

STRATEGIC CORPORATE GOVERNANCE: STANDARDIZATION OF PROFITABILITY AND SUSTAINABILITY OBJECTIVES

***SURESH KUMAR TAMADA,**

Assistant Professor,
Alwar school of Business & computers (ASBC),
Gajuwaka, Visakhapatnam, India.

****VARANASE CHINMOY,**

Assistant Professor,
Alwar school of Business & computers (ASBC),
Gajuwaka, Visakhapatnam, India.

*****M. MOHAN KISHORE SANJAY,**

Head of Dept.,
Alwar school of Business & computers (ASBC),
Gajuwaka, Visakhapatnam, India.

******K. GOVINDA RAJU,**

Assistant Professor,
Alwar school of Business & computers (ASBC),
Gajuwaka, Visakhapatnam, India.

ABSTRACT

The corporate governance concepts and their applicability is gaining wide spread acceptability amongst the private enterprises. Though, the concepts had been in practical application for quite some time, there are no standard tenets that could be uniformly applied. Therefore, a gap exists between the need and the existing processes. This paper tries to analyze the various corporate governance methodologies and their practical applicability and utility as well as their strategic import and relevance.

This study also tries to device a strategic corporate governance framework which could subsist on the profitability and sustainability objectives, as an attempt to standardize corporate governance.

KEYWORDS: corporate governance, framework.

REFERENCES

Afra Afsharipour, A Brief Overview of Corporate Governance Reforms in India, UC Davis Legal Studies Research Paper Series. April 2011.

Colin Mayer, Corporate Governance, Competition, and Performance, Journal of Law and Society Volume 24, Issue 1, pages 152–176, March 1997.

Organization for Economic Development and Co-operation, European Central Bank, 2004, Annual Report: 2004, ECB, Frankfurt, Glossary.