

# IUT Journal of Advanced Research and Development

Volume 10, No. 2 (October 2024-March 2025)



ISSN: 2455-7846

Published by

**ICFAI University, Tripura**

Kamalghat, Mohanpur, Agartala-799210,

Tripura (W) Ph: 0381-2865752/62

Toll Free No. 18003453673 Website: [www.iutripura.edu.in](http://www.iutripura.edu.in)



## MESSAGE FROM THE DESK OF EDITOR IN CHIEF

The Chief Editor and Editors of the advanced research journal of Management, Engineering, Law, Paramedical Science, Nursing, Basic Science, Education, Physical Education and Yoga, Special Education, Clinical psychology and Liberal Arts i.e. IUT Journal of Advanced Research and Development (JARD) would take it as their duty to express the deep gratefulness to the contributors and readers of current volume.

We feel proud to bring the present issue of the online IUT Journal of Advanced Research and Development. We consider that the contribution in this multidisciplinary will help in the inclusive and sustainable growth process. Keeping in tune with this dignified idea, the current issue of IUT-JARD has addressed some current issues covering diversified field.

This issue needs an integrative and a holistic approach to the solution. Finally, the information contains in this journal volume has been published by the IUT obtains by its authors from various sources believed to be reliable and correct to the best of their knowledge, and publisher is not responsible for any kind of plagiarism and opinion related issues.



**Prof.(Dr.) Dhananjoy Datta**

Dean - Research &  
Development,  
The ICFAI University, Tripura,  
India.

<b>Sl. No.</b>	<b>Title of the paper</b>	<b>Name of the Authors</b>	<b>Page Number</b>
1	DISTRIBUTION OF NIRF 2024 RANKINGS: ANALYZING HOW UNIVERSITY TYPES AND STATE INCOME ALIGN WITH NEP 2020	Dr. Priyan. K.M, Prof. (Dr.) A. Ranganath	1-10
2	FOREIGN DIRECT INVESTMENT, UNEMPLOYMENT AND PRODUCTIVITY GROWTH IN NIGERIA.	OGUNJOBI Joseph Olufemi, AWOLEYE, Emmanuel Olayemi, TORIOLA, AnuKeshiro	11-27
3	A PILOT SURVEY ON EXISTENCE OF ETHICAL BUSINESS PRACTICES IN INDIA	Dr. Rohit Kanda Prof. (Dr.) Harish Handa, Prof. (Dr.) Pushpkant Shakdwipee	28-43
4	REPRODUCTIVE TECHNOLOGIES AND RIGHT OF WOMEN WITH SPECIAL REFERENCE TO WOMEN IN ASSAM	Dr. Mousumi Kalita	44-62
5	TECHNOLOGY-BASED LEARNING DURING THE COVID-19 PANDEMIC TO ENSURE SKILL- BASED HUMAN RESOURCE DEVELOPMENT OF BANGLADESH	Tasnim Musharrat Md. Iftekhhar Arif	63-77
6	PREVENTIVE STRATEGIES OF HUMAN IMMUNODEFICIENCY VIRUS/ ACQUIRED IMMUNODEFICIENCY SYNDROME (HIV/AIDS) IN URBAN-SLUM AREAS IN NIGERIA.	Akorede Seun Nurudeen, Ajayi Ayodotun Edward , Biu Abdul kareem Adamu, Fatima Rasheed, Fadero Oluwakemi Florence MPH & Umar Adam MPH	78-91
7	HOW CORPORATE GOVERNANCE ATTRIBUTES OF BOARD SIZE, BOARD MEETING, AND AUDIT COMMITTEE INDEPENDENCE SHAPE CORPORATE FINANCIAL PERFORMANCE: INSIGHTS FROM LISTED CROSS-BORDER COMPANIES IN NIGERIA	USMAN Haruna LukmanOjedeleLawal Gbenga Festus BABARINDE	92-113

# A PILOT SURVEY ON EXISTENCE OF ETHICAL BUSINESS PRACTICES IN INDIA

**Dr. Rohit Kanda**

Faculty, PSGCAS (Autonomous) India / PDRF, Lincoln University College Malaysia

**Prof. (Dr.) Harish Handa**

Professor and Principal, Shaheed Bhagat Singh College, University of Delhi, New Delhi

**Prof. (Dr.) Pushpkant Shakdwipee**

Head (Banking & Fin.), Pacific Institute of Management, P.A.H.E.R. Univ., Udaipur

## ABSTRACT

*The paper summarizes the results of pilot survey conducted in national capital region on business enterprises, to identify the key ethical business practices in practice. The study is useful to identify the basic dimensions of ethical business practices. Instrument used for the study was an interview schedule, having both close and open-ended questions. The pilot study results identified 10 ethical business practices being in existence, with the presented quantum of firms supported these practices in particular.*

**Keywords:** Ethics, Business Practices, Indian Enterprises, National Capital Region.

## 1. Overview

Moral judgements focus of organisations and corporates is beneficial, to have an edge, for the decision-makers, as being morally good is a moral choice altogether (Galton, 1877, 1885). But this may entail sometimes turning down the path that would yield the highest immediate reward. A corporate can be a brand that reduce its appeal to stakeholders. This could lead to a decline in profits. A corporation's behaviour seems to get shadier the bigger it gets. When a company's primary priority is making high profits, its staff and users are ignored at times. Companies frequently engage in unethical business methods to boost their profits or to strengthen their position in the market, as demonstrated by the cases of Toyota, Halliburton, iPhone and several others. These kinds of activities take place all around the world (French, 1984). This emphasises the necessity of researching the issue in particular. Regarding the economic edge, accounting for portion of economy's structure and growth is the most important instrument available to us for the country's growth and development. However, in recent years, the service industry has frequently been blamed for its inefficiency and service problems, particularly in India, due to careless actions or treaties. As the main research product, the paper analyses how ethical business practices affect an organization's ability to compete (French, 1995). Using the sample and demographic description



mentioned in previous works, this article summarises the key findings from the study that looked at the effect of ethical business practices on the competitiveness of startup and emerging service sector entities in India. It provides a thorough explanation of topics addressed and findings interpreted using a variety of statistical analysis methods (Kanda, and Bhalla, 2017a, b; Kanda, Bhalla, Handa, Kumar, Kaur, S., and Kaur, M., 2020; Kanda, Bhalla, Suri, Handa, Kumar, Koteswaran, and Puneet, 2020; Kanda, Bhalla, Suri, Handa, Kumar, Koteswaran, Mahajan, and Singh, 2020; Kanda, Bhalla, Suri, Handa, Shakdwipee, Kumar, Koteswaran, Gautam, Chaudhary, Bharti, and Ghazali, 2020; Kanda, Gupta, and Shakdwipee, 2015; Kanda, Handa, and Shakdwipee, 2015, 2016, 2017, 2018a,b,c, 2019a,b,c,d,e,f, 2021; Kanda, Handa, Shakdwipee, and Gupta, 2015).

## 2. Literature Review

Ethos, according to the Greeks and Romans, is the collection of the customs, beliefs, norms, and laws that a group adheres to. Ethics are the norm of right since they are related to the ethos. The phrase "business ethics" can link to several distinct things. Examining the moral issues emerging in a corporate setting, business ethics are summarized as a type of applied ethics (Broni, 2010; Solomon, Greenberg, and Pyszczynski, 1991). They are pertinent to the behaviour of both individuals and corporate organisations in general (Bernard, 1972; Donaldson, 1982) and cover all facets of business activity (Baumhart, 1968; Ferrell, and Fredrich, 1997; Singer, 1991). According to Preston (1997), applied ethics is a branch of ethics that addresses moral dilemmas in a variety of domains, including technical, legal, business, and medical ethics. According to Bourg (2001) and Seglin (2003), business ethics are a set of moral norms and principles that guide an organization's behaviour in terms of what is right and wrong (Jones, Parker, and Bos, 2005:17). They outline an organization's fundamental values and goals in specific (French, 1979). They also include the workplace prohibitions (Collier, and Esteban, 2007; Duska, 1999). Organization's governance ideas of specific ideologies include utilitarianism, egoism, relativism, and deontologism (Kotsiris, 2003). According to Borgerson, and Schroeder (2008), business ethics are the standards that a company follows in its day-to-day interactions with the outside world. A given company may have a variety of ethics (Solomon, 1983). They apply to the company's interactions with a single consumer as well as to how it engages with the wider world (Solomon, Greenberg, and Pyszczynski, 1991). Just by existence, many companies have developed a negative reputation (Carr, 1968). According to Solomon (1983), some people believe that businesses are only concerned in producing money. Same may be referred to as capitalism in its purest form (Tyrinopoulos, and Antoniou, 2008).

