential employees who would be representing the top levels especially the human resource department. It is rightly said that human resource professionals are the face of an organization. They need to understand the psychology of individuals well as they are the ones who have the responsibility of formulating policies, rules and regulations of the

organization. Remember, policies should neither be too flexible nor too rigid. If policies are too flexible, no one actually follows them and if policies are too rigid, again employees would depend on excuses and lies to escape them. You must understand your nature of business. An organization which works primarily for US Clients can't ask employees to report early in the morning as we are sure employees must be working till late or probably the whole night.

Human resource professionals ought to communicate the organization policies and code of conduct clearly to the employees the very first day. Also send them a mail for their ready reference. Tell them very clearly the office timings, hierarchy, dress code, salary structure, leave procedure, reporting structure and so on. In this case, they would never have an excuse later. Tell them from the very beginning that there are certain things which are expected out of them and organization is very strict on certain policies like coming to office on time, informed leaves etc. Make them clear that if they are caught bunking office or participating in unfair practices like stealing, passing on confidential information, they would be shown the exit door the very next day. Believe it, no one would even think of doing the same. Problems arise when employees are not aware of rules and regulations. Transparency between management and employees is of utmost importance and the best way to promote workplace ethics.

Listen to what your employees have to say. Let them come out with their problems. Superiors need to interact with employees on a regular basis and address their grievances. Management needs to make employees feel comfortable. They might come up with lots of issues and as a boss it is your responsibility to guide them and help them with a solution. Even if the problem is illogical, do not be harsh to them. Make them realize as to where they are wrong. Open communication is the best way to promote workplace ethics. Constant mentoring plays an important role in motivating the employees to adhere to the organization policies.

No employee should be given special treatments. Bonuses and hikes must be proportional to the employee's performance over a period of time. Appreciating the employee who

really deserves is essential. Do not favour the other employees just because you like them. Fair judgement is of utmost importance. You have nothing to do with their personal life. There should be absolutely no problem if an employee goes out to meet their spouse after office hours.

Organization needs to support its employees always, even at the hours of crisis. Job security and constant career growth are two most important factors which ensure employees stick around for a long time and also are satisfied with their current assignment. If employees are happy and contended and feel respected, they would also strive hard to deliver their level best everytime.

Importance of Employee Code of Conduct

Employee code of conduct guides individuals as to how they should behave at the workplace. Employees need to be aware as to what is expected out of them in the office. You just can't behave the same way at office as you behave at home. Your Boss can be your best friend outside office but at work you have to respect them and also treat them like your superior. Employee ethics is essential for maintaining discipline at the workplace. Management needs to be liberal with the employees but there has to be some element of fear also in the minds of employees. If the superiors are too friendly with their subordinates, there are chances they might start taking undue advantage of the friendship. There has to be a balance always. Yes, organization's policies ought to be employee friendly but that does not mean employees come to office at 11 AM just because they cannot get up early in the morning. There has to be a genuine reason for everything.

There has to be a proper dress code for employees. Individuals just can't enter into the office wearing anything. Employee code of conduct decides what individuals ought to wear to office. Some organizations are very particular of what their employees wear to work.

Let us go through an example:

Organization A did not instruct employees about their dress code. There was really no strictness as far as dress code was concerned. One fine day; Paul came to office wearing T-Shirt and Capri. The same day, one of Organization A's esteemed clients came for site visit. The moment the clients met Paul, they were rather surprised. Understand, coming in jeans and T-Shirt to work does not stop us from working but it just reflects the non serious and casual attitude of employees. It is always better if employees come to work in formals. Casual dressing is okay on Saturdays but that does not mean you can come to work wearing shorts. Dress sensibly even if it is a weekend and you have already gone in the holiday mood. Employee dress code also ensures uniformity among employees.

Employee code of conduct ensures career growth and also benefits the organization in the long run. If employees understand the difference between what to do and what not to do at the workplace, problems would never arise. We bunk offices because we do not realize that such a practice is wrong and unethical. Employee ethics ensures employees adhere to the rules and regulations and also work for the organization. Employee ethics motivates employees not to indulge in gossiping, nasty politics, criticizing fellow workers, bunking office and so on. They seldom think of sharing confidential information or data with competitors and all their energies are utilized in productive activities which would benefit the organization.

Employee ethics ensures employees attend office on time and genuinely respect their superiors. Most of the times it has been observed that employees have a hate relationship with their Bosses. Are bosses wrong always? Ask yourself. How would you feel if someone reporting to you is absconding from the office and you have a deadline to follow? Yes, sometimes it does become essential to show your powers and be a little authoritative. Understand that employee ethics is not meant to downgrade employees but make them aware of their duties and responsibilities in the organization.

Most essentially, employee ethics is important as it goes a long way in making the value system of employees strong. This way, employees on their own develop a feeling of attachment and loyalty towards the organization. Remember, employee ethics is not meant to bind you but make you an indispensable employee.

Ethics in Human Resource Management

Human resource management deals with manpower planning and development related activities in an organization. Arguably it is that branch of management where ethics really matter, since it concerns human issues specially those of compensation, development, industrial relations and health and safety issues. There is however sufficient disagreement from various quarters.

There are different schools of thought that differ in their viewpoint on role of ethics or ethics in human resource development. One group of thought leaders believes that since in business, markets govern the organizational interests and these interests are met through people, the latter are therefore at the highest risk. They believe that markets claim profits in the name of stakeholders and unless we have protocols, standards and procedures the same will develop into a demon monopolizing markets and crushing human capital; HR ethics are become mandatory.

