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## CORPORATE SUSTAINABILITY- A NEW EDGE IN COMPETITIVE ERA

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### ABSTRACT:

*The world is speeding up its pace every second, moving around we see minor to major changes in the products around us. There are ample of new products that are coming up every day because - the old one are being replaced by new ones or there is change in technology or change in demand. Due to this corporate are facing competitive stiff and to deal with this competition the corporate has led their focus on "corporate sustainability" as a key element to survive in the business world. The research work is based on how corporate sustainability act as a tool to meet the growing competitive edge. The focus of this research work is to know how corporate sustainability is important in corporate and what are it key pillars that leads to corporate sustainability.*

**KEYWORDS:** *Technology, Competitive Edge, Corporate etc.*

### INTRODUCTION:

In the recent years there are significant changes that are taking place in business model. Earlier the main motive of the corporate was profit but now the scenario has changed this is because of drastic change in the business model which now depends on emphasizing stakeholder values rather than profit. The change in business model has led to evolution of concept of - "Corporate Sustainability".

Corporate Sustainability has different meaning and dimensions depending upon different corporate how the look over it. Basically corporate sustainability means creating value for the stakeholders by implementing business strategy in such a way that aims at social, economical,

ethical, cultural and environmental aspects of carrying on business. Corporate sustainability mainly focuses on attaining the current needs along with not comprising the need of future, sustaining balance between two can define corporate sustainability of the business. In the current world corporate sustainability is the key for the success of any business, it is said that corporate sustainability is the real tool to maintain longevity and transparency of the business. It is it that not only boosts up the profits of the business but also empowers and develops the say of the stakeholders. Bases of Corporate Sustainability: Considering the bases of corporate sustainability there could be ample of dimension on which corporate sustainability stands. Basically the bases of corporate sustainability various from corporate to corporate. In general corporate sustainability has 5 pillars they could be

elaborated as below:

1) Environmental: As the name suggest here corporate aims at nurturing and maintaining environment in which it operates. Corporate aim at constantly reducing carbon emission, reducing industrial waste and its dumping either on land or in water bodies, minimum usage of water supplies and their overall impact on environment. Through this corporate passes on the message in the society that even though they are carrying business for profit but there focus is not to harm environment that surrounds the stakeholders in fact the





## IMPACT OF ETHICAL ACCOUNTING ON ORGANIZATION PERFORMANCE

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### ABSTRACT:

*Ethics in itself is a wide term with various angles to analysis and scrutinize. Implementing ethics in accounting is an integral part of an organization. It is believed that following ethical code of conduct reflects the performance of an organization. Taking this into consideration this research work talks about various ethical code of conduct that are followed in accounting which showcases or leads towards good performance of the organization. The paper also highlights that when an organization follows ethics in*

*accounting it helps organization to build up strong image among the public.*

**KEYWORDS:** *Ethics, Code of Conduct, Organization Performance.*

### INTRODUCTION:

Ethics is a part of philosophy concerned with systematic, defending and recommending concepts of what is right and what is wrong way of conduct. In short ethics could be defined as code of conduct that provides difference between right and wrong, good and bad virtues and evil. It could also be referred as Moral Philosophy. Taking ethics as a base business organization has also laid down certain code of conduct that is needed to be followed in process or running of business organization. This laying down of code of conduct and various standards led to the evolution of the concept of Ethical Accounting Ethical accounting

means application of ethics related to human ethics and business ethics i.e Accounting involves analysis of financial information and during this process of analysis and interpretation one may lead to potential possibilities of manipulating numbers or abusing information for increasing the earning or building good perception of the organization. In order to avoid such circumstance of dishonesty, fraud and manipulation implementation of ethical accounting becomes vital. Basically ethical accounting is a professional code of conduct in accounting which is led down by Institute of Chartered Accountants of India in India. Ethical Accounting in itself is concerned with truth in form of true numerical description of various business activities that

are under taken by the organization. Thus ethical accounting relates with honesty, integrity and fairness on financial interpretation of any business concern.

