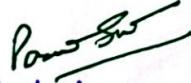


# MANAGING THE CHANGE FOR BETTER TOMORROW



HARJYOT KAUR  
PARAMVEER SINGH

  
Principal  
S.D. College, Hoshiarpur

## INDEX

<b>COVID-19 AND DIGITAL TRANSFORMATION: IMPACT ON BUSINESS AND EMPLOYEES .....</b>	<b>11</b>
Ms. Tanveer Kaur .....	11
Mr. Amanjot Singh Syan.....	11
Dr. Rishi Raj Sharma.....	11
<b>ARTIFICIAL INTELLIGENCE IN THE HEALTHCARE INDUSTRY IN INDIA.....</b>	<b>23</b>
Mr. Ramshankar Varma .....	23
<b>✓THE EFFECTS OF TECHNOLOGY ON HEALTH.....</b>	<b>34</b>
Dr. Amarjit S. Sidhu .....	34
Mr. Paramveer Singh .....	34
Dr. Parampal Singh.....	34
Dr. Yadvinder Parmar.....	34
<b>PREVALENCE OF MUSCULOSKELETAL PAIN IN STUDENTS AND ITS ASSOCIATION WITH THE USE OF PHONE AND COMPUTER (DESKTOP/LAPTOP) AMIDST COVID -19 PANDEMIC .....</b>	<b>46</b>
Dr. Lalita K. Sharma.....	46
Dr. Rakesh Mahajan .....	46
Mr. Gursimran Singh.....	46
<b>✓VALUE CREATION THROUGH FUTURE SERVICE TECHNOLOGIES.....</b>	<b>59</b>
Dr. Supreet Kaur.....	59
Ms. Baljinder Kaur.....	59
Ms. Harjyot Kaur .....	59
<b>✓LIFE STYLE CHANGES AND HEALTH: DISEASES AFTER DIGITAL TRANSFORMATION.....</b>	<b>69</b>
Ms. Isha Tiwari .....	69
Ms. Megha Dua .....	69
<b>PROBLEMS AND PROSPECTS OF WOMAN ENTREPRENEURSHIP IN INDIA .....</b>	<b>77</b>
Ms. Amanpreet Kaur .....	77
Ms. Prabhjot Kaur (Corresponding author) .....	77
<b>✓ROLE OF AN EDUCATOR IN CHANGING SCENARIO.....</b>	<b>87</b>
Ms. Prabhkiran Kaur.....	87
<b>FINANCIAL LITERACY AND SUSTAINABLE RURAL DEVELOPMENT: AN OVERVIEW .....</b>	<b>95</b>
Ms. Gaganpreet Kaur .....	95
<b>✓EVOLUTION AND THE FUTURE OF CRYPTO COMMODITIES .....</b>	<b>101</b>
Ms. Manjit Kaur.....	101

<b>✓SWOT ANALYSIS OF VIRTUAL COMMUNICATION .....</b>	<b>110</b>
Ms. Manpreet Kaur .....	110
<b>A STUDY ON DIGITAL TRANSFORMATION OF HR MANAGEMENT SYSTEM.....</b>	<b>115</b>
Ms. Rajanpreet Kaur .....	115
<b>IMPACT OF TECHNOLOGY ON HEALTHCARE SERVICES .....</b>	<b>123</b>
Ms. Diksha Rana.....	123
<b>✓ROLE OF THE PEDAGOGUE FOR THE BETTER TOMORROW.....</b>	<b>129</b>
Ms. Pooja .....	129
<b>✓ETHICAL PRACTICE IN SMALL AND MEDIUM ENTERPRISES.....</b>	<b>135</b>
Ms. Jyoti Bala .....	135
<b>✓JOURNEY OF INDIAN RUPEE AND CAUSES OF DEVALUATION OF INDIAN RUPEE.....</b>	<b>141</b>
Ms. Dimple .....	141
<b>COMPARATIVE ANALYSIS WITH SARS-COV-1/ MERS-COV/ INFLUENZA VIRUSES .....</b>	<b>149</b>
Dr. Kanwardeep S. Dhaliwal.....	149
<b>✓INNOVATIVE HR PRACTICES: CASE STUDY OF ZOHO CORPORATION.....</b>	<b>158</b>
Dr. Sachin Kumar.....	158
<b>DIGITAL TECHNOLOGY AND ITS ADDICTION .....</b>	<b>163</b>
Ms. Sunita Devi .....	163
<b>✓AUGMENTED REALITY: A TECHNOLOGY ORIENTED APPROACH TO INTENSIFY CUSTOMER EXPERIENCE .....</b>	<b>168</b>
Ms. Amandeep Kaur.....	168
<b>✓COMPUTER VISION APPLICATIONS AND ITS FUTURE .....</b>	<b>174</b>
Mr. Keshav .....	174
<b>✓MOBILE PHONE USAGE: BOON OR BANE FOR SOCIETY.....</b>	<b>179</b>
Dr. Palwinder Kaur .....	179

  
 Principal  
 S.D. College, Fazilpur

## CHAPTER 15

### ETHICAL PRACTICE IN SMALL AND MEDIUM ENTERPRISES

*Jyoti Bala*

*Assistant Professor & Head, Department of Management*

*S.D. College, Hoshiarpur*

#### ABSTRACT

In today's competitive world organization are under pressure to act ethically along with running their organization in most efficient way and to increase the performance of the business. Customers have also full knowledge of the market and they keep in their mind the reputation of the organization. Small and medium-sized enterprises (SMEs) have certain issues regarding ethical practices because they have less fund to exorcise and implementation of ethical practices. Ethics refers to a system of moral principles or rules of behaviour which involves doing the right thing in the right manner. This article aims at evaluating the aspects of business ethics, significance of business ethics to SMEs, ethical dilemmas and challenges of SMEs, particularly in developing countries, and suggests strategies to address ethical dilemmas and challenges.

*Keywords:* - SMEs, ethics, strategy etc.

#### INTRODUCTION

In today's competitive world organization are under pressure to act ethically along with running their organization in most efficient way and to increase the performance of the business. In this changing competitive environment business have make a new policy to meet the competition along with offering a new product or offering good product with lesser price. Now a days business houses employee a person from different background because due to globalization labour can move easily from one place to another. In one organization there are employees from different religion, cultural, nationality and education. Employees from different background create ethical challenge for organization and manager as well. Businesses have realised that ethical misconduct can be very costly not only for the organisation but also to society as a whole. Small and medium-sized enterprises (SMEs) have certain issues regarding ethical practices because they have less fund to exorcise and implementation of ethical practices. as SMEs play an important role in boosting any economy globally, due to this ethical approach is become important for these enterprises also. SMEs and their managers are forced to act ethically to save their own business interest. There