There is another group of ethicists inspired by neo-liberalism who believe that there are no business ethics apart from realization of higher profits through utilization of human resources. They argue that by utilizing human resources optimally, there is more value creation for the shareholders, organization and the society and since employees are part of the society or organization, they are indirectly benefited. Nevertheless ethics in human resource management has become a perennial debate of late!

Discussions in ethics in HRD stem from employee relationships and whether or not there can be a standard for the same. Employee rights and duties and freedom and discrimination at the workplace are issues discussed and covered by most texts on the topic. Some argue that there are certain things in employment relationship that are constant others disagree with the same. For example, right to privacy, right to be paid in accordance with the work (fair compensation) and right to privacy are some areas that cannot be compromised upon.

Ethics and Market System

The kind of market system affects business and HR ethics; the latter thus becomes negotiable. In occupations where the market conditions do not favor the employees it is necessary to have government and labor union interventions in order to control the possible exploitation. In free market system, employees and the employer are almost equally empowered, negotiation create win win situations for both the parties. Government or labor union interventions become harmful.

Globalization has brought about the concept of globalizing labor, trade unions have started to decline and the role of HR as such in issues like employee policies and practices has become a debatable topic. In fact many people are of the opinion that HR is nothing but an arm of the stakeholders through which major strategic and policy decisions are divulged geared towards profit making!

Thought there can be no single opinion on ethics in HR that is convincing. Market in itself is neither an ethical institution nor unethical and no policies and procedures alone cannot govern and align markets to human well being. However the requirement of such policies and procedures can also not be denied. In lieu of this HR ethics should take care of things like discrimination (sexual, religion, age etc), compensation, union and labor laws, whistle blowing, health and safety of the employees etc.

Ethical Issues in HR

Of all the organizational issues or problems, ethical issues are the most difficult ones to handle or deal with. Issues arise in employment, remuneration and benefits, industrial relations and health and safety.

- **Cash and Compensation Plans**

    There are ethical issues pertaining to the salaries, executive perquisites and the annual incentive plans etc. The HR manager is often under pressure to raise the band of base salaries. There is increased pressure upon the HR function to pay out more incentives

to the top management and the justification for the same is put as the need to retain the latter. Further ethical issues crop in HR when long term compensation and incentive plans are designed in consultation with the CEO or an external consultant. While deciding upon the payout there is pressure on favouring the interests of the top management in comparison to that of other employees and stakeholders.

Diagrammatic representation of HR Ethical Issues
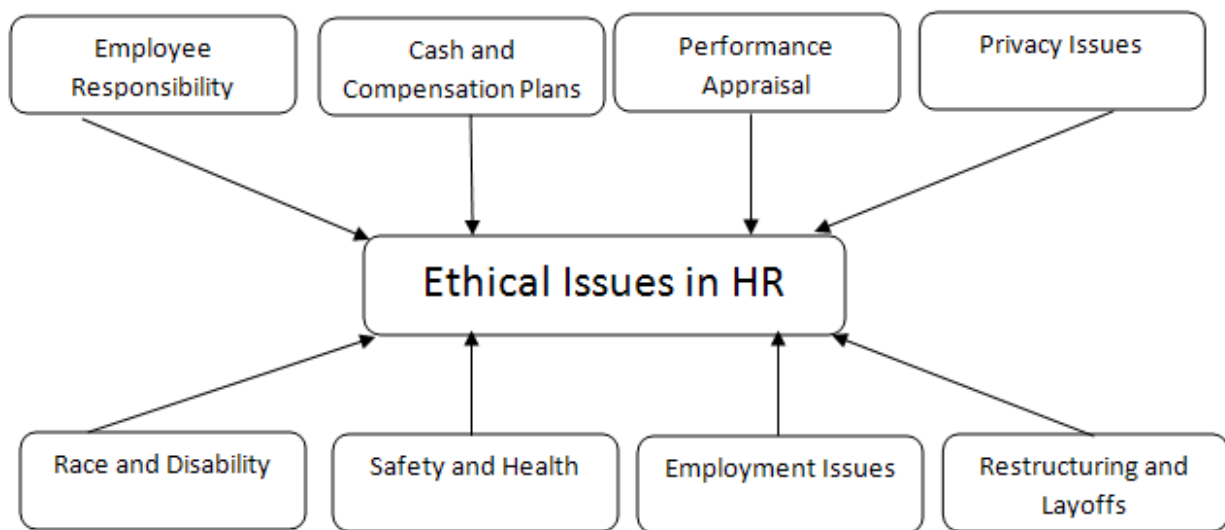
- ### Race, gender and Disability

  In many organizations till recently the employees were differentiated on the basis of their race, gender, origin and their disability. Not anymore ever since the evolution of laws and a regulatory framework that has standardised employee behaviours towards each other. In good organizations the only differentiating factor is performance! In addition the power of filing litigation has made put organizations on the back foot. Managers are trained for aligning behaviour and avoiding discriminatory practices.

- ### Employment Issues

  Human resource practitioners face bigger dilemmas in employee hiring. One dilemma stems from the pressure of hiring someone who has been recommended by a friend, someone from your family or a top executive.

  Yet another dilemma arises when you have already hired an employees and they are later found to have presented fake documents. Two cases may arise and both are

critical. In the first case the employees have been trained and the position is critical. In the second case the employees have been highly appreciated for their work during their short stint or they have a unique blend of skills with the right kind of attitude. Both the situations are sufficiently dilemmatic to leave even a seasoned HR campaigner in a fix.

- **Privacy Issues**

  Any person working with any organization is an individual and has a personal side to their existence which they demands should be respected and not intruded. The employee wants the organization to protect their personal life. This personal life may encompass things like their religious, political and social beliefs etc. However certain situations may arise that mandate snooping behaviours on the part of the employer. For example, mail scanning is one of the activities used to track the activities of an employee who is believed to be engaged in activities that are not in the larger benefit of the organization.