In itself, making money is not bad. According to Maitland (1994), the issue of ethical behaviour is raised by the way certain businesses behave. Every company should adhere to good business ethics (American Psychological Association, 1992, 1999, 2001; Preuss, 1997). There are numerous things to think about (Michalos, 1995). Does a corporation become unethical by association when it engages in unethical commercial practices with another company (Kahneman, Knetsch, and Thaler, 1986; Velasquez, 1983)? According to some, the company has a prime duty of operating the business (Michalos, 1995) and there is a link in the chain of unethical companies, when the ethical failures resurrect (Úanungo, and Mendoca, 1996). It is evident that many multinational corporations, including the majority of well-known brands (that the general public use), do not place a high value on ethical business practices (Maitland, 1994). Millions of dollars have been penalised to numerous big corporations for violating ethical business regulations (Cory, 2005). The primary determining factor is money (Seglin, 2003). A business should be typically punished if it violates the law and business ethics (Drucker, 1981). Numerous businesses have been fined millions of dollars in recent past for violating ethical, environmental, and antitrust regulations (Velasquez, 1983). The issue is that the profits made by these businesses exceed the penalties imposed (Green, 1991). The money effect triumphs, and the earnings make the firms oblivious to their unethical behaviour (DeGeorge, 1999). Even if a company sells millions of dollars, does it follow ethical business practices and do people care about it? (French, 1979). Petroleum companies, fast food restaurants, and well-known soft drinks have all received repeated fines for their unethical behaviour (Harwood, 1996). But to note significant post effects in market.

From the kids who work in sweatshops creating trainers to the coffee servers who are being underpaid, business ethics should end exploitation. From the consequences of importing coffee from specific nations to the trees fallen to produce the work that a company sells, corporate ethics can be applied to everything (Aiken, 1991). In the end, it may be up to the public to make sure that a company adheres to correct business ethics (Clarke, 2004). They might not want to focus too much on their ethical behaviour if the business is profitable (Behrman, 1988). Although there are many businesses that take pride in their proper business ethics (Stark, 1993), they are becoming increasingly rare in this cutthroat environment (Knight, 1980). The need for more ethical corporate practices and activities, or ethicism, is growing in the 21st century's conscience-driven marketplaces (Donaldson, 1982). Simultaneously, new legislation and governmental efforts (such as increasing luxury taxes) put pressure on industry to enhance business ethics. Companies frequently use unethical behaviour to achieve short-term profits (Sunstein, 2002). But over time, these actions too often hurt the economy as well (Velasquez, 1983). According to Abrams (Abell, 1954), business ethics can be both a descriptive and a normative discipline. The field is mostly normative as a professional specialisation and business practice. Descriptive methods are also used in

academia. How often business is seen to conflict with non-economic societal ideals is reflected in the variety and volume of business ethics issues. Historically, the 1980s and 1990s saw a sharp increase in interest in business ethics in both academics and large organisations (Cory, 2005). Later, the project was dubbed a "30-year quest for an empirical relationship between a corporation's financial performance and its social initiatives." Many writers and scholars have expressed their opinions on the topic in the last ten years (Kanda, and Bhalla, 2017a, b; Kanda, Gupta, and Shakdwipee, 2015; Kanda, Handa, and Shakdwipee, 2015, 2016, 2017, 2018a,b,c, 2019a,b,c,d,e,f, 2021; Kanda, et al., 2015). Here are a few notable:

"Ethical business is good business, especially if you want to stay in business," according to Campbell, and Malan (2002). The significance of conducting business ethically has been underlined once more by recent corporate collapses, brought on by inadequate corporate governance (both domestically and globally). Malan emphasises that "good ethics make good business sense." According to Blowfield's (2003) research, we must take a more thorough approach to determine that whose rights are being upheld and whose are being disregarded. Because they cannot be quantified or defined, there is evidence that some issues will be ignored or left out of future standards. According to Dunning, \*and Wales (2004), who expressed an opinion on global capitalism, each of its four constituent institutions must be both technically sound and subject to criticism if global capitalism, possibly the most effective wealth-creating system currently known to man, is to be both economically feasible and socially acceptable.

According to Seshadri, Raghawan, and Hedge (2007), business ethics also involve setting an example of moral behaviour for leaders and fostering an ethical workplace culture within the company. According to their analysis, being ethical makes good long-term commercial sense. According to Freeman (2008), human life is rich and complex and cannot be reduced to purely economic calculations. If the fall of state socialism has taught us anything, it is that centralised methods and governments are ineffective. Companies may, and frequently do, represent more than mere economic gains of business operations.

The relationship between CSR efforts and corporate performance is shaped by trust, as demonstrated by Pivato, Misani, and Tencati (2008). The concept of stakeholder influence capacity, as introduced by Barnett (2007), shows how situational factors may impact the effect of corporate social responsibility (CSR) initiatives on business financial success, applying the contingency viewpoint as recommended by Barnett (2007), and taking into consideration the function of mediating variables as per Pivato, Misani, and Tencati (2008).

Carroll, and Shabana (2010) provide an example of how a company can improve its competitive advantage and establish win-win relationships with its stakeholders by adopting a wide perspective of the business case for corporate social responsibility. According to Velentzas, and Broni (2010), corporate

ethics are now required as many entrepreneurs are only focused on increasing their profits, regardless of the moral costs or potential harm to people or the environment.

Strong ethical principles that go beyond following the law can greatly enhance a brand, while failing to do the right thing can harm a company's reputation and negatively impact its social, economic, and environmental standing (Smart, Barman, and Gunasekera, 2010). Mishra, and Sharma (2010) extending the argument, it is shown that while effective CSR policies are growing more and more popular in certain businesses, their implementation differs. According to James, Jr. (2013), business organisations that help to increase the density of local food production are able to identify new business practices, ethics principles, and competition in this area. As a result, new cooperatives will be more aware of ethically sound business models. According to Donaldson (1982), corporate ethics are decisions made based on some measure of human worth.

According to Rebelly, and Ragidi (2014), who based a study on NTPC, companies must earn profit in order to continue growth and survival, but they must do it within moral parameters. According to Hussaini (2014), who researched on the leading Indian IT companies, it is imperative that ethical issues be formally and seriously addressed. She goes on to say that Indian IT firms lack ethical and compliance policies in practice and record, and same needs to be improved urgently.

According to Mishra, Dalvi, Sahni, and Verma (2014), the majority of reputed companies have a well-written code of ethics that they adhere to dutifully. These businesses are progressively stepping up their involvement in CSR. On the other hand, small startup businesses prioritise revenue. Furthermore, Patel, and Schaefer (2014) contend that decisions regarding particular ethical actions are not based on a fixed and universal set of guidelines. They contend that, particularly in the Indian context, the dynamic coexistence of the four solidarities or cultural patterns is connected to the four main categories of ethical behaviour that occur in all social systems.

All of these publications highlight the value of ethics and show how moral business conduct is necessary to advance one's position, yet doing so can be challenging.

## 2.2 Research Significance

The problem's great importance stems from the fact that corporate governance methods are particularly adopted by Indian enterprises as part of the global economy, as well as the fact that there isn't much research in presenceheld on the subject. This study aims to clarify on the application of key business ethics and the aforementioned ideologies (Kanda, and Bhalla, 2017a, b; Kanda, Gupta, and Shakdwipee, 2015; Kanda, Handa, and Shakdwipee, 2015, 2016, 2017, 2018a,b,c, 2019a,b,c,d,e,f, 2021; Kanda, et al., 2015).



### 3. Methodology

The "blueprint" outlining the path to problem solving and desired solutions is a research plan (Redman, and Mory, 2009). The entire research plan, including the problem, goals, strategy, analysis, and intent for interpretation, is presented in the current section.

#### 3.1 Research Background

The majority of reputed companies have a well-written code of ethics that they adhere to religiously. These companies' involvement in CSR initiatives is growing with time. Revenue collection is a top priority for small start-up businesses. Currently, the majority of laws pertaining to corporate social responsibility, good governance, and business ethics primarily apply to big, publicly traded corporations. This highlights a weakness in the company's ethical regulations. Following the pilot survey, the main study successfully filled a significant research vacuum on pertinent topics pertaining to the connection between organisational competitiveness and ethical business practices in the service industry (Kanda, and Bhalla, 2017a, b; Kanda, Gupta, and Shakdwipee, 2015; Kanda, Handa, and Shakdwipee, 2015, 2016, 2017, 2018a,b,c, 2019a,b,c,d,e,f, 2021; Kanda, et al., 2015).

#### 3.2 Research Gap

A lower number of works had been discovered to have occurred in the case of Asian view. We have discovered very little, if any, rigorous research on the phenomenon in relation to India. There aren't many papers or reports on this topic. Using several pertinent data sources, we have attempted to fill the same work gap in our study (Kanda, and Bhalla, 2017a, b; Kanda, Gupta, and Shakdwipee, 2015; Kanda, Handa, and Shakdwipee, 2015, 2016, 2017, 2018a,b,c, 2019a,b,c,d,e,f, 2021; Kanda, et al., 2015).

#### 3.3 Research Rationale

There are a lot of moral failures in services. Theoretically, "small start-up entities stress on revenue collection" is advised. Furthermore, based on secondary data, the majority of ongoing projects in India are centred on large entities. Using several pertinent data sources, the current work has sought to fill the similar job gap. Due to the corporate governance norms that Indian businesses have adopted as part of the global economy, as well as the fact that not much is being done about the aforementioned occurrence, the matter is of great relevance (Kanda, and Bhalla, 2017a, b; Kanda, Gupta, and Shakdwipee, 2015; Kanda, Handa, and Shakdwipee, 2015, 2016, 2017, 2018a,b,c, 2019a,b,c,d,e,f, 2021; Kanda, et al., 2015).

