

DECODING INDIGENOUS BUSINESS ETHICS OF BRICS

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ABSTRACT

In today's conflict-ridden business environment, disciplining the management is becoming a daunting task for the managers owing to regulatory, contextual, cultural, political, and socioeconomic issues involved in the governance. Here comes indigenous business ethics as a savior which is devoid of any legal binding and consequence. Many a time in tumultuous situations, ethics does wonder where rule or law fails to mitigate business issues. Hence, this article is an attempt to understand the essence of distinct business ethics and values of the five BRICS countries (Brazil, Russia, India, China, and South Africa) and to see how they can contribute to and learn from each other to attain desired results in a business.

KEYWORDS: Business Environment, Disciplining The Management, Regulatory, Contextual, Cultural, Political, And Socioeconomic Issues