  Similarly there are ethical issues in HR that pertain to health and safety, restructuring and layoffs and employee responsibilities. There is still a debate going on whether such activities are ethically permitted or not. Layoffs, for example, are no more considered as unethical as they were thought of in the past.

Ethics in Sales and Marketing

Markets present a clash of interest between various players. There is competition for resources, customers and price etc, which breeds ground for activities that may not get ethical sanctions. A certain code of conduct, policies and practices called ethics are required to manage markets and marketing.

Marketing is the heart of all businesses and all other functions depend upon the same for keeping the business moving. It is one business function that interacts the most with markets, in fact markets are meant to sell and they exist only when they sell! In such a scenario there are bound to be multiple players and a clash is inevitable. Such clash leads to

malpractices like hoarding, price competitions, brand wars and use of unfair tactics, which is precisely where marketing ethics come into play.

Simply put, ethics means principle or values by which marketing ought to be conducted in the market place. Logically also when there are huge number of transactions involved, a certain code or guiding principles are required to ensure that operations and industry competitiveness is fair and beneficial to the end user. **There are different philosophies or schools of thought for ethics in marketing, one is the political philosophy and the other is the transaction focused.**

Whereas one school of thought says that all marketing efforts should be focused on maximizing the shareholder value and that this is the only marketing ethics; the other believes that marketing and market is equally responsible to consumers, other stake holders and the shareholders. The tactic of targeting targeted segments, creating needs that were inexistent till now, transparency about the source of labor and environmental risks, transparency about the use of source and the ingredients, appropriate labeling, mentioning associated health risks, advertising jurisprudence and not making false promises fall within the ambit of marketing ethics.

Lots of marketing and promotion was carried out for goods and services that were not a need till yesterday and only a luxury. Today cell phones have become a need and a status symbol! These are issues that are being discussed in marketing ethics nowadays. Marketing ethics is in its budding stage only considering that it came into being only in late 1990s.

Like other ethical disciplines, marketing ethics is also looked up from various perspectives. There is the perspective of virtue, expediency and other perspectives. But like other ethics there is also the difficulty of deciding the agency responsible for ethical practice. Since there is not one single agency responsible for ethics this gives the independence to an individual or to any marketing agency to act on its own and be ethical!

Marketing ethics unlike other business ethics is not only restricted to the field of marketing alone. It influences many aspects of our life and especially in developing perceptions in the minds of people and creating identities, classes and sections in the society. The visual

channels of communication used for marketing sometimes lead to closure of knowledge, opinions, ideas and beliefs. It creates prejudices in the mind of people.

Ethics and Production

Ethics in production is a subset of business ethic that is meant to ensure that the production function or activities are not damaging to the consumer or the society. Like other ethics there is a certain code of conduct or standards to be followed, however ensuring that the ethics are complied with is often difficult.

One of the most important characteristic of the business today is that there is a great degree of interdependence between various business functions. Production cannot happen without marketing and sales and vice versa. In order to survive in the competitive sphere organizations try to reduce the costs involved in production processes. This cost efficiency is sometimes achieved at the cost of quality. Poor processes and technology is used to keep the cost down, this is especially true for small players who cannot afford economies of scale. Having said this there are also examples of industry giants that compromised on certain production processes, cola companies make up for a good example.

All the production functions are governed by production ethics but there are certain that are severely harmful or deleterious which need to be monitored continuously. The following are worth mentioning:

- There are ethical problems arising out of use of new technologies that are deleterious to health, safety and environment. Technological advancements like genetically modified food, radiations from mobile phones, medical equipment etc are less problems are more of dilemmas.

- Defective services and products or products those are innately deleterious like alcohol, tobacco, fast motor vehicles, warfare, chemical manufacturing etc.

- Animal testing and their rights or use of economically or socially deprived people for testing or experimentation is another area of production ethics.

Business Communication

Communication Science Study Program
Tine A. Wulandari, M.I.Kom.

- Ethics of transactions between the organization and the environment that lead to pollution, global warming, increase in water toxicity and diminishing natural resources.

Dilemma of Ethics in Production

There are certain processes involved in the production of goods and a slight error in the same can degrade the quality severely. In certain products the danger is greater i.e. a slight error can reduce the quality and increase the danger associated with consumption or usage of the same exponentially. The dilemma therefore lies in defining the degree of permissibility, which in turn depends on a number of factors. Bhopal gas tragedy is one example where the poisonous gas got leaked out due to negligence on the part of the management.

Usually many manufactures are involved in the production of same good. They may use similar or dissimilar technologies for the same. Setting a standard in case of dissimilar technologies is often very difficult. There are many other factors that contribute to the dilemma, for example, the involvement of the manpower, the working conditions, the raw material used etc.

Social perceptions also create an impasse sometimes. For example the use of some fertilizer by cola companies in India recently created a national debate. The same cold drinks which were consumed till yesterday became noxious today because of a change in the social perception that the drinks are not fit for consumption.

Ethics and Technology

Businesses today are technology and innovation driven. There is huge competition in the sphere and therefore like other industry or business function ethics is essential here also. Specially because ethics by itself is only a tool to create and doesn't know ethics or morals!

Every day we have innovative products and services that announce their arrival in the market place and others that go obsolete. It is this technology and innovation that leads to

ethical issues, considering the competition to stay ahead by innovating is immense. Issues like data mining, invasion to privacy, data theft and workplace monitoring are common and critical.

In technology we speak of ethics in two contexts; one is whether the pace of technological innovation is benefiting the humankind or not, the other is either severely empowering people while choking others for the same. Technology, for example, has drastically replaced people at work.

