

**Report of Brainstorming Session on**  
**‘The Impact of Ethical Business Practices on Company Performance’**  
**(September 17, 2024)**

**Department of Business Administration**  
**Deen Dayal Upadhyaya Gorakhpur University**

**A BRAIN STORMING SESSION ON**  
**THE IMPACT OF ETHICAL BUSINESS**  
**PRACTICES ON COMPANY PERFORMANCE**

Date : 17 September , 2024

**Coordinator**  
**Prof. Manish K. Srivastava**

**Head & Dean**  
**Prof. Shrivardhan Pathak**

On September 17, 2024, the Department of Business Administration at Deen Dayal Upadhyaya Gorakhpur University organized a brainstorming session on ‘The Impact of Ethical Business Practices on Company Performance’ for BBA I<sup>st</sup> semester students. The session was chaired by Prof. Manish Kumar Srivastava (Coordinator, Department of Business Administration).

The session started with the introduction of the topic for the debate where moderators of the event Mrs. Tojasvi Dubey and Mr. Anandvardhan gave a brief introduction about Business Ethics.

After the introductory deliberation, a debate was organised between the students of BBA section A and section B where they had to produce arguments against and in favour of the ethical practices respectively. In an hour long debate students of section B gave convincing arguments in favour of adopting ethical business practices whereas students from section A countered the arguments of section B and submitted their arguments against too much emphasis on ethics in business. The outcome of the debate was that the Ethics provide a way for the organizations to keep an eye on the emerging challenges of the business world and make a policy for the upliftment of the society and give their contribution for the welfare for the society.

The session was designed to be both informative and engaging, giving students an idea about the importance of ethics in business. The session aimed at the improving communication and brainstorming skills in the students. At the end of the session, Mrs Tojasvi Dubey provided students with suggestions for improving their analytical skills and Mr Anandvardhan concluded the session with stories from Panchatantra and Mahabharata to tell the students the importance of ethics in leading a good life and betterment of society at large. He said though we are always required to follow ethics but at the same time we must be ready for the situations which may warrant a deliberate deviation from the truthfulness for a greater noble cause.