How Ethical Accounting works within the Organization:

Ethical accounting has outlined its own principles and this principle covers various dimensions of ethical behavior of the employees within the organization. This set of ethical behavior elaborates the implementation or working of ethical accounting within the organization. Following points illustrates how ethical accounting works in the organization:





## **Implementation of Modern Technology in Accounting Practices: A Tool to Employees Satisfaction**

### **Abstract:**

*India is one of the fastest growing economies and with the growth we can observe the changes in the technology and thus this paper highlights the up-gradation of technology in the field of accounting. This paper takes into consideration the development of modern technology in accounting practices which simplifies the tactics of accounts and serves as a tool to employee's satisfaction. This paper brings into limelight various questions raised in terms of accounting practices and how it can be solved with the use of technology and this technology will provide an ease to the employees in conducting accounting work.*

**Key words:** *Accounting Practices, Employees Satisfaction, Technology*

### **Introduction:**

Accounting and modern technology can be claimed as two sides of a coin that resembles that both are interdependent and interlinked. Mainly it involves knowing employees' level of satisfaction towards use of modern technology in performing day to day accounting activities. Such as compiling, recording, analogizing and entering the details of accounting activities done, preparing final accounts, determining cash and fund flow etc. Over the period of time various software's are being used by different organizations for accounting, following this software employees also face many difficulties in handling this software's so through this research will find out that whether employees are really satisfied by using this modern accounting technology or not. Accounting is all about the process that helps to record, summarize, analyze, and report data that concerns financial transactions. Thus modern technology like several software, firmware, security system, online help desk and hardware makes easy for the employees to follow accounting operations.

### **Objective of Study:**

- 1) To know employees' level of satisfaction in using modern technology for accounting practices.
- 2) To determine that use of modern technology in accounting practices provides ease of work to employees.

### **Methodology:**

The research is based on questionnaire in which various employees those who were interviewed from various sectors of the industry. 100 employees were interviewed from various organizations like banking firm, automobile company, Pharmaceuticals Company and electronic company of Vapi and Daman area. They were asked with several questions regarding the implementation of modern technology in accounting practices and regarding their level of satisfaction while using the modern technology in accounting operations. Based on their response calculation was done on percentage basis to derive the desired result.



- Tests for Normal distribution: Bell-shaped.
  - Kolmogorov-Smirnov test: A common test.
  - Shapiro-Wilk test: An original alternative.
- Tests for variance homogeneity: Similar sample variance.
  - Variance homogeneity test: Using a table.
  - Levene's test: testing for similar variance.
- Non-parametric tests:
  - Choosing a non-parametric test: Which to use.
  - Chi-square test: For frequency data.
  - Cramer's V: Post-test for strength of association.
  - Phi Correlation: Post-test for 2x2 tables.
  - McNemar's Q: For dichotomous data.
- Other analysis and tests:
  - Factor Analysis: Finding combination measures.
  - Multiple regression: Comparing multiple measures.
- Participant/observer: for qualitative, observer, participative research.
  - Ethnographic principles: key differences with quantitative research.
  - Content analysis: Extracting information from documents.
  - Ethnographic coding: Extracting themes and core principles from the data.

### Importance of Social Research

Social research studies the human behavior with its various aspects. It includes an in-depth study and evaluation of human behavior by using scientific methods in either quantitative or qualitative manner. In contrast to laboratory research the subject matter of the social research can be subjective or objective and reveals subjective, objective, inter-subjective and structural aspects of the society or social phenomenon. In other words it can be said that social research does not only studies the social processes/issues of the society and finds the emerging issues as well. So, it can be conclude that social research is also an important type of research which especially focuses on the social life as we know that human is a social animal and studying human for the welfare of the society demand the dire need of social research.