In the first case we are compelled to think about the pace at which technology is progressing. There are manifold implications here, be it things like computer security or viruses, Trojans, spam's that invade the privacy of people or the fact the technology is promoting consumerism.

Nowadays data storage is primarily on computer systems. With the advent of internet technology the world has got interconnected and data can be accessed remotely by those who are otherwise unauthorized to do the same. This is one of the pitfalls of innovation. The other one i.e. the pace of technological change also raises the question of ethics.

New products make their way and leave the existing ones obsolete. In fact technological change and innovation is at the heart of consumerism, which is bad for economy and environment in general. The recent economic downturn makes up for a very good example.

Increasingly technological products are adding up to environmental degradation. Computer screens, keyboards, the ink used in the printers are some of the ways in which technology is polluting the environment. All these produce toxins that cannot be decomposed easily.

The other major issue in technology that brings in ethics is interface between technology and the computers. Many scientists are of the opinion that the world will come to an end with a war between the humankind and the technology. Technology they say will advance to an extent beyond the control of those who have made it!

No doubt technology has replaced people at work and made certain others redundant. On the flip side many people have been raised to power while others have been severely handicapped. The latter is especially true for third world countries. New manufacturing processes that are outsourced either replace manpower there or either exploits the latter in the name of employment by engaging them cheaper prices.

Technology has also made inroads into the field of medicine and life care. New cloning techniques, genetic modifications or other life saving drugs need continuous monitoring and surveillance. Bioethics has thus emerged as ethics in the field of medical technology.

Whereas we cannot talk of controlling technology and innovation, the better way is to adapt and change. The role of ethics in technology is of managing rather controlling the same. Continuous monitoring is required to keep track of latest innovations and technological changes and for ensuring fair practices.

International Business Ethics

International business ethics emerged quite late globally compared to the business ethics that came up in 1970's. It was only in late 1990's that the international business ethics came to the fore especially so after the economic developments that occurred on a global scale.

In 1990's many businesses from the developing countries expanded their operations and became multinational. The transactions between businesses and the governments increased as a result, which gave rise to many practical issues. Culture and its relativity was one factor more prominent than the others. Other ethical issues in the context of international business are generally dealt with the laws of the land; although all of them fall within the ambit of international business ethics.

Globalization diminished the barriers between countries on the globe and also called for universalization of values for trade to occur smoothly. Universal values were perceived to control the behaviour in the commercial space. This lead to ethical issues in the international business perspective, those that were unknown till date.

Other theoretical issues arise from the diversity of business ethical traditions in various countries across the globe. In addition, comparisons made on the basis of corruption rankings of a certain state or on the basis of gross domestic product of a certain economy also lead to ethical issues in the international arena.

Since religion brings in a wholly different perspective to the way we look upon things; the comparison of ethical traditions from the perspective of the latter also gives birth to ethical problems. For example, trade in Christian dominated countries is different from the trade in Islamic countries. Again depending upon how strong or profound the impact of the religion is, business practices are influenced proportionally.

In the international business arena, ethical problems also arise out mere international business transactions. Fair trade movement, transfer pricing, bioprospecting and biopiracy are examples of transactions that fall within the ambit of international business ethics. Similarly issues like child labor and cultural imperialism are controversial enough to call upon the attention of international business ethics.

Yet another arena for strong requirement of ethics would be when multinationals bargain to take advantage of international differences; For example when rich nations outsource their services to poor and developing nations at cheaper cost. Western nations were up till recently outsourcing many of services to third world nations where they could hire manpower for the cheapest prices. This led to a severe competition between developing nations with each one offering cheaper labour than the other.

Dumping is yet another way by which large companies are trying to kill the domestic players. Foreign players often sell goods and services at a cheaper price making it hard for the small players to survive the competition. Consumer durables and FMCG are biggest examples of such practices. The bigger threat here is the resulting monopoly which places the customer in a losing position. The international trade commission began for its search of its anti dumping laws from the year 2009.

All these are ways in which business at the international level can lead to ethical dilemmas. In absence of international business ethics it may become almost impossible to regulate business and create winning situations for people in the market place.

Myths of Business Ethics

Practically business ethics at the workplace connotes an alignment between what the organization values and how to go about it. It means that the all the day to day operations or activities carried out by employees are in tandem with the organizational policies without any deviations. There are however lots of myths that surround business ethics and their relevance and effectiveness.

Many management thinkers and philosophers believe that business ethics alters people's values. They cease to be what they are, which comes in way of realization of their full potential. Instead business ethics should be about managing values and conflict resolution. Conflict management is what they stress the most upon.

There is a continuous tension between individual and organizational ethics. Many organizations believe that most of their human resources are ethical already and need not be trained upon. When such an ethical dilemma arises, it arises because there is a clash of principles that differ in their result priorities. Again there ethics to counter that are equally reasonable! So what do you choose?

One more myth that surrounds business ethics is that it is well managed and the prerogative of philosophers and theologians. They say that there is no such term as business ethics that can decide how organizations go about their day to day activities. Most of this may be attributed to lack of participation of business leaders in ethical decision making process and their interest in the same.

Business ethics is also criticized as being nothing new. It is believed to something that only avows what is good and which is logical and known to everyone. But when we look at the same from the perspective of stakeholders, the society and employees who work at the

bottom of the pyramid, it safeguards the interests of all these groups. Organizations cannot function in a programmed manner ensuring there is no breach of a certain code in the absence of ethics and values.

Business ethics in the context of corporations is recent, but it is fairly old if we talk of general business transactions. Cicero wrote about business ethics in his book 'On Duties'. It looks recent because of the corporate social responsibility movement that started in early 1970's.

