Strategic Business Unit to Spiritual Business Unit: A complete Organizational Transformation
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Abstract
In the fast changing business dynamics and ever growing challenges, organizations are seeking for developmental solutions on both technical and human front. As technical solutions can be a quick fix approach, human challenges takes time to be resolved and transform into a culture statement. The crisis of ethics and moral values while practicing the Corporate Governance due to the prevailing mindset and the practices has evolved new scams and scandals leading to bankruptcies and recessions. On one hand we talk about Human Rights commission and at the same time layoffs, harassment, back stabbing, whistle blowing and practices like moonlighting are becoming a culture statement. This paper focuses upon creating a proper blend of learning from the East and the ongoing practices from the West to build Spiritual Business Units by applying the Yug Nirman postulates propagated by Yuagrishi Pt. Sriram Sharma Acharya. It is an attempt to bridge the gaps in the existing practices and basic principles. Also, it tries to address the need to look back at our native models of development and avoid the alarming situations of the Wall Street or Times Square, which is a consequence of their glamorous looking materialistic yet hollow business models, by revitalizing and rejuvenating the value based Indian approach, which made us prosperous and lead the world economy. As a matter of fact Maddison notes that India was contributing 32.9% of the Global GDP during the beginning of the Common Era, i.e 2009 years back. An economy that remained as the most prosperous one for many centuries with successful businesses must have had very good management systems. We have to remember here that India was not just the major economic power, but also the premier centre for educational, scientific, intellectual and spiritual activities with pioneering contributions in diverse fields.

Key words: Strategic Business Unit, Spiritual Business Unit and Organizational Transformation