#### 3.4 Investigation Procedure

Since this study was qualitative, a descriptive research approach was chosen, with surveys serving as the main means of data collection. The majority of the questionnaire's alternative question designs have been utilised in conjunction with the structured data collection design of the survey method for the aim of

primary data collection. Personal interviews have been utilised mostly for interviewing purposes. When appropriate, observation was also employed in certain situations as an additional source of data. In order to identify used practices, any that remained after the corresponding sectors, a pilot survey (using unstructured interviews) was started with 10 percent of the sample, or 20 organisations in national capital region of Delhi and its neighbourhood towns (Kanda, and Bhalla,2017a, b; Kanda, Gupta, and Shakdwipee,2015; Kanda, Handa, and Shakdwipee, 2015, 2016, 2017, 2018a,b,c, 2019a,b,c,d,e,f, 2021; Kanda, et al., 2015).

### 3.5 Research Objective

A study's objectives must be developed in order for the researcher to conduct and construct a systematic schema for the purpose of research in a way that is both conducive and relevant. Similarly, the goal (Kanda, and Bhalla,2017a, b; Kanda, Gupta, and Shakdwipee,2015; Kanda, Handa, and Shakdwipee, 2015, 2016, 2017, 2018a,b,c, 2019a,b,c,d,e,f, 2021; Kanda, et al., 2015)of this paper is:

1. To determine the **ethical business practices** that Indian Service Corporates adhere to at large.

### 3.6 Exploration Scope

Trialinspectionof business entitiesacross national capital regionis based on data that was gathered between 2014 and 2015. Additionally, throughout the years 2011–2016, secondary data information has been known from a variety of sources(Kanda, and Bhalla,2017a, b; Kanda, Gupta, and Shakdwipee,2015; Kanda, Handa, and Shakdwipee, 2015, 2016, 2017, 2018a,b,c, 2019a,b,c,d,e,f, 2021; Kanda, et al., 2015).

### 3.7 Data Collection Tools

Self-Administered questionnaires, which primarily consisted of closed-ended questions with a small number of open-ended responses, were the most practical way to administer the survey and were therefore utilised, based on the instrument used in prior research and concerns about feasibility(Kanda, and Bhalla,2017a, b; Kanda, Gupta, and Shakdwipee,2015; Kanda, Handa, and Shakdwipee, 2015, 2016, 2017, 2018a,b,c, 2019a,b,c,d,e,f, 2021; Kanda, et al., 2015).

### 3.8 DimensionScaling

Rating systems including category scales, summated rating Likert scales, and graphical rating scales have been utilised for survey questionnaire asking. Some of the fundamental introductory questions, such whether the organisation has an ethical governance framework, have been addressed using dichotomous questioning(Kline, 1999; Kanda, and Bhalla,2017a, b; Kanda, Handa, and Shakdwipee, 2015, 2016, 2017, 2018a,b,c).

### 3.9 Test Group and Assemblage

According to the suggested means, key personnel or officials of the aforementioned organisations were polled or interviewed using the aforementioned data gathering methods. Aim of pilot study was acquired by held interviews across NCR (Kanda, and Bhalla, 2017a, b; Kanda, Gupta, and Shakdwipee, 2015; Kanda, Handa, and Shakdwipee, 2015, 2016, 2017, 2018a,b,c, 2019a,b,c,d,e,f, 2021; Kanda, et al., 2015).

### 3.10 Sampler Norm

The population was defined as registered organisations operating in India. For the pilot survey, Delhi NCR was referred in specific, given the feasibility and reach limitations as well as meeting all the research criterion, being the nearest largest business cluster having uniform characteristics of business sectors of India, as one of the 4 major metropolitans (Kanda, and Bhalla, 2017a, b; Kanda, Gupta, and Shakdwipee, 2015; Kanda, Handa, and Shakdwipee, 2015, 2016, 2017, 2018a,b,c, 2019a,b,c,d,e,f, 2021; Kanda, et al., 2015).

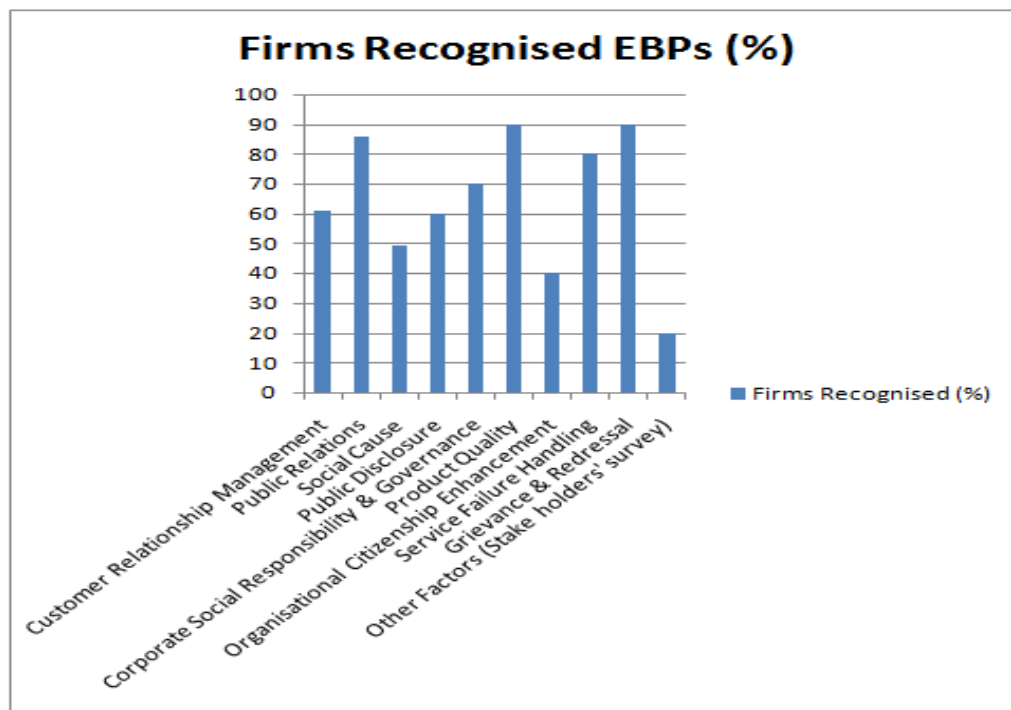
### 3.11 Trial Magnitude

The current research body has determined that "small startup firms stress on revenue collection" and are more likely to engage in unethical practices (Mishra, Dalvi, Sahni, and Verma, 2014), the population's focus was specifically on startup and emerging business concerns in order to make the survey representative. Convenience and judgemental sampling have been employed, as that was broadly the sole feasible method to choose particular enterprises representing relevant sectors and scale of operations in depth. Results were validated for the main study held later (Kanda, and Bhalla, 2017a, b; Kanda, Gupta, and Shakdwipee, 2015; Kanda, Handa, and Shakdwipee, 2015, 2016, 2017, 2018a,b,c, 2019a,b,c,d,e,f, 2021; Kanda, et al., 2015).

#### 4. Findings

**Table 1: Dimensions of EBPs observed**

EBP Code	Practices Recognized	Firms Supported (%)
EBP1	Customer Relationship Management	60
EBP2	Public Relations	85
EBP3	Social Cause	50
EBP4	Public Disclosure	60
EBP5	Corporate Social Responsibility & Governance	70
EBP6	Product Quality	90
EBP7	Organisational Citizenship Enhancement	40
EBP8	Service Failure Handling	80
EBP9	Grievance & Redressal	90
EBP10	Other Factors (Stake holders' survey)	20



**Figure 1: Dimensions of EBPs observed**

**Interpretation:** EBPs' extents observed among facilities were exhibited above (Table 1). Graphical representation (Fig. 1) of firms recognized EBPs' with their extents of recognition observed among facilities are exhibited above, reconciling to held studies (Hussaini, 2014; Mishra, and Sharma, 2010; Patel, and Schaefer, 2014; Kanda, and Bhalla, 2017a, b; Kanda, Gupta, and Shaktiwipee, 2015; Kanda, Handa, and Shaktiwipee, 2015, 2016, 2017, 2018a,b,c, 2019a,b,c,d,e,f, 2021; Kanda, et al., 2015).



#### 4.1 Work Inferences

**Investigation helped to identify basic ethical business practices, that formed the foundation for full-fledged research ahead on the sectoral perspective. It could be a useful for the similar or related studies or aspiring researchers in the field.**

#### 4.2 Confines

The paper in particular is prepared from the excerpt of a polit survey held before the main study on the aspects. Hence it presents only a limited view on the business enterprises followed EBPs in Delhi national capital region, that tends to be a replica of similar practices in comparable metropolitans in India (Mumbai, Bangalore etc.) and abroad.

Being a north Indian major urban setting as well as national capital region, the results tend to provide a replication of north India in particular and India at large. This research has been only on Indian business houses, including that of servicesector. Its need and standing globally, as well as the remaining segments in India, have not been discussed.

#### Acknowledgement

The authors are specifically thankful to UGC, ICSSR and PAHER Society, Udaipur, for facilitating the conduct of this research. I heartily owe my thanks for the partial grants and disbursement made under the University Research Fellowship and Junior Research Fellowship for the conduct of this Doctoral Research for Pacific Academy of Higher Education and Research University, Udaipur (Rajasthan) India.