Yet another myth that surrounds business ethics is that business ethics cannot be managed which is totally wrong. In reality business ethics is managed or exercised indirectly in some way. Organizations priorities can also be reflective of the ethics followed in the organizations. For example a sales driven organization is bound to be aggressive naturally, whereas one that is into the business of hospitality is bound to be different.

Certain other sections of people in management believe that business ethics and social responsibility are the same. They are not! In fact corporate social responsibility is only a small part of it. Corporate social responsibility concerns itself with managing business dealings and the interface with the society; it does not deal with ethics at the workplace. However both fall under the continuum of business ethics.

Resolving an Ethical Dilemma

In a business setting managers are put to test when they face the challenge of resolving an ethical dilemma. Often certain situations do not fall in the ambit of procedures or the official code of conduct and this is when the managers feel the heat.

The problem with ethical decision making is that a decision in itself cannot be taken in a vacuum; one single decision affects lots of other decisions and the key is to strike a balance to ensure a win-win situation is arrived upon.

Business Communication

Communication Science Study Program
Tine A. Wulandari, M.I.Kom.

Though there are no golden rules to resolve ethical issues but managers can take a number of initiatives to resolve ethical issues. A brief description is given below.

- **Know the Principles**

  In ethical decision making there are three basic principles that can be used for resolution of problem. These three principles are that of intuitionism, moral idealism and utilitarianism.

  The principle of intuition works on the assumption that the HR person or the manager is competent enough to understand the seriousness of the situation and act accordingly, such that the final decision does not bring any harm to any person involved directly or indirectly.

  The principle of moral idealism on the other hand states that there is a clear distinction between good and bad, between what is acceptable and what is not and that the same is true for all situations. It therefore asks to abide by the rule of law without any exception.

  Utilitarianism concerns itself with the results or the implications. There is no clear distinction between what is good and what is bad; the focus is on the situation and the outcome. What may be acceptable in a certain situation can be unacceptable at some other place. It underlines that if the net result of the decision is an increase in the happiness of the organization, the decision is the right one.

- **Debate Moral Choices**

  Before taking a decision, moral decisions need to be thought upon and not just accepted blindly. It is a good idea to make hypothetical situations, develop case studies and then engage others in brainstorming upon the same. This throws some light into the unknown aspects and widens the horizon of understanding and rational decision making.

- **Balance Sheet Approach**

  In balance sheet approach, the manager writes down the pros and cons of the decision. This helps arrive at a clear picture of things and by organizing things in a better way.

- **Engage People Up and Down the Hierarchy**

  One good practice is to announce ones stand on various ethical issues loudly such that a clear message to every member of the organization and to those who are at the greater risk of falling prey to unethical practices. This will prevent the employees from resorting to unethical means.

- **Integrating Ethical Decision Making into Strategic Management**

  Morality and ethical make up for a perennial debate and ethical perfection is almost impossible. A better way to deal with this is to integrate ethical decision making into strategic management of the organization. The way the HR manager gains an alternate perspective rather than the traditional employee oriented or stakeholder oriented view.

All these steps can bring better clarity into resolving ethical dilemmas. The choice lies with the managers and their own and the organization value clarity.

Business Etiquettes

Corporate Etiquette - Do's and Dont's

It is essential for every individual to behave in a socially acceptable way. Etiquette refers to good manners which help an individual leave their mark in the society. An individual must know how to behave at the workplace. There is a huge difference between college and professional life. We needs to be disciplined at the workplace.

Corporate Etiquette refers to set of rules an individual must follow while we are at work. We must respect our organization and maintain the decorum of the place. Corporate Etiquette refers to behaving sensibly and appropriately at the workplace to create an everlasting impression. No one would take you seriously if you do not behave well at the workplace. Remember we can't behave the same way at work place as we behave at our homes. We needs to be professional and organized.

It is important to behave well at the workplace to earn respect and appreciation. Let us go through some Do's and Don'ts at workplace:

- **Never adopt a casual attitude at work.** Your office pays you for your hard work and not for loitering around.

- **Don't peep into other's cubicles and workstations.** Knock before entering anyone's cabin. Respect each other's privacy.

- **Put your hand phone in the silent or vibrating mode at the workplace.** Loud ring tones are totally unprofessional and also disturb other people.

- **Don't open anyone else's notepads registers or files without their permission.**

- **It is bad manners to sneeze or cough in public without covering your mouth.** Use a handkerchief or tissue for the same.

- **Popping chewing gums in front of co workers is simply not expected out of a professional.**

- **Stay away from nasty politics at the workplace.** Avoid playing blame games.

- **Keep your workstation clean and tidy.** Throw unwanted paper in dustbin and keep files in their respective drawers. Put a label on top of each file to avoid unnecessary searching.

- **Never criticize or make fun of any of your colleagues.** Remember fighting leads to no solution. There are several other ways to express displeasure. Sit with your colleagues, discuss issues face to face and decide on something which is mutually acceptable. Take care of your pitch and tone at the workplace. Never shout on anyone or use foul words. It is unprofessional to lash out at others under pressure. Stay calm and think rationally.

- **Never attend meetings or seminars without a notepad and pen.** It is little tough to remember each and everything discussed in the meeting. Jot down the important points for future reference. Wait for your turn to speak.

- **Pass on information to all related recipients in the desired form.** Communicate through written modes of communication preferably through emails. Keep your reporting boss in the loop. Make sure your email signatures are correct.

- **Reach office on time.** We must adhere to the guidelines and policies of the organization. Discipline must be maintained at the workplace.

- **No organization likes to have a shabbily dressed employee.** Shave daily and do not use strong perfumes.

