Chapter XI

Breaking Mind Inertia for Humane Business through E–Governance

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ABSTRACT

The changing economic scenario is redefining the socio-cultural dynamics. The notional domains of conventional concepts are changing and therefore humanitarian commerce is emerging as the new thrust area. This chapter examines the possibilities of penetrating the mind of individual entrepreneur to facilitate shift of focus from excessive materialism to humane business. The main structure of this chapter consists of basics of mind inertia, of humane business, and of restructuring the business values. The inter-relationship is vital and visible. The mind inertia cannot be broken without shifting the focus of business from materialism to humane which is possible by evolving a neo-ethical framework. This conceptual construct is based on the premiss that individuals in consonance with their desires define function of money. This is coherent with fact that to redefine the function of money the “desire” management is inevitable. The inter-mobility within these three basics can be increased with the intervention of e-governance.

INTRODUCTION

All social structures are composite of various functional units, which pave ways for in-roads of development. The parameters of development though vary from polity to polity and so vary the strategies but the core index of development must be constructed by having the measurable quanta for economic as well as for human activities. The commercial functions are important for generating capital but misappropriation of capital may lead to imbalance in the society thereby leading to the social disintegration. The reversal of this
process should be the most urgent area of concern, for this, the activity needs to be undertaken at the mind level, which in turn would mean changing the whole perspective to look at the life objectives from an entirely renewed focus. The mind inertia refers to the lethargic state of minds of commercial people where they do not think beyond the context of materialism. This inertia needs to be broken before molding the mindsets of people in business for developing the inclination for humane activities by drawing philosophical content from the historical rooting to understand the focal construct of contentment. The technological proliferations have facilitated the penetration into individual’s psyche, which if utilized properly can set the right direction to build a balanced society. The importance of this analysis can be substantiated with the logic that earning money unfeelingly for satisfying materialistic desires is making people richer but at the cost of losing right vision. The excessive indulgence in moneymaking activity is disturbing the pace of peaceful coexistence. This is a normative analysis aiming at the preparation of a road map to take on the road that is so far less traveled by our business tycoons. This will require the perpetuation of eternal values and taking an attitudinal u-turn from excessive materialism. It is divided into three sub sections viz., Basics of Mind Inertia; Basics of Humane Business and Basics of Restructuring Business Values vis-à-vis the role of e-governance. The amalgamation of commercial functioning with humane thrust will entail full conviction and open mindedness due to its transcendental nature. To have a better insight it would be pertinent to analyze these basics with more elaborations.

**BACKGROUND**

This work focuses on the normative dimension of building ethics by advocating for configuring the business values through e-governance. Issues of e-governance and business ethics have been given importance in recent times specially when alternative business model need to be built. This interface between Ethics and Information Technology though is in nascent stage but few recent studies and efforts can be quoted as the referral works within this realm. The E-Government Strategic Plan issued by the Department of Labor, in USA is transforming the way it serves its customers as part of business activity. This framework categorically uses the integrated approach to identify the customers who are served by various agencies and also to improvise the services within the framework of this strategic plan. Further in E-Government Partnership the component of Business focus and organizational capability are emphasized. The Information Technology focus identifies enterprise architecture and security as the important areas of functional jurisdiction including the improvisation in customer values. To relate people, government and business the initiatives by the Government of Korea regarding the project, Business Process Reorganization and Information Strategy Planning were carried out for three months from June to September 2004 to establish an action plan for phased implementation of Online Citizen Participation Service is important to support the constructive interface. In continuation to this The Korean Government has introduced a Government Work Process Management System called On-Nara Business Process System (On-Nara BPS, 2007). It has also developed the Business Reference Model, which is changing the conventional system with new notions of attaining humanity with technological inputs. The Ethics Recourse Center since 1994 is conducting regular surveys to create inputs for various organizations. For instance National Business Ethics Report Survey in 2005 reported that in response to the ethics program designed by this Center those Companies which had this program only 29% of employees failed to report the cases of misconduct whereas 61% cases went unreported where this program was not introduced. In New Zealand the Ministry for State Services formally