

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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**A STUDY OF IMPORTANCE OF ETIQUETTES FOR A PROFESSIONAL**

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**ABSTRACT**

*In emerging trends every employee should know about his behavior and its result. The behavior and manners are imposed on the job position of the candidate. For potential; candidate jobs are readily available but to sustain in the job he must know business etiquette. It would help to adopt the corporate cultures who are newly entered in to the corporate sector. This brings the changes in behavior of candidates. It develops new attitude and new spirit to the candidates.*

**KEYWORDS**

Etiquettes, professionalism.

**I. INTRODUCTION**

**B**usiness etiquette is in essence about building relationship with people. In the business world, it is people that influence your success or failure. Etiquette, and in particular business etiquette, is simply a means of maximizing the business potential. If you feel comfortable around someone and vice versa, better communication and mutual trust will develop. This comfort zone is realized through presenting yourself effectively. Business etiquette helps to achieve this.

Business etiquette revolves around two things. Firstly, thoughtful consideration of the interests and feelings of others and secondly, minimizing misunderstandings. Both are dependent upon self conduct. It polishes this conduct. It varies from region to region, country to country and people to people. For the international business person, focusing too deeply on international business etiquette would leave no time for business. However, there are some key pillars upon which good business etiquette is built.

In 2011 a group, of etiquette experts and international business group formed a non-profit organization called IITTI(pronounced as "ET") to helps Human Resource (HR) Department of multinationals in measuring the etiquette skills of prospective new employees during the recruitment process by standardizing image and etiquette examination, similar to what ISO does for industrial process measurements.

**II. DEFINITION**

The business etiquette means a limit of rules that regulate the direction of people to interact with each other in business concern, with buyers, providers, with internal or external bodies. They are altogether about imparting the correct icon and reporting in a suited path. In simple, the expected behaviors and expectations for individual actions within society, group, class or within a place of business. It involves treating coworkers and employer with respect and courtesy in a way that creates a pleasant work environment for everyone.

The business etiquette is basically about building up the human relationship with employees and public. They are the people who work for the success. The etiquette, and particularly business concern etiquette, is just intends of increasing the business prospective. The business etiquette facilitates the individual to reach etiquette.

**III. IMPORTANCE OF BUSINESS ETIQUETTE**

Etiquette is a set of unwritten rules that apply to social situations, professional workplaces and relationships. In the business world, good business etiquette means that you act professionally and exercise proper manners when engaging with others in your profession. Good business etiquette is a valuable skill-set that will make you stand out from others, enhance your chances at success and help you land that dream job.

**EFFECTS**

Good business etiquette is the recipe for advancing your career. In the business world, people with good etiquette are rewarded for their professional and polite skills. For example, an employee who arrives at a meeting on time (or early) and is ready to take notes has a better chance of impressing his supervisor than the employee who shows up to the meeting late, and forgets to bring a pen. Those who exemplify good business etiquette are proving that they respect their position, job, coworkers and take their performance seriously. As such, these individuals win promotions and get ahead in their careers.

**NETIQUETTE**

Netiquette is etiquette that takes place over virtual mediums, such as email. Virtual communication is popular in the business world, so it is critical that businessmen and women have the right netiquette to maintain professionalism. Compose emails the way you would write a letter. Use complete sentences and proper grammar, and check your email for correct punctuation usage and other technical errors. Avoid using jargon, abbreviations and emoticons. Do not type emails in all capital letters, as this is construed as yelling, according to Oakton Community College in Illinois.

**IMPRESSIONS**

As a businessman or woman it is important that one has to make a good impression. The way the individual dress, for instance, impacts the way they are perceived by others. Other peoples' impressions on individual should be positive so that they continue doing business with that person. To accomplish this, start with the attire. Ask one's self if they look professional, or if they outfit needs some fine-tuning. Looking sloppy, messy and dirty will put off the coworkers and turn away potential clients.

**CONSIDERATIONS**

Business etiquette extends beyond the office. When the individual is required to attend a business lunch or dinner, it is important that he/she adhere to tableside etiquette standards as well as business etiquette. People with good dining manners can win over their colleagues and counterparts, whereas people with poor conduct may miss out on business deals (according to the International Etiquette Centre).

**IV. TYPES OF BUSINESS ETIQUETTE**

Business etiquette is the set of manners and social standards considered respectful in the business world. Business etiquette comes in to play in a number of situations, including when dealing with coworkers, clients, service providers and supervision. Although there are countless situations that involve business

etiquette --from etiquette during conference calls to etiquette during clients' dinners--most from of business etiquette can be grouped into one of several different types.

