



# COVID-19 PANDEMIC AND ITS IMPACT ON BUSINESS ETHICS AND PUBLIC ADMINISTRATION IN INDIA, (IN THE PRESENT CONTEXT)

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## ABSTRACT

*Business ethics refers to contemporary organisational standards, principles, a set of values and norms that govern the actions and behaviours of an individual in the business organisation, it is a kind of applied ethics. Covid-19 is one of the pandemic diseases, which has its economic impact all over the country and the world; especially the migrant workers and small wage labourers are the worst hit. It was detected first time in "Hubei province of China on 31.12.2019", from December to end to one month only few cases infected with pneumonia of unknown cause was found, these made China to declare National emergency, by intimating to WHO (World Health Organisation), WHO named Corona virus as COVID-19, and declared as public health emergency on 30th January 2020. From February 2020 Covid-19 spread drastically to most of the countries. Almost 44,42,414 cases were confirmed, to 2,98,322 confirmed death cases of Covid-19 around the world, resulting in unemployment, decrease in demand for "oil, petroleum products, hotel services, restaurants, agricultural products".*

*This created decrease in unemployment opportunities, inflexible supply of labour as most of the migrant workers returned to their natives for healthy precautions, as the covid-19 rates were more in metro cities like Delhi Bangalore, Kolkata and Chennai. But suddenly the demand increased for certain sectors like medicinal, pharmaceutical, and technological inclusion in most of the service sectors like e-commerce, educational services and online working services, ethical standards in the business have been completely brought to an end, because the decision making process can feel uncertain and chaotic, at the same level every individual, business owners politicians and government is completely struggling without vaccine, in spite of the situation. In order to meet the needs of the people of the economy, corporate citizens such as "ITC Ltd, INFOSYS", etc takes initiative measures to carry the business operations by adopting limited ethical values.*

*So this results in lack of ethical standards and moral support which may cause scarcity of resources in the operation process, lack of man power, no proper standard working hours and improper allocation of budget and resources to different divisions in the business units. The purpose of this study is to analyse Covid-19 impact on business ethics in the Indian economy in the commercial world with business and remedies by implementing ethical standard in business during the pandemic situation.*

**KEYWORDS:** Limited ethical standards, Covid-19 pandemic chaotic, Public Administration, e-commerce and ethical code of conduct

## I. INTRODUCTION

In the business organisations from top management to employees at all levels ethics is considered as the most efficient in the organisation, it is not just only achieving high level economic performance and also one of the important social challenge, however the reality is far from that, organisations that stay away from providing a decisive leadership that believes in facilitating an ethical environment for the conduct of business dealings knowingly profits from corporate error, the corona virus pandemic has unfortunately swamped

all most the entire world around 215 countries across the globe in 2020 from February, but in India it has its impact from March 2020, and many of these faced a lockdown situation, ethics in business operations in India were rapidly halted (stopped) in the middle of business turning during the lockdown period from March 22<sup>nd</sup> 2020 due to less revenue, uncertainty in the business environment and unavailability of vaccine in the world has made whole world to think about the ethical standards in business without causing unemployment or to focus on business profit motive in this real world. For the financial year 2016-



17, e-commerce sales reached the US \$16 billion with a projection of a seven fold growth within the next two fiscals as estimated by “Morgan Stanley”. By 2020 online commerce sales is expected to cross \$120 billion. is one of the positive factor for India’s goal “Atmanirbhar Bharat and digital India scheme” Recent survey has estimated that more than 20% of the population of the Indian economy were unable to get job during April - May 2020. But the growth of e-commerce has made India to rethink about ethical standards, e-administration is gaining its significance in India, due to the growth of online administration in political system, legal system and accountancy in administration, because covid-19 has made most of the workers who were earning in offline stationary shops, malls and restaurants are unemployed due to the pandemic.

## II. OBJECTIVES OF THE STUDY

- Protect employees and shareholders against unfair practices and exploitation.
- To define code of conduct during pandemic.
- Control business malpractices in India, but implementing e-administration.
- To know internal and external locus of control.
- To set moral standards / norms of behaviour.
- To provide immediate support to enhance disease detection capacities, by fiscal policies and e-administration.
- To Safe guard the rights of the employees and workers in the organisation, such as health and safety, proper information and choice.

## III. ETHICAL BUSINESS DECISIONS BY E-ADMINISTRATION DURING COVID-19 CRISIS

The COVID-19 crisis is extending all of us with enormous challenges. Health and safety is our primary concerns while the Covid-19 virus extended entire our economy is being devastated by the need to ensure health and safety of our country. Our healthcare system, however, is about to be tested beyond anything imaginable situation as the no of patients and need for supplies increases exponentially. It is a very anxious time for the everyone, and eventually we will look back on this time for better understanding of how we got here companies have to assess important stakeholders interests – employees, shareholders, communities, government and business have to lead from the top – this is an important moment for business leaders to navigate the crisis and bring their companies through the crisis to a recovery. Many businesses have closed their offices and mandated that employees work from home. To the extent that businesses are able to generate revenue from such activities, businesses are

doing so, Manufacturing companies, as an example, are being forced to shut down, because of the dangerous proximity among workers who could end up infecting each other. The auto industries has been closed their manufacturing facilities, because of this reason, service industries – e.g. airlines, hotels, bars, and restaurants – are suffering the repercussions from an economic slowdown in the Indian economy. Employees from Major hotels and airlines are being furloughed. Restaurant and bars have been forced to shut down and employees have been terminated. Unemployment claims are sky rocketing. Businesses have to make these decisions while balancing important stakeholder interests – A comprehensive concern is health and safety that makes sense that companies have reinforced need to stay at home by ordering work at home solutions. Further companies have taken aggressive steps to prevent employees from coming to the office. These drastic measures are needed to mitigate health risks.