- **Never wear revealing clothes to work.** Body piercing and tattoo are a strict no no at the workplace. Females should avoid wearing heavy jewellery to work.

- **Don't pass lewd comments to any of your fellow workers.**

- **While having lunch together, do not start till the others have received their food.** Make sure your spoon and fork do not make a clattering sound. Eat slowly to avoid burping in public.

- **Respect your fellow workers and help them whenever required.**

- **It is unethical to share confidential data with external parties and any other individual who is not related to the organization.** Data in any form must not be passed to anyone outside the organization.

- **Office Stationery is meant to be used only at work.** Taking any office property back home is equivalent to stealing.

- **Make sure you turn off the monitor while you go out for lunch or tea breaks.** Switch off the fans, lights, printer, fax machine, scanner before you leave for the day.

- **Don't bring your personal work to office.** Avoid taking kids to office unless and until there is an emergency.

- **Park you car at the space allocated to you.** Don't park your vehicle at the entrance as it might obstruct someone's way.

- **Never ever drink while you are at work.** Smoke only at the smoking zones.

- **Do not leave the restroom with taps on.**

- **Female Employees should stick to minimal make up.**

Interacting with Co-Workers

Etiquette helps an individual to be different and stand apart from the crowd. We needs to be serious and a little sensible at the workplace. An individual can't behave the same way at office as we behaves at home. People who lack etiquette are never taken seriously by their fellow workers.

An individual all alone finds it difficult to survive at the workplace. We needs to be a good team player to make their mark at the workplace. We needs to interact with our fellow workers and share ideas to reach to better solutions. Employees must work in unison for faster and effective results. It is essential to maintain healthy relationships with fellow workers as an individual spends their maximum time at the workplace.

- **Respect your fellow workers.** Misbehaving with colleagues spoils the ambience and leads to negativity all around. Treat all co workers as one irrespective of their race, caste, nationality, designation etc.

- **Spreading baseless rumours about fellow workers is something which is not at all expected out of a professional.** Spotting any of your colleagues with their spouse has

nothing to do with office and thus must not be discussed at the workplace. Avoid playing blame games in organization. An individual should have enough guts to accept their mistakes. If you do not like someone, it is better to ignore the other person rather than fighting with them. Remember conflicts lead to no solution.

- **Be cordial to all.** Greet everyone with a smile. It is bad manners to make faces at others. Learn to be a little more adjusting. Things don't always go your way. Do not take things to heart.

- **Help your colleagues in whatever way you can.** Never give them any wrong suggestions. You will like your job more if you have a friend at the workplace.

- **Be polite to your fellow workers.** If they shouts on you, never shout back on them. Don't do what others do. You will not become small if you say "sorry".

- **Too much of friendship at the workplace is bad.** Being emotional at work is harmful. The other person might take undue advantage of your generous attitude.

- **Never overreact.** It pays to be calm and composed at the workplace.

- **Avoid taking sides at the workplace.** Don't ask for personal favours from any of your fellow workers. Never ask anyone to do grocery shopping on your behalf or pick your son from school. It is unprofessional.

- **Avoid being rude to anyone.** You never know when you might need any of your fellow workers. Never lash out at others under pressure.

- **Never interfere in your colleague's work.** It is bad manners to open anyone else's envelopes or check fellow worker's emails. Respect your colleague's privacy. Do not peep into anyone else's cubicles. Knock before entering your boss's cabin.

- **Never make fun of anyone at the workplace.**

- **It is bad manners to overhear anyone else's conversation.**

- **Avoid criticizing others.** We needs to be flexible at the workplace. Being rigid spoils relationships.

Business Communication

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Employer Etiquette - Codes of Conduct necessary for an Employer

Employer Etiquette refers to codes of conduct necessary for an employer to follow in order to set an example for employees. Employers must behave in an appropriate way for the employees to respect them and look up to them.

Let us go through some employer etiquette:

- **Respect your employees.** Never misbehave with them.

- **Avoid being partial towards anyone.** Treat all your employees as one irrespective of their level in the hierarchy, educational qualification, caste, race or family background. Do not give special treatment to an employee just because they are your family friend. Personal relationships must not be mixed with professional commitments.

- **Do not ask for special favours from any of your employees.** Do not ask any of your staff members to book your movie tickets or drop your son to school.

- **Help your employees whenever required.** Employees must be able to fall back on their employer at the times of crisis.

- **Never encourage nasty politics at the workplace.** Take strict action against employees indulged in unproductive tasks.

- **Motivate your employees.** Appreciate those who perform exceptionally well. Give them a pat on their backs for their good work. Encourage them to work in teams to extract the best out of each of them.

- **Give the employees their due credit.** Reward them with incentives and certificates. Get their names displayed on notice boards. Appreciate them whenever they perform well.

- **It is essential to be transparent with the employees.** Never hide anything from them.

- **Be realistic.** Give them proper feedback and show them the real picture.

- **Treat the employees well for them to feel indispensable for the organization.**

- **Salaries must be credited to their salary account on time.**

- **Employers must lend a sympathetic ear to the employees' grievances.** Try your level best to resolve them immediately. Any problem left unattended in the beginning can become a major concern later on.

- **Promote necessary training programs to upgrade the existing skills of the employees.**

- **Make yourself available to your employees.** An employer's role is not only to sit in closed cabins but to interact with your employees and find out what they are upto.

- **Monitor their performances but do not interfere in their work.** Give them deadlines and let them work in their own way. Do not be after their life to get the work done.

- **Be friendly with your employees.** The Hitler approach does not work nowadays. Have your lunch with them once in a week and try to enquire about their family, married life, children and so on. Such informal interactions bring employees closer to their employers.

