ETHICAL IDENTITY OF AN INSTITUTION

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ABSTRACT
Organizational identity is established through organizational image, which is the perception of stakeholders about the institute, developed over years due to good and ethical governance. The values of the persons in the organization do not significantly change, but culture of an institute changes with practices. Therefore organizational identity may be associated with values and culture with practices and it can be equated to an organization’s mission. In the wake of numerous recent organizational scandals, the regulatory bodies have suggested more stringent reporting requirements for all stakeholders to restore the identity of our institution. Without an ethical top management and impeccable ethical personal characters of staff and students, unethical behavior will continue to exist and damage the reputation of the organization. The higher the integrity of top executive administration of an organization the better one can expect the reputation of the organization and administrator. This paper is an effort to find out prerequisites and steps necessary to maintain ethical identity of an institute and concludes that the perceived image of integrity through accountable and transparent management and by implementing social responsibility based on mission of an institute can bring about enormous competitive potential along with a good reputation.

KEYWORDS: Ethics, identity, organization, teaching, stakeholder

References


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