

Impact of Religiosity and Spiritual Values on Business Outcome

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Abstract

Business and business outcome are the most important aspects of life especially in the present business scenario. In the present/modern day world business has the essence of materialism. Business is a calculative action to gain progressively greater outcome which is in essence become materialistic in nature. For business and higher business outcome, number of strategies by business people are being adopted but it has been found that state of religiosity and spiritual values if are dynamically operative in business then it is most likely that business will flourish because consumer or buyers always in want of highly product satisfaction that may only come when there is a right missing of religious-spiritual essence in making business strategy. Religiosity and spiritual values are very simple to understand but their impact are always quite deep and long-lasting. If these religiosity and spiritual values are becoming dominant in making any business strategy then these are likely to have positive effect in developing effective business or organizations and achieving higher business outcome. In view of the above contentions, the present work was planned for examining the impact of religiosity and spiritual values on business outcome. For this purpose N=50 retail businessmen were studied and very interesting results were obtained. In conclusion, it can be said on the basis of finding that both religiosity and most of the spiritual values are instrumental for business outcome. What we believed or assumptions we had that the materialistic world has no place for religiosity and spiritual values was found to be disproved and rejected on the basis of the finding. The results have been discussed in detail keeping in view the nature of human being and the expectations of the consumers' world around. Business is an art where whole business strategy must have religious-spiritual fragrance that may subsequently become instrumental for increasingly long lasting business outcome.

Key words: Religiosity, Spiritual Values and Business Outcome.