STRATEGIC CORPORATE GOVERNANCE: STANDARDIZATION OF PROFITABILITY AND SUSTAINABILITY OBJECTIVES

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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