- **An employer does enjoy some liberty but we should try their level best to adhere to the company's guidelines and policies.** Try to reach work on time. Be an idol for your employees.

- **Never indulge in loose talks at workplace.** Respect your female employees and don't ask them to stay at the office till late hours.

- **If any of your employees has confided in you, keep it to yourself only.** Do not share it with others.

- **Remember respect is always earned and never demanded.** Speak politely and dress smartly. Set trends for others to follow.

Employee Etiquette - Codes of Conduct necessary for an Individual at Work

Individuals working in organizations to earn a living for themselves are called employees. It pays to be a little mature and sensible at the workplace. Avoid being too casual.

EMPLOYEE ETIQUETTE

Employee etiquette refers to codes of conduct an individual should follow while at work.

Let us go through some employee etiquette:

- **Respect your organization to expect the same in return.** Don't treat your organization as a mere source of earning money. Remember your organization is paying you for your hard work and not for gossiping and loitering around.

- **Reach office on time.** If your office timing is 9 AM, make sure you are there at 8.50 AM. It is essential to be disciplined at the workplace.

- **Leave all your personal problems out the moment you step in the office.** It is unprofessional to mix personal and professional life. Keep them separate.

- **Greet your fellow workers with a smile.**

- **Follow the professional dress code. Never wear anything which shows much of your skin.** Avoid wearing jeans, capris, T shirts, shorts etc to work. Female employees should not wear revealing dresses or deep neck blouses to work.

- **Never ever enter office under the influence of alcohol. It is an offence.**

- **As a responsible employee you have no rights to share confidential information with any of the external parties under any circumstances.** Data in any form must not be leaked to anyone who bears no relation with the organization.

- **Keep your cell phones in the silent mode to avoid disturbing others sitting around you.** Loud ring tones at the workplace are a strict no no. Avoid long personal calls during office hours. Wearing ear buds at the workplace is unacceptable.

- **Keep your workstation free of unwanted documents and files.** Avoid having lunch at your desk. It creates mess.

- **Learn to own your mistakes.** Stick to your statements. Stay away from blame games and nasty politics at the workplace. Remember conflicts and misunderstandings lead you nowhere. It is always better to discuss issues face to face and reach to a mutually acceptable solution.

- **While communicating through emails, make sure your superiors are in the loop.** It is foolish to hide things from them. Master the art of writing emails. Emails must be self explanatory and a clear reflection of our thoughts.

- **Respect your fellow workers.** Help them whenever required. Never give them wrong suggestions.

- **Treat all your fellow workers as one irrespective of their education and designation in the organization.** Female employees must be treated with respect and dignity.

- **Never take undue advantage of your position.** Do not ask for personal favours from your subordinates. Too much of friendship at the workplace is bad.

- **Respect each other's privacy.** Do not open envelopes not meant for you. It is bad manners to read your colleague's email or check their messages.

- **Stay away from controversies.** Do not spread rumours around. It is strictly unprofessional.

Mobile Phone Etiquettes (Mobiquette)

Etiquette refers to a set of rules individuals need to follow to be accepted in the society. We must understand the difference between college and professional life. Never adopt a casual attitude at work. It is important to be serious and a little responsible at the workplace.

Remember you are not the only person in organization; there are other people as well. You need to respect each other's privacy and can't afford to disturb others.

Cell phone is a boon in today's world but can be a disturbing element if not used in the appropriate way. It tends to distract the person using it as well as others who are around.

Mobiquette refers to certain guidelines that individuals need to adhere to while using the hand phone at the workplace. Things are quite different at home or a friend's place, but one needs to be careful at the workplace.

- **Always keep your cell phone in the silent or vibration mode at the work place.** Loud ring tone disturbs employees who are around.

- **Remember office phone is only for official purposes.** Don't circulate your official number amongst all your friends and relatives. Keep a separate phone for personal

use. Making personal calls from official phone is simply not expected out of a sensible professional.

- **Don't activate film songs or jokes as caller tunes for mobiles meant for official use.** It leaves a bad impression on clients or external parties who might call you.

- **Never shout on the phone.** Always be soft and polite. Avoid using abusive or foul language.

- **Be careful with your phone.** Never leave it at other's workstations. It would waste yours as well as your colleague's time. Try not to carry cell phone to restrooms.

- **Greet the other party well.** Start your conversation with a warm "Hello". The way you talk matters a lot in verbal communication. The other party can't see you; it's your tone which makes the difference.

- **Speak clearly.** Never chew anything while speaking over the phone. It is important to concentrate while attending an important official call.

- **Be clear about what you intend to communicate.** It is advisable to keep related documents handy. Don't make the other person wait. Always keep a notepad and pen with you to jot down important points.

- **Make sure your mobile calls do not hamper your productivity.** Don't go for long personal calls at workplace. Be crisp and precise.

- **It is bad manners to pick calls when someone is sitting with you unless and until it is an emergency.**

- **Extension fixed phones are meant to be used by everyone at the workplace.** Don't treat it as your personal property.

- **Avoid calling any of your clients or colleagues before 8 in the morning and after 8 in the evening.** The clients might be busy with their family or friends and definitely would not pay attention to your conversation.

- **Switch off your mobiles while attending important meetings, presentations or seminars.** In case of an emergency, move out of the place to attend the call.

Internet and Email Etiquettes - Netiquette

Remember employees need to behave sensibly and appropriately to make their position secure at the workplace. No organization likes to have someone who lacks etiquette. Respect the place where you earn a living for yourself.

Communication plays a pivotal role in getting things done in the right way. Employees should pass on information in its desired form across all related departments. Playing with information is considered strictly unethical. Prefer written modes of communication over verbal communication.