#### References

- "Annual Report 2014-15". Ministry of Corporate Affairs, Government of India.
- "Oxford Advanced Learner's Dictionary of Current English (pp. 1069)" (1952).Oxford University Press.
- Abell, W. (1954). The Mirror and the Lamp: Romantic Theory and the Critical Tradition by M. H. Abrams. *The Journal of Aesthetics and Art Criticism*, 12(4), 527. Retrieved from <https://doi.org/10.2307/426915>
- Aiken, L. R. (1991). *Psychological testing and assessment* (7th edition). Boston: Allyn and Bacon.
- American Psychological Association (1992). Ethical principles of psychologists and code of conduct. *American Psychologist*, 47, 1597-1611.
- American Psychological Association (1999). The rights and responsibilities of test takers: Guidelines and expectations. Washington DC: American Educational Research Association.

- American Psychological Association (2001). Ethical principles of psychologists and code of conduct. *The Monitor of Psychology*, 32(2), 77-89.
- Anderson, J. C., and Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411-423.
- Barnett, M. L. (2007). Stakeholder influence capacity and the variability of financial returns to corporate social responsibility. *Academy of Management Review*, 32, 794-816.
- Baumhart, R. (1968). *An Honest Profit: What Businessmen Say About Ethics and Business*. New York: Holt, Rinehart and Winston.
- Behrman, J. N. (1988). *Essays on Ethics in Business and the Professions*. Englewood Cliffs, NJ: Prentice Hall.
- Bernard, W. (1972). *Morality: An Introduction to Ethics*. New York: Harper and Row.
- Blowfield, M. (2003). Ethical Supply Chains in the Cocoa, Coffee and Tea Industries. *GMI*, 43(Autumn), 15-24.
- Borgerson, J.L., and Schroeder, J.E. (2008). Building an Ethics of Visual Representation: Contesting Epistemic Closure in Marketing Communication. In: *Cutting-edge issues in Business Ethics. Issues in Business Ethics*, 24. Springer, Dordrecht. Retrieved from [https://doi.org/10.1007/978-1-4020-8401-0\\_8](https://doi.org/10.1007/978-1-4020-8401-0_8)
- Bourg, J. [2003] (2001). Ethics: An Essay on the Understanding of Evil, Alain Badiou [trans.], Peter Hallward (New York: Verso). *Ethics & International Affairs*, 17(1), 186-188. <https://doi.org/10.1017/S0892679400008467>
- Campbell, K., and Malan, D. (2002). Business ethics essential for viability. *Creamer Media's Engineering News*, April.
- Carr, Albert. (1968). Is business bluffing ethical? *Harvard Business Review*, 46. Retrieved from [https://www.researchgate.net/publication/246549487\\_Is\\_business\\_bluffing\\_ethical](https://www.researchgate.net/publication/246549487_Is_business_bluffing_ethical)
- Carroll, A. B., and Shabana, K. M. (2010). The Business Case for Corporate Social Responsibility: A Review of Concepts, Research and Practice. *International Journal of Management Reviews*, 85-105. Retrieved from: <https://www.dio.org/10.1111/j.1468-2370.2009.00275.x>
- Clarke, T. (Ed.). (2004). *Theories of Corporate Governance: The Philosophical Foundations of Corporate Governance*. London - New York: Routledge.
- Collier, J., and Esteban, R. (2007). Corporate social responsibility and employee commitment. *Business Ethics, the Environment & Responsibility*, 16(1), 19-33. Retrieved from <https://doi.org/10.1111/j.1467-8608.2006.00466.x>
- Cory, J. (2005). *Activist Business Ethics* (Vol 9, pp. 11-12). Boston: Springer.
- DeGeorge, R. T. (1999). *Business Ethics* (5th Edition). Prentice Hall (1st edition N.Y: Macmillan, 1982).

- Donaldson, L. (2002). The stakeholder revolution and the Clarkson principles. *Business Ethics Quarterly*, 12(2), 107-11.
- Donaldson, T. (1982). *Corporations and Morality* (pp. 36). NJ: Englewood Cliffs, Prentice Hall.
- Drucker, P. (1981). What is business ethics? *The Public Interest*, 63(Spring), 18-36.
- Drucker, P. F. (1988). *La Gerencia de Empresas*. Barcelona: Edhasa.
- Dunning, J. H., and Wales, P. (2004). *Making Globalization Good: The Moral Challenges of Global Capitalism*. PhilPapers.
- Duska, R. (1999). Employee rights. In R. E. Frederick (Ed.) *A Companion to Business Ethics* (pp. 257–268). Malden, MA: Blackwell. Retrieved from <https://onlinelibrary.wiley.com/doi/10.1002/9780470998397.ch21>
- Everitt, B. (2011). *Cluster analysis*. Chichester, West Sussex, U.K.: Wiley.
- Ferrell, O., and Fraedrich, J. (1997). *Business ethics: ethical decision making and cases*. Houghton Mifflin.
- Freeman, R.E. (2008). Managing for Stakeholders. In T. Donaldson, P. Werhane (eds), *Ethical Issues in Business; A Philosophical Approach* (8th edition, pp. 39–53). Englewood Cliffs, NJ: Prentice Hall.
- French, P. (1984). *Collective and Corporate Responsibility*. New York: Columbia University Press.
- French, P. A. (1979). The Corporation as a Moral Person. *American Philosophical Quarterly*, 16, 207-215. Retrieved from <https://www.scirp.org/reference/referencespapers?referenceid=1902295>
- French, P. A. (1995). *Corporate Ethics*. Florida: Harcourt Brace, ICSA Publishing.
- Galton, F. (1877). Typical laws of heredity. *Nature*, 15(388/389/390), 492–495/512–514/532–533.
- Galton, F. (1885). The British Association: Section II, Anthropology: Opening address by Francis Galton, F.R.S., etc., President of the Anthropological Institute, President of the Section. *Nature*, 32(830), 507–510. Retrieved from [https://books.google.co.in/books?id=IN3RjXLUuWsC&pg=PA499&redir\\_esc=y#v=onepage&q&f=false](https://books.google.co.in/books?id=IN3RjXLUuWsC&pg=PA499&redir_esc=y#v=onepage&q&f=false)
- Green, R. (1991). When is "Everyone's Doing It" a Moral Justification? *Business Ethics Quarterly*, 1(1), 75-93.
- Harwood, S. (1996). *Business as Ethical and Business as Usual*. Belmont, CA: The Thomson Corporation.
- Hussaini, N. (2014). *Corporate Ethics of Top IT Companies in India* (PhD dissertation, pp. 2-21). T. M. Bhagalpur University, Bihar, India.
- James, Jr., H. S. [Ed.] (2013). *The Ethics and Economics of Agrifood Competition* (pp. 177-192). Springer.
- Jones, C., Parker, M., and Bos, R. (2005). *For Business Ethics* (1st Edition). London: Routledge Pub.

Retrieved from <https://doi.org/10.4324/9780203458457>

Kahneman, D., Knetsch, J., and Thaler, R. (1986). Perceptions of Unfairness: Constraints on Wealth Seeking. *American Economic Review*, 76, 724-741.

Kanda, R., and Bhalla, G. S. (2017a). Economists' and ecologists' viewpoint about sustainable development. *Journal of Management & Entrepreneurship*, 12(4), 87-98.

Kanda, R., and Bhalla, G. S. (2017b). Economists' and ecologists' viewpoint about sustainable development - A case-based discussion on the community-based conservation initiatives for saving greenery around the globe. *Ansal University Business Review (Bloomsbury Publishers London)*, 5A(1), 83-96.

Kanda, R., Bhalla, G. S., Handa, H., Kumar, V., Kaur, S., and Kaur, M. (2020). Ethics, materialism and higher education: The dilemma between career and social goals. *Commonwealth Youth and Development (University of South Africa)*, 18(2), 1-27. Retrieved from: <https://doi.org/10.25159/2663-6549/6981>

Kanda, R., Bhalla, G. S., Suri, G., Handa, H., Kumar, V., Koteswaran, D., Mahajan, P., and Singh, G. (2020). Ethics, materialism and higher education: Dilemma between career and social goals. *Azerbaijan Journal of Educational Studies (Globally Oldest Journal published by Ministry of Education of Azerbaijan)*, 691(2), 73-90. Retrieved from: <https://dx.doi.org/10.29228/edu.119>

Kanda, R., Bhalla, G. S., Suri, G., Handa, H., Kumar, V., Koteswaran, D., and Puneet, G. (2020). Ethics, materialism and higher education: Dilemma between career and social goals. In *Econder 2020 2nd International Economics, Business and Social Sciences Congress Abstract Proceeding E-Book (Kastamonu University, Turkey)*, 2, 46. Retrieved from: <https://econder.net/files/Econder2Abstract.pdf>

Kanda, R., Bhalla, G. S., Suri, G., Handa, H., Shaktwip, P., Kumar, V., Koteswaran, D., Gautam, S., Chaudhary, R., Bharti, M., and Ghazali, R. A. (2020). Ethics, materialism and higher education: Dilemma between career and social goals. *Econder 2020 2nd International Economics, Business and Social Sciences Congress Full Text Proceeding E-Book (Kastamonu University, Turkey)*, 2, 361-70. Retrieved from: <https://econder.net/files/Econder2Book.pdf>

Kanda, R., Gupta, K. and Shaktwip, P. (2015). Window Dressing in Financial Practices: A Conceptual Research on Small Scale Enterprises in India. In Shukla, R. P., Mishra, R. S., Singh, M. K., Singh, A. K., and Kumar, V. (Eds.), *Multidisciplinary Scenario of Professionalization of Education in India* (First Impression, pp. 306-21). New Delhi / Varanasi: Bharti Publications / Banaras Hindu University.