#### IV.1 DRESSING ETIQUETTE

It is rightly said that "a man is known by his dress and address".

Donning the right business attire will not only help you make a mark of your own but also climb the success ladder in the shortest possible time span. Do not just pull out anything from your wardrobe and wear it to work. Remember you can't wear your party outfit to work just because it is expensive and looks good on you. It is not necessary that a shirt which looked good on you five years ago will still look good on you. Know what you are wearing. Do not step out of your home unless you see yourself in a full length mirror.

- Do not wear loud colors to work.
- Never wear gaudy accessories to work.
- Make you sure your clothes are clean and ironed properly.
- Be very careful about the fit of your dress.
- Men should always tuck their shirts into pants to look professional.
- Make sure the shirt you are wearing is crisp and clean.
- Do not wear a tie just for the sake of it.
- Last but not the least do not forget to flash your trillion dollar smile. No dress would look good on you if you look sad and gloomy.

#### IV.2 RESUME ETIQUETTE

Job opportunities are readily available for potential candidates who have the passion and interest for the job. If you are a jobseeker, you have to realize that you are not alone in the search. The competition in the world of employment is tough and stiff. So many preparations have to be made and one of these is preparing your resume. The first step in seeking for a job is to list your potential strengths and work that match your skills and abilities. Once you have made this list, you are ready to present yourself to these companies. The initial means of contact with them is submitting your resume or curriculum vitae along with a cover letter. A resume makes you sell or market yourself to the employer. It contains pertinent information about you being a candidate of a certain job position. The employer initially assesses you and your qualifications through your resume which means that it has to be presentable and professional. If there is etiquette in the workplace, there is also proper etiquette in creating and preparing a resume. Jobseekers have to be aware of this in order to create an impression and become eyed for the job.

- The job must match with their resume specifications.
- The resume must contain a career objective that is realistic and achievable according to your qualifications.
- Information on your education is very important. Apart from school any accomplishment must be listed.
- If candidates have any previous experience should be listed recent to past.
- Skills and qualities have to be highlighted to catch the attention. But don't make lengthy paragraphs.
- The pages of resume must not be stapled if it has two pages. This may difficult to the employer to view side by side. If it has more than two you can stapled.
- The ideal paper size is the short bond or letter size.
- If it need you can place the document ion an envelope large enough.
- Don't provide any fake information to specify and recognition of employer.

Resume doesn't completely speak for your qualifications. When given the chance to be interviewed you can impress them even more.

#### IV.3 INTERVIEW ETIQUETTE:

Interview etiquette refers to codes of conduct an individual must follow while appearing for interviews.

Let us go through some interview etiquette:

- While appearing for telephonic interviews, make sure you have your resume in front of you. Move to a quiet place and keep a pen and paper handy to note down address or other necessary details.
- An individual must be present at the interview venue before time. Start from your home a little early and allow a margin for traffic congestions, car problems, route diversions and other unavoidable circumstances. Check the route well in advance to avoid last minute confusions.
- Make your arrangements to present at least 10 minutes before the given time at venue.
- Be very particular about your appearance. Follow the professional dress code for an everlasting first impression. Wear something which looks good on you. Coordinate a light color shirt with a dark color well fitted trouser. Make sure your shoes are polished and do not make noise. Hair should be neatly combed and do apply a mild perfume. It is essential to smell good.
- Enter the interviewer's cabin with confidence. Greet him with a warm smile. A firm handshake says that an individual is confident, aggressive and willing to take challenges. Do not offer to shake hands if the interviewer is a female. Do not sit unless you have been told to so.
- Make an eye contact with the interviewer. Avoid looking here and there.
- Be honest with the interviewer. Remember a single lie leads to several other lies. Avoid fake stories. It might land you in trouble later.
- Take care of your pitch and tone. Be polite but firm.
- Stay calm. Avoid being nervous during interviews.
- One must sit straight for the desired impact. Avoid fiddling with pen and paper. It is important to have the right attitude as it helps you stand apart from the crowd.
- Keep your cell phone in the silent mode while attending interviews.
- Chewing gum during interview is childish.
- Do not fold your resume; instead keep it in a proper folder
- Slangs and one-liners must not be used in interviews.
- Avoid cracking jokes with the interviewer.
- Once you are done with the interview, do not forget to thank the interviewer.