## IV. VARIOUS ETHICAL ISSUES AROUND THE GLOBE AT COVID-19 PANDEMIC

- **Sexual and racial discrimination**  
During the pandemic situations there were racial discrimination that the government has imposed certain restrictions such as age limit of above 50 years were not allowed to work due to less immunity power and many age group of 50 and above seeking employment opportunity which results in lack of ethical and moral standards in various fields and many cultural norms were not entertained not only in our country but also in all other countries.
- **Corruption and bribery**  
Problems are the results of the way we have been living in the last several decades such as social, cultural, and religious aspects. Corruptions are generally found in the field of recruitment of people in the organisations, black marketing, and earning profits by evasion tax and illegal procurement of raw-material, misuse of online transactions like hacking the apps.
- **Price discrimination**  
Due to covid-19 issues there are many business organisations differentiating the pricing police at different levels of groups such as in the field of medical and basic necessities, which are very essential during the pandemic.
- **Intellectual property protections**  
Due to unexpected pandemic many business were brought to end , many were taken over, merged , share holders faced difficulties in dealing with shares and many of the investors were turned up to invest in gold those hike in gold price .



- **Human rights**

Major ethical challenges are raised and difficulty decisions are being taken in pandemic crisis. It is essential that human dignity and human rights are upheld with legal frame work. Human rights guarantee every one the right to the highest attainable standards of health.

- **Telecommunication problem**

Pandemic as painted an entire new image of growth for certain sectors, especially telecommunication sectors has played a vital role of life savers for a companies and individuals such as social measures have led to higher dependence on digital tools which increased demand for telecom service.

- **Transportation Problem**

Transportation sector is one of the primary victims from rickshaw pullers to airlines all have been affected economically by this pandemic, during lockdown in many countries the demand for passenger transport as been adversely effect on people travel behaviours.

## V. ETHICAL CHALLENGES DURING PANDAMIC

- **Recognising individuals circumstances**

Business may not understand the differences among their workers. Research shows that employees who over- react in clamping down on delight, hardworking employees lose them when economy improves because of the restatement they feel towards the company for it's over action.

- **Reacting with empathy when feeling out of control**

Employers may feel particularly out of control of their employees when the Employees start working remotely.

- **Remembering the power of healthcare and benefit**

It is not an accident, that the majority of front line, essential workers during the pandemic is women. Therefore the workers feel that they lack the substantive moral support from their employers that leads to higher compliance with healthy safety orders.

- **Not taking advantage of situation to push other agenda**

Many supply chain and service industries workers feel too words their employers during the pandemic is layered on top of a deep distressed of management motives even in good times.

## VI. LIMITATIONS OF THE STUDY

- Business operations are in the hope of profits but completely brought end in many firms,

companies and MNC`S (Multi National Companies).

- Even small mistakes in decision-making process may pose a big threat to the organisations brand image. So lots of care, precautions and expert suggestions should be taken before coming to the final decision.
- Supply chain description because of transport shutdown.
- Reduce the customer demand in the country.
- Distribution channel description because unable to move stocks and people not having money to demand Products.
- Delaying in progressing government Business.
  - Reliance on technology and connectivity.
  - Physical and social effect of COVID to protect from decisions that lack ethical underpinning.
  - The local epidemics in each country have exposed health and social inequities in glaring fashion, with a greater impact on vulnerable and disadvantaged populations.
  - Unexpected decessions like travel restrictions, contact tracing, quarantine, and at the extreme lockdowns of cities, regions, and whole country results in lacking in ethical standards.

## VII. CONCLUSION

The corona virus pandemic completely destroyed the entire Indian economy ethical values in business, the level of revenues and profits may further fall, in fact, it is believed that India is more susceptible, the prime minister of India has already spoken of setting up an economic task force to devise policy measures to face the economic challenges arising from COVID-19, however if the crisis continues for a months to a year. Entrepreneurs will have to reconfigure their business strategy to reduce the variable expenses and focus on the crucial essentials for survival. this helps to achieving balance of payment, this pandemic situation is pushing companies to rapidly operates in new ways and it is being tested as never before, as business deceive a range of new structures, priorities and challenges-business may have continuous risks ,sudden changes in Capacity, real time decision making ,workforce productivity, safety risks, and leader must act quickly to address immediate systems flexibility issues and pave a foundation for the future. Overall covid-19 has made Indian business and economy to rethink its fiscal policies by facing three main challenges. First is to implement the ethical, social nature policies in the Indian business like MNC`S and private companies by providing the jobs for the casual workers, providing security to the people, who



has lost the jobs and earnings due to the pandemic. Second is to grant stimulus packages to primary, secondary and service sectors to overcome the effect of the pandemic situation. Third is to implement code of conduct on all public and private sector to follow ethical standards to control unemployment and poverty etc, all this factors aim is to overcome these pandemic situation by social and government policies.

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