Kanda, R., Handa, H. and Shaktwip, P. (2019a). Impact of ethical business practices on the competitiveness of service sector startup and emerging enterprises in India: A regional perspective. *Singapore Management Journal (EASM Singapore)*, 8(2), 46-61.

Kanda, R., Handa, H., and Shaktwip, P. (2015). Ethics in higher education: A study approach to the



value system of the coming buddy managers. *International Journal on Research and Scientific Innovation, II(II)*, 44-46.

Kanda, R., Handa, H., and Shakdwipee, P. (2016). Viability of ethical business practices in today's competition in India: An empirical review. *International Journal of Science and Research*, 5(2), 1172-77.

Kanda, R., Handa, H., and Shakdwipee, P. (2017). Impact of ethical business practices on organisational competitiveness - A study on service sector in India. *IUJ Journal of Management (ICFAI Ranchi)*, 5(1), 75-84.

Kanda, R., Handa, H., and Shakdwipee, P. (2018a). The impact of service ethics on organizational competitiveness in India - A primary approach to the startup and emerging service enterprises. *International Journal of Business Ethics in Developing Economies*, 7(1), 13-22.

Kanda, R., Handa, H., and Shakdwipee, P. (2018b). Key extracts from the thesis dissertation on impact of ethical business practices on organizational competitiveness - A study on service sector in India. *Southeast Asia Review of Economics and Business (Marilyn Davies College of Business, University of Houston System, Houston, U.S.A.)*, 3(1), 377-86.

Kanda, R., Handa, H., and Shakdwipee, P. (2018c). Service ethics and industry competitiveness among startup and emerging enterprises in India. *Management Development: A Quarterly Publication of Bangladesh Institute of Management Dhaka*, 32(1), 83-107.

Kanda, R., Handa, H., and Shakdwipee, P. (2019b). *Indian State, Regional and Industry Service Ethics and Competitiveness: Business Ethos Cross Dimensional Perceptions across the State, Regional and Industry Indicators*. Germany: Lambert Academic Publishing.

Kanda, R., Handa, H., and Shakdwipee, P. (2019c). Ethos and Enterprise Competitiveness of Service Startup and Emerging Enterprises in Indian Regions. *BHU Management Review: A Refereed and Peer Reviewed Journal of Contemporary Management Research of Faculty of Management Studies (Banaras Hindu University, Varanasi)*, 7(2), 43-49.

Kanda, R., Handa, H., and Shakdwipee, P. (2019d). *The Impact of Service Ethics on Organizational Competitiveness in India: A Primary Approach to the Startup and Emerging Service Enterprises*. Germany: Lambert Academic Publishing.

Kanda, R., Handa, H., and Shakdwipee, P. (2019e). Impact of ethical business practices on the competitiveness of service sector startup and emerging enterprises in India: A state perspective. *Academy of Taiwan Business Management Review (JTIBA Taiwan)*, 15(2), 17-30.

Kanda, R., Handa, H., and Shakdwipee, P. (2019f). Service ethics in startup and emerging enterprises across industries & it's impact on the competitiveness. *Governance and Management Review (Institute of*

*Administrative Sciences, University of the Punjab*, 4(1), 54-63. Retrieved from:  
[https://pu.edu.pk/images/journal/IAS/PDF/4-v4\\_1\\_19.pdf](https://pu.edu.pk/images/journal/IAS/PDF/4-v4_1_19.pdf)

Kanda, R., Handa, H., and Shakdwipee, P. (2021). Ethics de' competitiveness in finance: An emancipative structured assessment and evaluation of Indian finance industry. *International Journal of Economics and Financial Research (Germany)*, 7(2), 43-56. Retrieved from: <https://dx.doi.org/10.32861/ijefr.72.43.56>

Kanda, R., Handa, H., Shakdwipee, P., and Gupta, K. (2015). Window dressing in financial practices. *IOSR Journal of Business and Management (Cape Town, South Africa)*, 3(3), 63-71.

Kline, P. (1999). *A Handbook of Psychological Testing* (2nd Edition). London: Routledge.

Knight, F. (1980). *The Ethics of Competition and Other Essays*. University of Chicago Press.

Kotsiris, L. (2003). *European trade law I: Introduction to community law and order, fundamental freedom, competition law, industrial and intellectual property law*. Thessalonica, Athens: Sakkoulas. Retrieved from <https://library.opi.gr/en/bibliography/kotsiris-l-2003-athens-thessalonica-sakkoulas/>

Maitland, I. (1994). The Morality of the Corporation: An Empirical or Normative Disagreement? *Business Ethics Quarterly*, 4, 445-458.

Michalos, A. (1995). *A Pragmatic Approach to Business Ethics*. London: Sage Publications.

Mishra, A.K., Dalvi, B.B., Sahni, S., and Verma, V. (2008). Ethical Considerations in Business Decision Making in Indian Companies (Applied Economics Course Project Report). IIT Bombay. Retrieved on 25 November 2013, from [http://www.it.iitb.ac.in/~deepak/deepak/courses/eco/pdf/Ethical\\_Considerations\\_in\\_Business\\_Decision\\_Making.pdf](http://www.it.iitb.ac.in/~deepak/deepak/courses/eco/pdf/Ethical_Considerations_in_Business_Decision_Making.pdf)

Mishra, N., and Sharma, G. (2010). Ethical Organization and Employees. *Asian Journal of Management Research*, 79-80.

Patel, T., and Schaefer, A. (2014). *Making Sense of the Diversity of Ethical Decision Making in Business: An Illustration of the Indian Context*, 6-33.

Pivato, S., Misani, N., and Tencati, A. (2008). The impact of corporate social responsibility on consumer trust: the case of organic food. *Business Ethics: A European Review*, 17, 3-12.

Preston, D. (1997). Can Business Ethics Really Exist? *Computers and society*, March, 6-11.

Preuss, L. (1997). A moral handrail for business: the need for a contextual model of business ethics. *Business Ethics*, 41. Moore.

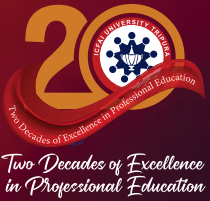
Rebelly, H., and Ragidi, V. (2014). Ethical Issues in Business and Corporate Governance: A Case Study of NTPC-Ramagundam. *International Journal of Marketing, Financial Services and Management Research*, 1(5), 62-67.

Redman, L. V., and Mory, A. V. H. (2009). *The Romance of Research*. Baltimore: The Williams & Wilkins Co.

- Seglin, J. (2003). Doing the Right Thing. *Folio: The Magazine for Magazine Management*. elibrary.ru
- Seshadri, D. V. R., Raghavan, A., and Hedge, S. (2007). Business Ethics: The Next Frontier for Globalizing Indian Companies. *Vikalpa*, 32(3), 61-62.
- Singer, P. (Ed.). (1991). *A Companion to Ethics*. Boston, MA: Blackwell and Malden.
- Smart, V., Barman, T., and Gunasekera, N. (2010). Incorporating ethics into strategy: developing sustainable business models. CIMA Discussion Paper, October, 1-15.
- Solomon, M. R. (1983). The role of products as social stimuli: A symbolic interactionism perspective. *Journal of Consumer Research*, 10(3), 319-329. Retrieved from <https://doi.org/10.1086/208971>
- Solomon, S., Greenberg, J., and Pyszczynski, T. (1991). Terror management theory of self-esteem. In C. R. Snyder, and D. R. Forsyth (Eds.), *Handbook of social and clinical psychology: The health perspective* (pp. 21-40). Pergamon Press.
- Stark, A. (1993). What's the Matter with Business Ethics? What's Wrong with Business Ethics? *Harvard Business Review*, 71(3), 38-48.
- Sunstein, C. R. (2002), Switching the Default Rule. *New York University Law Review*, 77, 106-134.
- Tyrinopoulos, Y., and Antoniou, C. (2008). Public Transit User Satisfaction: Variability and Policy Implications. *Transport Policy*, 15, 260-272. Retrieved from <https://doi.org/10.1016/j.tranpol.2008.06.002>
- Velasquez, M. (1983). Why Corporations are not Morally Responsible for anything they do? *Business and Professional Ethics Journal*, 2, 1-18.
- Velentzas, J., and Broni, G. (2010). Ethical dimensions in the conduct of business: business ethics, corporate social responsibility and the law. The "ethics in business" as a sense of business ethics. Proceeding of the International Conference on Applied Economics (The Pennsylvania State University, Pennsylvania, USA), 795-819. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.473.9713&rep=rep1&type=pdf>



# ICFAI UNIVERSITY TRIPURA



## GIGA CAMPUS



**NAAC**  
ACCREDITED



**SCHOLARSHIP**  
UPTO  
**2.1 LAKH**



**Academic Partners**

**aws** academy

Member Institution

**ORACLE**

SCAN & APPLY



## Dream Big

**APPLY NOW**

Whatsapp  
**6909879797**

<https://iutripura.in>

Toll Free No.  
**18003453673**



## ABOUT THE UNIVERSITY

The ICAI University, Tripura was established in 2004 through an Act of State Legislature. The University has been approved by the University Grants Commission, under Section 2(f) of the UGC Act, 1956. ICAI University Tripura is a multidisciplinary University offering 50+ different programs.