#### IV.4 WORKPLACE ETIQUETTE

The rules an individual must follow while he is at work. One must respect his organization and maintain the decorum of the place. Corporate Etiquette refers to behaving sensibly and appropriately at the workplace to create an everlasting impression. No one would take you seriously if you do not behave well at the workplace. Remember we can't behave the same way at work place as we behave at our homes. One needs to be professional and organized. It is important to behave well at the workplace to earn respect and appreciation. Let us go through some Do's and Don'ts at workplace:

- Never adopt a casual attitude at work. Your office pays you for your hard work and not for loitering around.
- Don't peep into other's cubicles and workstations..
- Put your hand phone in the silent or vibrating mode at the workplace.
- Don't open anyone else's notepads registers or files without his permission.
- It is bad manners to sneeze or cough in public without covering your mouth..



- Popping chewing gums in front of co workers is simply not expected out of a professional.
- Stay away from nasty politics at the workplace. Avoid playing blame games.
- Keep your workstation clean and tidy..
- Never criticize or make fun of any of your colleagues.
- Take care of your pitch and tone at the workplace.
- Never attend meetings or seminars without a notepad and pen.
- Pass on information to all related recipients in the desired form.
- Reach office on time.
- No organization likes to have a shabbily dressed employee..
- Never wear revealing clothes to work.
- Don't pass lewd comments to any of your fellow workers.
- While having lunch together, do not start till the others have received their food.
- Respect your fellow workers and help them whenever required.
- It is unethical to share confidential data with external parties.
- Office Stationery is meant to be used only at work. Taking any office property back home is equivalent to stealing.
- Make sure you turn off the monitor while you go out for lunch or tea breaks..
- Don't bring your personal work to office. Avoid taking kids to office unless and until there is an emergency.
- Park your car at the space allocated to you.
- Never ever drink while you are at work.
- Do not leave the restroom with taps on.
- Female Employees should stick to minimal make up.

#### IV.5 EATING ETIQUETTE

Whether you work in a culture where lunch is 'for wimps' or it's simply commonplace to find people snacking or even taking their lunch at their desk or you've been asked to work overtime and a quick bite to eat at your desk or work station is all you can fit in to your schedule. There are some very important dos and don'ts when it comes to eating etiquette at work. Here are some basic rules to follow.

- Don't Eat In front Of the Customers or Whilst You're On the Phone
- Watch Your Timing
- Don't bring food that makes the whole office smell –Please bring food that does not make the rest of the office smell for the rest of the day. Or you could just take your food out of the office to eat it.
- Chew with your mouth closed. It's disgusting to hear you chomp your food. Geez! And to go with that, take smaller bites so you can close your mouth.
- Consider Your Colleagues -- Remember that whilst you might be on your break, your colleagues might still be working so show them some respect and keep chat to a minimum if you have to eat at your work station
- Practice Good Hygiene --Once you have finished eating and have cleared up, go to the bathroom and clean your teeth.

#### IV.6 E-MAIL ETIQUETTE

E-Mail is rapidly becoming the communication medium of choice in business. Most e-mail messages inform employees request data, supply responses, confirm decisions and give directions. As an effective alternative to the phone and courier, email enables you to contact, at the same time, a large number of people spreading over side geographical areas to build new business relationship.

- ❖ Be concise and to the point
- ❖ Answer all questions and pre-empt further questions.
- ❖ Use proper spelling, grammar and punctuation, where needed.
- ❖ Use templates for frequently used responses.
- ❖ Answer swiftly.
- ❖ Don't attach unnecessary files.
- ❖ Don't overuse the high priority option.
- ❖ Don't write in capital letters.
- ❖ Read the e-mail before you send.
- ❖ Don't overuse reply to all.
- ❖ Be careful with formatting and HTML.
- ❖ Don't forward chain letters without requesting delivery and read receipts.
- ❖ Don't ask to recall a message or attach a message without prior permission.
- ❖ Never use e-mail to discuss confidential issues.
- ❖ Use active voice instead of passive.
- ❖ Don't ever forward any junk email related to offence or obscene remarks.
- ❖ Don't reply to spam and know your cyber laws.

#### V. CONCLUSION

In business, the relationships you build are critical. Establishing good rapport is significant if you want to progress your professional future such as take on new clients, impress your boss or close that final sale. The way to build positive relationships in the business world is by exercising good etiquette, specifically by exhibiting top-notch communication skills. Your manners and etiquette are not just actions....they are an attitude....an attitude that is closely related to your self-confidence, your position in business and personal life, as well as your ability to build successful relationships, teams in the organizations.

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