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### "An Overview of Research"

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### Abstract :

Research is a logical and systematic search for new and useful information on a particular topic. It is an investigation of finding solutions to scientific and social problems through objective and systematic analysis. It is a search for knowledge, that is, a discovery of hidden truths. Here knowledge means information about matters. The information might be collected from different sources like experience, human beings, books, journals, nature, etc. A research can lead to new contributions to the existing knowledge. Only through research is it possible to make progress in a field. Research is done with the help of study, experiment, observation, analysis, comparison and reasoning. Research is in fact ubiquitous. This paper is divided into following five sections.



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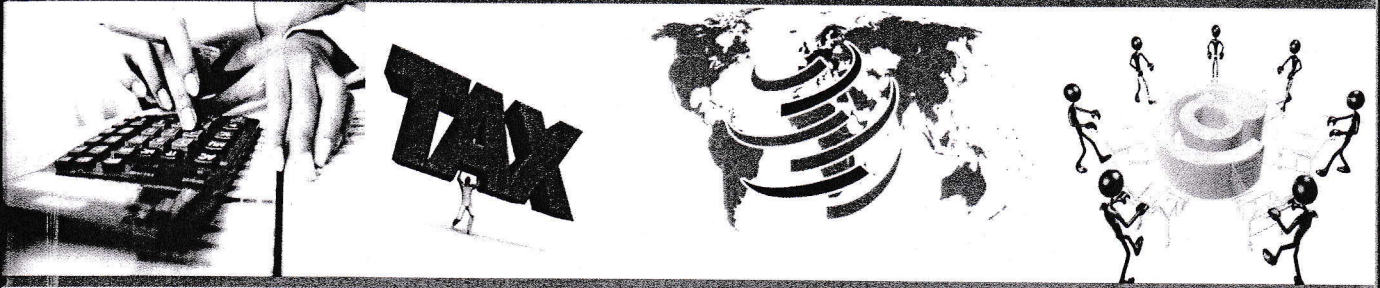
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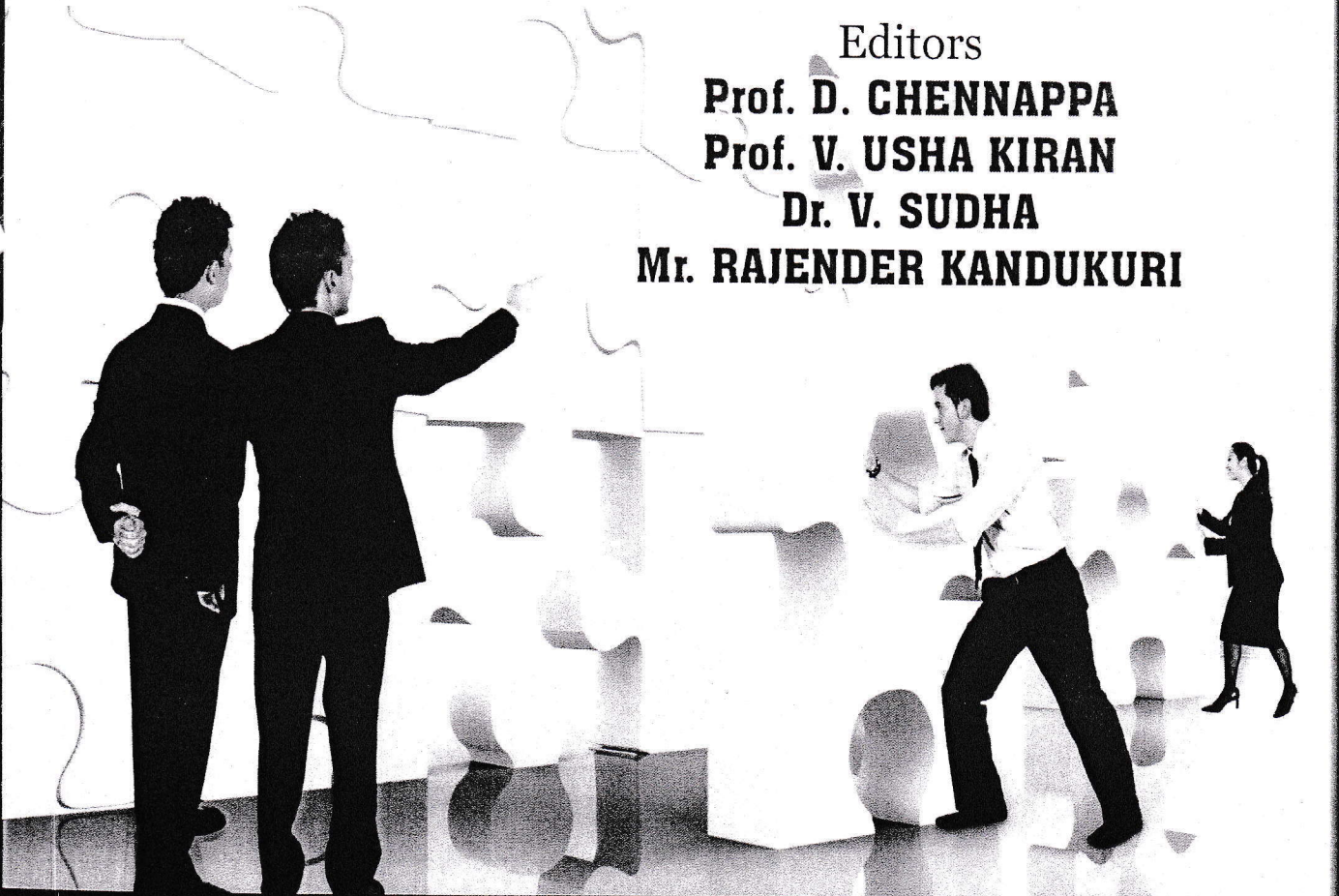
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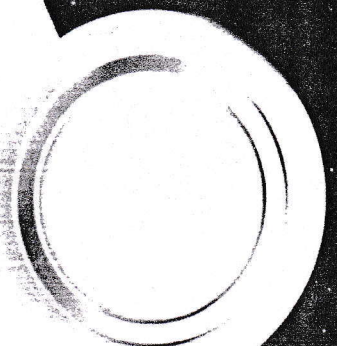
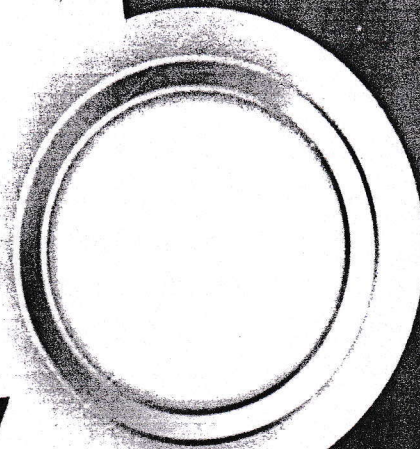
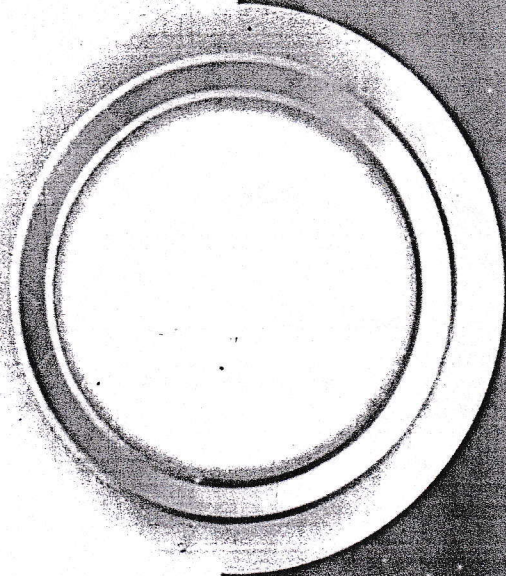
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