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ISSN (Online): 2455-7838

SJIF Impact Factor (2017): 5.705

EPRA International Journal of

Research & Development (IJRD)

Monthly Peer Reviewed & Indexed
International Online Journal

Volume: 3, Issue:7, July 2018



Published By :
EPRA Journals

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ROLE OF HUMAN VALUES IN THE AGE OF GLOBALIZATION AGE

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ABSTRACT

Today is the age of globalization. In the era of competitive, everyone has to be accelerate for own development. Individual development is the key of success in current scenario. There is a need to follow certain following terms for the self progress. Everyone is to be aware about good attitude and sensitivity for betterment of life. A negative attitude is more likely to make impossible in the situation. Smiling face is always redirecting the sense of human in personality. Positive approach and smart up things really useful for ones development. Sitting, standing and common etiquettes play an important role in personality development. Even body language and grooming is also the part of ethics. Today is a global world. Indian is also accepted and implemented the globalization process. Today science and technology is utilizing for nation development. Effective, advance and expected circulation, implementation of science and technology play an important role in nation development. Today there is a directly involvement of technical things in social life.

KEY WORDS: *Development, efforts, strategy, implementation*

INTRODUCTION

Today is the age of globalization. In the era of competitive, everyone has to be accelerate for own development. Individual development is the key of success in current scenario. There is a need to follow certain following terms for the self progress. Everyone is to be aware about good attitude and sensitivity for betterment of life. A negative attitude is more likely to make impossible in the situation. Smiling face is always redirecting the sense of human in personality. Positive approach and smart up things really useful for ones development. Sitting, standing and common etiquettes play an important role in personality development. Even body language and grooming is also the part of ethics. Today is a global world. Indian is also accepted and implemented the globalization

process. Today science and technology is utilizing for nation development. Effective, advance and expected circulation, implementation of science and technology play an important role in nation development. Today there is a directly involvement of technical things in social life.

Also there are positive and negative side effects on Indian society. Excessive fashion, fad and zigzag western life style can pull down towards wrong ways. So there is a need to take cognizance and identify the side effects of science and technology on today's social life. Identification, control plan and effective strategy for maintaining development track in right way is necessary and need of the time.

FOLLOWING ARE THE SUGGESTIONS FOR BETTERMENT OF LIFE

- 1) Self esteem and self checking evaluating your positive qualities
- 2) Evaluating your positive qualities.
- 3) Forgiveness about own mistake
- 4) Celebration of own strength and accomplishment
- 5) Acceptance of responsibility and take appropriate action related this
- 6) Baking between falising on the needs.
- 7) Never give up on yourself
- 8) Accept our failure and identify the way of success.
- 9) Optimize about sensitive feedback.
- 10) Always try for self improvement with the help of human values.
- 11) Practicing about own visualization.
- 12) Setting long term goals with action plan
- 13) Focus on ethics and morality
- 14) Actively working to improve your work.

PROFESSIONAL ETHICS AND HUMAN VALUE

Today we are living in the modern era. Science and technology is increasing day by day and leading to the development the nation. There is a huge increase in the trade and business all over the world. So, it has become important that these developmental works go on smoothly and lead to the betterment of the society. Today many people are losing the moral and ethical values taught by the elderly people of our nation. They are forgetting the importance o the values taught by our ancestors and hence this situation is giving rise to many social problems in our nation. So it has become essential to control these things and increase the awareness among the people for the value and ethics which are the backbone of our nation and society

PROFESSIONAL ETHICS

Business is increasing all around the world day by day. So, it has become important for the businessmen to learn those business ethics which is important for the honest trade and business among different people and companies. Professional ethics are important things and need to be taught right from the school days. So that when the children grow up, they should know the ethical values in business that they need to cultivate when having any business something. If a person it not honest and illequally doing his/her business, it may lead to the loss of other people who are honest with their work and hence leads to the decrement in the development of the society. Hence, it is important for each and every one of us to ensure that we all are having the professional ethics that are required for the development of the society.

There are many people such as Mahatma Gandhiji, Dr. A. P. J Abdul Kalam, Pandit Jawaharlal Nehru who have give importance to the human values and have become an inspiration for the young generation of our nation.

The following components play a major role in development of human values:

1. Family
- 2) Parents.
- 3) Teachers
- 4) Peer groups
- 5) Neighborhood and
- 6) Society.

CONCLUSION

Hard work is a key of success. Everyone has to become responsible for own work. Delay the work responsibility is the actually killing of ethics and values in life. That's why self management, efficient work habits stress management motivation, thinking skills, fluency originality logical interference curiosity etc are positive points for ethics.

Integrity and Ethics are closely associated with each other. Honesty and smartness try to reach to oneself in peak of the success. Values play a very important role in the development of the society. A human is known in this world because of his/her values that he/she gets throughout his/her life. A person with good values can become an inspiration for the next generation.

Society and community would be maintained by the good virtues. It is a responsibility of every to maintain the social control in society. Each one has to follow and oblige the communication channels for maintaining the good environment. There is a need to remove communication barrier for better and effective communication. Ethics also can give the place to friendly attitude; helping to the other person, positive psychology and ignorance the negative approach from behavior.. Conflict settlement, value added qualities, working with others and tactfulness etc comes under the ethics and values. Empathy and sympathy being a team player and understanding work group is the step towards the development. In organization also there is need to maintain balancing between higher and lower authority. Self motivation and appraisal are needing of time for inculcate the ethics in social life.

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