### ACCREDITATIONS

- University Grants Commission (UGC)
- National Assessment and Accreditation Council (NAAC)
- Bar Council of India (BCI)
- National Council for Teacher Education (NCTE)
- Rehabilitation Council of India (RCI)
- Tripura Nursing Council (TNC)
- Indian Nursing Council (INC)
- MSME(HI/BI), Govt of India has recognised as Host Institute to Support for Entrepreneurial and Managerial Development of MSMEs through Business Incubators

### MEMBERSHIP

- Member of the Association of Indian Universities, New Delhi, India
- Member of the Association of Commonwealth Universities, London, UK.
- Member of Institute of Engineers (India)
- Members of Association of Management Development Institutions in South Asia (AMDISA)
- Registered Member with Department of Scientific and Industrial Research, Ministry of Science and Technology, Government of India
- Member of Confederation of Indian Industry (CII).
- Member of Vijnana Bharati.
- Member of Academy of Hospital Administration, Govt of India.
- National Cyber Safety and Security Standards (NCSSS)
- National HRD Network (NHRDN), Gurgaon
- Inter- University National Cultural Board (IUNCB)
- Amazon Internet services Pvt. Ltd for AWS (Cloud Computing) Program
- Oracle Academy
- Indo-Australian Chamber of Commerce

### RANKING/ CERTIFICATES

- ICAI University Tripura has been ranked 1st among Private Multidisciplinary University in Tripura by Education World India Higher Education Ranking 2023-24.
- ICAI University Tripura has been ranked 35 in the year 2024 as the Best University all over India by India Today – MRDA
- Faculty of Science & Technology of ICAI University Tripura has been ranked 148 as the Best Engineering College all over India Rank among private/government colleges by India Today – MRDA
- ICAI Law School of ICAI University Tripura has been ranked 35 as the Top Law School all over India by India Today – MRDA
- ICAI Science School, Bachelor of Science(H) of ICAI University Tripura has been ranked 175 as Best college all over India by India Today – MRDA
- Faculty of Liberal Arts, Bachelor of Arts of ICAI University Tripura has been ranked 136 as Best college all over India by India Today – MRDA
- Faculty of Management & Commerce, Bachelor of Business Administration of ICAI University Tripura has been ranked 70 as Best College all over India by India Today – MRDA
- Faculty of Science and Technology of ICAI University Tripura has been ranked 113 among the top 160 Pvt. Engineering Institute in India by Outlook India.
- Faculty of Management & Commerce, Bachelor of Business Administration of ICAI University Tripura has been ranked 59 among the Top 130 BBA institute in India by Outlook India in the year 2023.
- The ICAI University Tripura has been ranked 18 by CSR-GHRDC as the Top Outstanding Engineering colleges of Excellence all over India category in the year 2023
- ICAI University Tripura got AAA ratings as India's best Engineering Institute 2023 by Careers 360 Magazine.
- Established 'Institute Innovation Council (IIC) as per norms of Innovation Cell, Ministry of MHRD, Govt. of India
- Certified by ISO 9001: 2015
- ICAI University Tripura certified by Directorate of Social Welfare & Social Education
- ICAI University Tripura has been registered as a club under the Yuva Tourism Club an Initiative by the Ministry of Tourism in the year 2023
- Registered with NGO Darpan, Niti Ayog, Govt. of India
- Best Universities & Colleges 2018-19 awarded to ICAI University Tripura in the special category by Rubber Skill Development Council (RSDC).



## SCIENCE AND TECHNOLOGY

- B.Tech (CE, ME, ECE, EE, CSE)
- B.Tech (Lateral Entry)
- B.Sc. in Data Science & AI
- BCA
- Integrated MCA
- MCA
- M.Tech - CSE
- M.Tech - Structural Engineering
- M.Tech - Water Resource

## BASIC SCIENCE

- B.Sc. Physics (Hons)
- B.Sc. Chemistry (Hons)
- B.Sc. Mathematics (Hons)
- M.Sc. Physics
- M.Sc. Chemistry
- M.Sc. Mathematics

## EDUCATION

- B.Ed
- MA Education
- M.Ed

## LIBERAL ARTS

- B.A. English (Hons.)
- B.A/B.Sc. Psychology (Hons.)
- M.A English
- M.A/M.Sc-Psychology
- B.A./B.Sc. Journalism and Mass Communication
- M.A./M.Sc. Journalism and Mass communication

## ALLIED HEALTH SCIENCES

- B.Sc. in Emergency Medical Technology
- B.Sc. in Cardiac Care Technology
- B.Sc. in Dialysis Therapy Technology
- Bachelor in Health Information Management
- B.Sc. in Medical Laboratory Technology (BMLT)
- B.Sc. in Medical Laboratory Technology (BMLT) (*Lateral Entry*)
- Master in Medical Laboratory Technology (MMLT)

## CLINICAL PSYCHOLOGY

- M.Phil in Clinical Psychology

## Ph.D

Engineering (CE, CSE, ME, ECE, EE), Science (Physics, Chemistry, Mathematics), Allied Health Sciences (Molecular Biology, Clinical Bacteriology, Clinical Biochemistry), Management (OB, HR, Marketing, Finance), Economics, Commerce, Law, English, Psychology, Education, Spl. Education, Sociology, Physical Education, Political Science, Philosophy.



## MANAGEMENT & COMMERCE

- BBA
- B.Com (Hons.)
- B.A./B.Sc. Economics
- MBA
- Executive MBA
- M.Com
- MA./MSc. In Economics
- Master in Hospital Administration (MHA)

## LAW

- BA-LLB (Hons.)
- BBA-LLB (Hons.)
- LL.B
- LL.M (2 Years)

## SPECIAL EDUCATION

- B.Ed. Spl. Ed. (ID)
- D.Ed.Spl. Ed. (IDD)
- M.Ed. Spl. Ed. (ID)
- Integrated B.A. B.Ed. Spl. Ed. (ID)
- Integrated B.Com. B.Ed. Spl. Ed. (ID)
- Integrated B.Sc. B.Ed. Spl. Ed. (ID)
- Integrated B.A. B.Ed. Spl. Ed. (Visually Impaired)

## NURSING

- GNM

## LIBRARY AND INFORMATION SCIENCES

- B.Lib.I.Sc.
- M.Lib.I.Sc.- Integrated
- M.Lib.I.Sc.

## PHYSICAL EDUCATION

- B.P.Ed
- D.P.Ed
- B.P.E.S
- B.P.E.S (Lateral Entry)
- M.P.E.S

## YOGA & NATUROPATHY

- Post Graduate Diploma in Yoga Education and Therapy
- B.Sc. in Yoga
- B.A. in Yoga



Program	Duration	Eligibility	Career Prospects Employment Opportunities
B. Tech ( CE, CSE, ECE, ME, EE )	4 Years	Pass in 10 + 2 (Phy/Chem/Math) with minimum 45%, (40 % in case of SC/ST/ OBC) aggregate marks	IT,ITEs, Manufacturing,Companies, Corporates, Telecom, Banks, Govt. Services
B. Tech - Lateral Entry ( CE, CSE, ECE, ME, EE )	3 Years	Pass in 3 - year diploma course with minimum 45 % (40 % in case of SC/ ST/ OBC) aggregate marks	IT,ITEs, Manufacturing,Companies, Corporates, Telecom, Banks, Govt. Services
B.Sc. in Data Science & AI	4 Years	Pass in 10+2 examination with 45% marks from science discipline	Corporates, AI Researcher, Data Scientist, Machine Learning Engineer, Data Analyst, Business Intelligence Developer, AI/ML Product Manager
BCA	3 Years	Pass in 10 + 2 ( any Discipline) examination	IT,ITEs, Corporates, Banks,Govt. Services, NGO's.
Integrated MCA	5 Years	Pass in 10 + 2 ( any Discipline) examination	IT,ITEs, Corporates, Banks,Govt. Services, NGO's.
MCA	2 Years	Graduation in any discipline, with 40% and above aggregate marks.	IT,ITEs, Corporates, Banks, Govt. Services, NGO's,Research
M.Tech - Water Resource Engineering	2 Years	Valid GATE Scorer with B.Tech /B.E in Civil Engineering or B.Tech /B.E in Civil Engineering with 60% marks	Research, consultant to Pvt. Organization in the field of flood forecasting, flood inundation, flood disaster management, Entrepreneur.
M.Tech - Structural Engineering	2 Years	Valid GATE Score with B.Tech/B.E., in Civil Engineering or B.Tech/B.E. in Civil Engineering with 60% marks.	Structural Engineer,Project Manager, Researcher, Quality Control, Teaching, Entrepreneurship, and more.
M.Tech - Computer science & Engineering	2 Years	Pass with 60% aggregate marks in B.Tech. (CSE or IT or ECE or EEE) or MCA or M.Sc. (IT or Computer Science) or equivalent	Offers opportunities in cutting-edge technology-based research like AI ML, Cybersecurity, and software development roles in the ever-evolving field of computer science.