Email is considered a reliable mode of communication as there is written record of transaction for future reference.

WHAT IS NETIQUETTE (NETWORK + ETIQUETTE)?

Netiquette also called Internet Etiquette refers to a set of rules an individual needs to follow while communicating through mails, writing blogs, sharing views on online portals or any other online forum. Let us go through some Internet Etiquette:

- **Make sure emails are self explanatory.** The other person should understand your views and ideas.

- **Don't use capital letters in emails unless and until it is the first alphabet of a word.** Turn off the CAPS lock key. Emails written in all capitals are considered rude and loud.

- **Be crisp.** Lengthy emails are seldom read. Never ever deviate from the actual topic.

- **The subject line ought to be meaningful and relevant.** Through subject line employees can quickly know what is written in the email.

- **Start your mail with formal greetings.**

- **Format your emails correctly.** Justify your text. Break the complete message into short paragraphs with equal spaces in between. Use bullets -points wherever required.

- **Keep all related members in loop.** Do mark a blind copy to your reporting superiors for them to know what you are up to.

Business Communication

Communication Science Study Program
Tine A. Wulandari, M.I.Kom.

- **All official emails must have signatures at the bottom.** Your signature should include your name, your company's name, your designation and contact details. Make sure your signatures do not have incorrect information.

- **Avoid writing offensive emails to anyone.** It worsens the situation. It is always better to sit with the other person and discuss issues face to face.

- **Take care of your font style and size.** Official emails should ideally be written in Arial style with a font size of twelve. Emails written in various colours and designer styles are considered unprofessional and childish.

- **Make sure you reply to all your mails.** Don't add members just for the sake of it. Don't send mails to individuals who have nothing to do with your information. It is a sheer waste of yours as well as their time.

- **Don't write anything in your mail which might fall back on you.** Read your mail twice before hitting the send button.

- **Employees should not open illegal or porn sites at workplace.** Read carefully the terms and conditions before opening any website. Do not open any site which might harm your office computer.

- **Take care of spelling errors, punctuation marks and grammer.** Wrong spellings irritate the readers. Be polite and soft in your communication.

- **Avoid using short forms or abbreviations in official mails.**

- **It is important to respect other's privacy.** Don't check anyone's mails in their absence.

- **The mail meant for a particular individual should be marked only to them.** Do not mark anyone else in BCC. Communicate with them in private.

- **Use words like "regards", "thanks", "yours sincerely" to close your mails.**

- **Avoid attaching heavy files to your mail.**

- **Do not upload objectionable photographs in any networking site.**

- **Respect the other person's views while sharing information on various online forums.**

Nonverbal Communication in Business

Clothing Etiquette (Dress Code)

There is a huge difference between an individual's college and professional life. We needs to follow a proper dress code at the workplace for the desired impact.

It is essential to dress appropriately at the workplace for an everlasting impression. Individuals who dress shabbily are never taken seriously at work.

We must dress as per the occasion. Avoid wearing jeans, capris, shorts, T - Shirts or sleeveless dresses to work. Follow a professional dress code. Make sure you feel comfortable in whatever you wear. It is not always necessary to wear expensive clothes rather wear something which looks good on you.

Choose professional colours like black, blue, brown, grey for official attire. Bright colours look out of place in corporates. Light and subtle colours exude elegance and professionalism and look best in offices.

Make sure your clothes are clean and ironed. We should never go shabbily dressed to work. Prefer wrinkle free clothes.

Hair should be neatly combed and kept short. Spikes hairstyle looks good only in parties and informal get together. Females should tie their hair. It gives a neat look.

MALE EMPLOYEES

- Male employees ideally should combine a simple shirt with trousers. Make sure the colours are well coordinated. Prefer a light colour shirt with a dark trouser and vice a versa. Do not wear designer shirts to work. Prefer plain cotton or linen wrinkle free shirts in neutral colours. Go for brands like Zodiac, Arrow, Colorplus, Louis Philippe, Allensolly etc. These brands offer good collection of formal office shirts.

- The shirt should be properly tucked into the trouser for the professional look. Prefer full sleeves shirts at workplace. Never roll up your sleeves.

- Silk ties look best on professionals. Don't go for designer ties. The tie should neither be too short nor too long. The tip of the tie ideally should touch the bottom of the belt buckle. Slim ties are not meant for offices.

- Wear leather belts to work preferably in black or brown shades. Do not wear belts with flashy and broad buckles.

- Socks must be well coordinated with the outfit.

- Don't wear shoes that make noise while walking. Prefer soft leather shoes in black or brown colour. Make sure your shoes are polished and laces properly tied. Never wear sports shoes or sneakers to work.

- Shave daily. Use a good after shave lotion and make sure your skin does not look dry and flaky.

- Body odour is a big turn off. We must always smell good in public. Use a mild perfume or deodorant.

FEMALE EMPLOYEES

- Females should not wear revealing clothes to work. Avoid wearing outfits which expose much of your body parts. Wear clothes which fit you best. Don't wear too tight or loose clothes.

- Understand the basic difference between a party wear and office attire. Never wear low neck blouses to work. Blouses with deep back or noodle straps are a strict no no at the workplace. Avoid transparent saris.

- Females who prefer westerns can opt for light coloured shirts with dark well fitted trousers. A scarf makes you look elegant.

- Never wear heavy jewellery to work. Avoid being a make up box. Nude make up does wonders. Nails should be trimmed and prefer natural shades for nail paint.

- Avoid wearing sharp pointed heels to work.

- The colour of the handbag must coordinate with the outfit.

- Eyebrow, naval, lip piercing must be avoided at the workplace.