





























6. Shah, Shashank and A. Sudhir Bhaskar (2008), Corporate Stakeholder Management: Western and Indian Perspectives – An Overview, *Journal of Human Values*, April, Vol.14, pp.73-93.
7. Maya, McGinn Porter (1999), An Emerging World-view in the West and its Significance for Business, *Journal of Human Values*, April, Vol.5, pp:25-31. 5.
8. Gareth R. Jones, *Organizational Theory, Design and Change*, Pearson Education, Inc. And Dorling Kindersley Publishing Inc. (2004), 4<sup>th</sup> ed., New Delhi, India, pages 71-80.
9. P NVV Satyanarayana, N Udaya Bhaskar, N S Murthy, and M V Subbarao, *Ethical Marketing – A Study on Relation Between Profits and Customer Satisfaction – A Case of Select Company*, Zenon Academic Publishing – An International Journal of Research in Applied Management, Science, and Technology, (2018), Vol.III / Issue II.
10. Thomas L. Wheelen, J. David Hunger, and KrishRangarajan, *Strategic Management and Business Policy*, Pearson Education, Inc. And Dorling Kindersley Publishing Inc., (2004), 9<sup>th</sup> ed., New Delhi, India, pages 37-41, 199.
11. Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jah, *Marketing Management*, Pearson Education, Inc. And Dorling Kindersley Publishing Inc., (2009), 13<sup>th</sup> ed., New Delhi, India, pages 6-35, 116-127, and 622-625.
12. SuranjanSaha and Sampat Mukherjee, *Quantitative Methods*, New Central Book Agency (P) Ltd., (2000), 4<sup>th</sup> ed., Kolkata, India, pages 127-150, and 200-208.
13. Laura P Hartman and Abha Chatterjee, *Perspectives in Business Ethics*, Tata McGraw-Hill Publishing Company Ltd., (2007), 3<sup>rd</sup> ed., New Delhi, India, pages 8-18, 84-90 and 285-294.
14. A.C. Vaid, *Business Statistics*, Kalyani Publishers, (1994, 1996) 1<sup>st</sup> ed., New Delhi, India, pages 432-433.