**Basic Science**

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.Sc. Physics (Hons.)	4 Years	Pass in 10 + 2 with 40 % marks in Physics & pass in Maths	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
B.Sc. Chemistry (Hons.)	4 Years	Pass in 10 + 2 with 40 % marks in Chemistry	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
B.Sc. Mathematics (Hons.)	4 Years	Pass in 10 + 2 with 40 % marks in Mathematics	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
M.Sc. Physics	2 Years	Graduate with 45 %(40 % in case of SC/ST/ OBC) marks in Physics	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
M.Sc. Chemistry	2 Years	Graduate with 40% marks in Chemistry	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
M.Sc. Mathematics	2 Years	Graduate with 40 % marks in Mathematics	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate

**Liberal Arts**

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.A. English (Hons.)	4 Years	Pass in 10 + 2 (any Discipline) with 40 % marks in English	Jobs in Govt., Teaching in Schools/Educational Administrators/ Corporate, Banks, Telecom, Media, Journalism
M.A English	2 Years	Graduate in any Discipline with minimum 45 % in English (40% in case of SC/ST/ OBC) aggregate marks	Jobs in Govt., Teaching in Schools/Educational Administrators/ Corporate, Banks, Telecom, Media, Journalism/ Research
B.A. Psychology (Hons)	4 Years	Pass in 10 + 2 (any Discipline) with 50 % (45% in case of SC/ST/ OBC) marks	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
M.A Psychology	2 Years	Graduate with 45 % in Psychology(40 % in case of SC/ST/ OBC) marks.	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
B.Sc. Psychology (Hons)	4 Years	Pass in 10 + 2 (any Discipline, with Economics or Maths as a combination subject) with 50 % (45%in case of SC/ ST/ OBC) marks	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
M.Sc. Psychology	2 Years	B.Sc Psychology degree from a recognized university with 45 %(40% in case of SC/ST/ OBC) marks in Psychology.	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
B.A. Journalism and Mass Communication	4 Years	Minimum10+2 (in any discipline) with 40% or above marks in aggregate	Reporter, Journalist, News Editor, or Photojournalist in print, electronic or digital media, Public Relations Officer,Content Writer/ Developer for websites, blogs and social media, Filmmaking and Radio jockey, Advertising campaigns, Social Media Manager
B.Sc. Journalism and Mass Communication	4 Years	Minimum10+2 (in Science Stream) with 40% or above marks in aggregate	
M.A. Journalism and Mass Communication	2 Years	Minimum Graduation (in any discipline) with 45% or above marks in aggregate	Director of Communications for advertising campaigns, Content writer/ Developer for websites, blogs and social media,Journalist/ Photojournalist, Filmmaking and Radio Jockey (RJ),Screenwriter, Sound Engineer, TV Correspondent, Producer, Art Director, Technical Communication Specialist, Web Producer
M.Sc. Journalism and Mass Communication	2 Years	Minimum B.Sc. or B. Tech Degree with 45% or above marks in aggregate.	

**Law**

Program	Duration	Eligibility	Career Prospects Employment Opportunities
BBA-LLB Integrated	5 Years	Pass in 10 + 2 with minimum 45 % (40 % in case of SC/ST, 42% in case of OBC) aggregate marks	Corporates, Banking, Judiciary, Legal Practice, NGO's IPR
BA-LLB Integrated	5 Years	Pass in 10 + 2 with minimum 45 % (40 % in case of SC/ST, 42% in case of OBC) aggregate marks	Corporates, Banking, Judiciary, Legal Practice, NGO's IPR
LL.B	3 Years	Graduate in any Discipline with minimum 45 % (40 % in case of SC/ST, 42% in case of OBC) aggregate marks	Corporates, Banking, Judiciary, Legal Practice, NGO's IPR
LL.M	2 Years	Graduate with LLB degree (Recognised by BCI)	Corporates, Banking, Judiciary, Legal Practice, NGO's IPR,Research



## Management & Commerce Studies

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.Com (Hons.)	4 Years	Pass in 10 + 2 examination in commerce or Science with 45% ( 40% in case of ST/ SC/OBC) marks	Banks, Financial Services, Corporates
BBA	3 Years	Pass in 10 + 2 ( any Discipline) examination with minimum 40% marks	Banks, Financial Services, IT, Insurance, Telecom, Corporates, Consulting Companies.
B.A. Economics	4 Years	Pass in 10 + 2 ( any Discipline) examination with minimum 40% marks	Financial Analyst/ Investment Banker/ Risk Manager/ Actuary/ Public Sector Policy Analyst/ Economic Advisor/ Public Sector Economist/ Central Bank Analyst/ Management Consultant/ Trade Specialist/ Data Analyst/ Statistician/ Market Research Analyst/ Startups and Business Ventures
B.Sc. Economics	4 Years	Pass in 10 + 2 with minimum 45 % marks in Mathematics	Financial Analyst/ Economist /Management Consultant /Data Scientist/ Public Policy Analyst/ Financial Manager/ Marketing Manager/ Research Analyst/ Economic Advisor/ Statistician/ Market Research Analyst/ Startups.
MBA	2 Years	Graduate in any discipline with minimum 50 % (45 % in case of SC/ST/OBC) aggregate marks	Banks, Financial Services, IT, Insurance, Telecom, Corporates, Consulting Companies, Research
Executive MBA	2 Years	Graduation in any discipline with 45% and above aggregate marks, with a minimum of two years of work experience.	Banks, Financial Services, IT, Insurance, Telecom, Corporates, Consulting Companies, Research
M.Com	2 Years	B.Com with 45%(40% in case of ST/SC/OBC) Marks	Banks, Financial Services, Corporates
Master of Hospital Administration (MHA)	2 Years	Graduate with 40% aggregate marks (Preference will be given to MBBS, BDS, BHMS, B.Sc Nursing, BPT, BAMS, B.Sc Allied Health Science, Bioscience, General Science, Veterinary Sciences & B.Sc Pharma)	Hospitals(Government /Private), NUHM, NRHM, NRLM, Healthcare consultancy firm, Hospitality industry, Medico-legal consultancy firm, Insurance sector (Government/ Private)
M.A Economics	2 Years	Candidates must hold BA/B.Sc. Honours degree in Economics with a minimum of 45% aggregate marks (or equivalent).	Public Policy Analyst/ Economic Advisor/ Central Bank Analyst/ Trade Specialist/ Public Sector Economist/ Management Consultant/Professor/ entrepreneurial ventures in policy-related domains.
M.Sc. Economics	2 Years	Candidates must hold a B.Sc. Honours degree in Economics with a minimum of 45% aggregate marks (or equivalent).	Data Scientist/ Financial Analyst/ Risk Manager/ Statistician/ Econometrician/ Research Consultant/ Actuary roles in think tanks of international organizations, and academic institutions.

## Allied Health Sciences

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.sc. in Emergency Medical Technology	4 Years	Pass in 10 + 2 (Science Discipline) with 45% marks in PCB (5% relaxation for SC/ST/OBC Candidates)	Opportunity in Government /Private hospital having ICU/ITU/Critical care unit, Demand in disaster management team for both state/central government, army/navy/airforce. Eligible for Post graduation courses.
B.sc. in Cardiac Care Technology	4 Years	Pass in 10 + 2 (Science Discipline) with 45 %marks in PCB (5% relaxation for SC/ST/OBC Candidates)	Opportunity in Government /Private Hospitals in cardiology department, different cath- labs or diagnostic centers. Eligible for postgraduate courses.
B.sc. in Dialysis Therapy Technology	4 Years	Pass in 10 + 2 (Science Discipline) with 45 % marks in PCB (5% relaxation for SC/ST/OBC Candidates)	Opportunity in Government /Private hospitals, NRHM, NUHM, NGO, clinics/ healthcare setup offering dialysis treatment. Eligible for Post Graduation courses in dialysis.
Bachelor in Health Information Management	4 Years	Pass in 10 + 2 (any Discipline) with 45 % marks (5% relaxation for SC/ST/OBC Candidates)	Opportunity in Government / Private hospitals, diagnostic centers, NRHM/ NUHM, legal firms,Healthcare consultancy .Eligible for Post Graduate courses.
B.Sc. Medical Lab Technology (BMLT)	4 Years	Pass in 10 + 2 (Science Discipline) with 45% marks in PCB (5% relaxation for SC/ST/OBC Candidates)	Opportunity in Government /Private hospital having ICU/ITU/Critical care unit, Demand in disaster management team for both state/central government, army/navy/airforce. Eligible for Post graduation courses.
B.Sc. Medical Lab Technology (BMLT) (LE)	3 Years	Pass in 3 years diploma with 45% marks in aggregate (5% relaxation for SC/ST/OBC Candidates)	Opportunity in Government /Private hospital having ICU/ITU/Critical care unit, Demand in disaster management team for both state/central government, army/navy/airforce. Eligible for Post graduation courses.
Master in Medical Lab Technology (MMLT)	2 Years	Candidate must have passed degree, e.g. B.Sc. MLT/ B.Sc. Physiology/ Microbiology/ Biotechnology/ Biochemistry or equivalent B.Sc. Biosciences from a recognized University	Opportunity in Government / Private sector, Lab Technician, Medical Lab Incharge, Research and Development Manager (Laboratory), Technical Officer etc. Can pursue research or can flourish in academics as well

## Education

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.Ed	2 years	Graduate or post graduate in any discipline with minimum 50 % (45 % in case SC/ST/ OBC) aggregate marks	Teaching in Secondary level
MA - Education	2 years	Graduate in any discipline	Teaching in Schools/Educational Administrators/ Research
M.Ed	2 years	B.Ed. (1/2 years)/ B.EL,ED/B.Sc.B.Ed./B.A B.Ed./ D.EL.Ed. /D.Ed. with a Bachelors degree. 50% marks at all the levels	Teaching in Teacher Education

## Physical Education

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.P.Ed	2 years	Pass in graduation in any discipline and as per university selection procedure.	Jobs in School/ College/ Physical Trainer
D.P.Ed	2 years	Pass in 10+2 or equivalent with 50% of marks in any stream	
BPES	3 years	Pass in 10 + 2 examination or equivalent from any recognised education Board/ University	
BPES(LE)	1 year	Pass in two years diploma in Physical Education	
MPES	2 years	Candidates must have passed with at least 50% marks for Gen/OBC and 45% for SC/ST category. B.P.E.D (4yr. integrated) /B.P.E.D (1yr. or 2yr.)/B.P.E (3yrs.)/B.sc (Physical Education)/ B.P.E.S (3yrs.)	Jobs in School/ College/ University, Physical Trainer/Sports/ Job in Govt. and Private sector as teacher, instructor, coach etc.

## Yoga & Naturopathy

Program	Duration	Eligibility	Career Prospects Employment Opportunities
PGDYET	1 year	Any graduate	Yoga Teacher in Schools, Yoga Therapist/ Yoga Psychologist/ Yoga Inspector in MNC's, Health Club, Yoga Club
B.A. in Yoga	3 years	Pass in 10 + 2 (Arts/Commerce) with minimum 40% aggregate marks.	
B.Sc. in Yoga	3 years	Pass in 10 + 2 (Science) with minimum 40% aggregate marks.	

## Special Education

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.Ed.Spl.Ed. (ID)	2 years	Graduate or post graduate in any discipline with minimum 50 % (45% in case SC/ST/ OBC) aggregate marks	Teaching in Secondary level and at special schools
D.Ed.Spl.Ed. (IDD)	2 years	Pass in 10 + 2 (any Discipline) with minimum 50% (45 % in case SC/ ST/ OBC) aggregate marks.	Special schools, Sarva Siksha Abhiyan/ Resource teacher in General School/ Integrated/ Inclusive setup
M.Ed.Spl.Ed.(ID)	2 years	B.Ed. Spl. Ed (ID) / B.Ed. General with D.Ed. Spl. Ed (ID) with 50% marks (RCI).	Professional preparation of teacher educators- engaged in continuous professional development of teachers
Integrated B.A./ B.Com /B.Sc./ B.Ed. Spl.Ed.	4 years	Pass in 10 + 2 with 50% marks	Teaching in Secondary level and at special schools
Integrated B.A. B.Ed. Spl. Ed. (Visually Impaired)	4 years	Pass in 10 + 2 (any Discipline)	They can appear the CTET and TET exam i.e. for Central and State Level, RCI Registered Rehabilitation Professional in Clinic, Nursing home, Hospitals, Counseling centers, Special Educator or Children with Visual Impairment in Inclusive school, Special school and General school.

## Clinical Psychology

Program	Duration	Eligibility	Career Prospects Employment Opportunities
M. Phil in Clinical Psychology	2 years	M.A / M.Sc degree in the Psychology with 55% marks in aggregate, Preferably with special paper in Clinical Psychology .	Qualified professional & extensive inputs & widespread Clinical experience to acquire the necessary skills in the area of Clinical Psychology

## Library And Information Sciences

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.Lib.I.Sc.	1 Year	Graduate in any discipline	School/ College/ University/ district/ State / National Libraries, Bank, Govt. Services, NGO's, Research
M.Lib.I.Sc.- Int.	2 Years	Graduate in any Discipline	
M.Lib.I.Sc.	1 Year	Graduate with B.Lib.I.Sc	

## Nursing

Program	Duration	Eligibility	Career Prospects Employment Opportunities
GNM	3 years	10+2 with English and must have obtained a minimum aggregated score of 40% marks for the general candidates for any stream •35% SC/St candidates marks required from any stream • Age should be 17-35 (and for SC/ST 5 years relaxation) • Boys & Girls both are eligible	Hospitals(Government /Private), NUHM, NRHM, NRLM, Healthcare consultancy firm, Hospitality industry, Medico-legal consultancy firm, Insurance sector (Government/ Private)

## P.hD

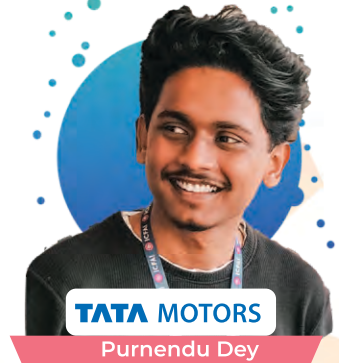
Program	Duration	Eligibility	Career Prospects Employment Opportunities
Engineering (CE, CSE, ME, ECE,EE), Science (Physics, Chemistry,Mathematics),Allied Health Sciences (Molecular Biology, Clinical Bacteriology, Clinical Biochemistry), Management (OB, HR, Marketing, Finance), Economics, Commerce, Law, English, Psychology, Education, Spl. Education, Sociology, Physical Education, Political Science, Philosophy	4 years	A two-year postgraduate degree or equivalent from a recognized Institution, with 55% marks or equivalent CGPA in concerned subject. or A regular, full time M.Phil degree from any recognized University	Faculty position, Scientist, Post-doc researcher



**WE ARE HERE**  
to give wings  
**DREAM BIG !**



**OUR STAR**  
**ACHIEVERS**



**PROMINENT RECRUITERS**




## Our Resources

Team of Experienced Faculty Members who are alumni of reputed institutions like IITs, IIMs, NITs, National Law Universities & other renowned Institutions.

- **WiFi 6** Enable Campus / True 5G campus
- Smart classroom equipped with Interactive smart boards
- Modern laboratories
- Well-equipped workshop / 3D printers
- Enriched library / Book bank facility
- Separate hostel for boys and girls
- Full campus is under CCTV surveillance
- Yoga for all
- Medical center featuring on-site residential doctors and nurses.
- 24 x7 Ambulance service
- Gymnasium / Outdoor gym

- ICAI University Tripura is having its professional football club named ICAI FC
- 24 Hours power generator back-up etc.
- Full campus is covered by JIO Wi-Fi, ICAI **Wi-Fi 6**

## Unique Features

- Fee concession for students from North Eastern States
- N J Y Memorial Scholarships
- Merit Scholarships during Admission and also during study at University
- Signed MOA with IIT Bombay for setting up North Eastern Region Spoken Tutorial FOSS HUB at ICAI University Tripura
- French & Chinese Language as Elective Course for all Programs
- Setup Virtual Lab in Collaboration with IIT, Delhi.

 [iutripura](#)  [icfai tripura](#)  [ICFAI University Tripura](#)  [www.iutripura.edu.in](http://www.iutripura.edu.in)

# GIGA CAMPUS



**Wi-Fi 6 CAMPUS**

Toll Free No.

 **18003453673**

### ICFAI University Tripura

Campus-Kamalghat, Mohanpur,  
Agartala -799210, Tripura (W), India  
Ph: +91381-2865752/62,  
7005754371, 9612640619,  
8415952506, 9366831035,  
8798218069  
Fax No: +91381-2865754

### Silchar Office, Assam

1st floor, c/o surma Valley  
(g-next building), hospital road,  
Silchar-788001  
Ph: 76379 68599,  
9101555707

### Agartala City Office

Colonel Chowmuhani, House no. 226797,  
Palace Compound, Agartala -799001,  
Tripura (W), Ph: +91381-2329198, 7005302245

### Manipur Office

Uripok polem Leikai, Mahum Building 3rd Floor,  
Imphal West, Pin- 795001, Manipur. Ph: 7422916755,  
7085789234, 9362807590, 7005878404

### Siliguri Office

Opp. Anjali Jewellers Ramkrishna Road, Beside Sarada Moni  
School P.O. & P.S. Siliguri. Ashrampara. Pin - 734001  
Ph: 9933377454

### Guwahati Office

Uma Bora Complex, 1st. Floor,  
Bora Service Bylane, G.S. Road,  
Guwahati, Assam - 781007,  
Ph: +913613595807, 9854116517

### Kolkata Office

195, Canal Street, Shreebhumi Bus Stop,  
Near Vivekananda Statue  
Shreebhumi, Kolkata-700048  
Phone:- 7003634670, 9883791321,  
03340042837



WhatsApp

**+916909879797**

## **ICFAI University, Tripura**

**Kamalghat, Mohanpur, Agartala-799210, Tripura(W)Ph:0381- 2865752/62**

**TollFreeNo.18003453673Website:[www.iutripura.edu.in](http://www.iutripura.edu.in)**