

A Study of Consumer Perceptions towards Spiritual Inputs in Management Education: With Special Reference to MBA Students in and around Pune City

¹Ajay Varade & ² Dr. Satish Pawar

¹Assistant Professor, SCES's Indira Institute of Management, Pune (India)

²Director Research, ASM's Institute of Business Management & Research Group of Institute, Pune (India)

ARTICLE DETAILS

Article History

Published Online: 13 March 2019

Keywords

Fake spirituality, spirituality, Management education, Meditation.

ABSTRACT

A common man is simply perplexed on the turn of events over the last couple of years that are leading to a series of exposures of fake babas. We are living in an era called "ghorkaliyug" and on top of it we have such crooks preaching spirituality. Really spirituality in India is at one of its lowest points ever. It is with this disturbing scenario in the background, this study has been undertaken with a hope and belief that fake spirituality can be fought with nothing else but genuine spirituality just like a fake product can be fought with a genuine product. The study plans to carry a marketing research for a somewhat tricky product called spirituality. It tries to assess the need for the product, its current state in the market, its advantages and possible difficulties in its delivery.

1. Introduction

At this point of time spirituality in India is at one of its lowest points ever. It is with this disturbing scenario in the background, this study has been undertaken with a hope and belief that fake spirituality can be fought with nothing else but genuine spirituality just like a fake product can be fought with a genuine product. The study plans to carry a marketing research for a somewhat tricky product called spirituality. It tries to assess the need for the product, its current state in the market, its advantages and possible difficulties in its delivery. Management education has remained a popular stream over last quite a few decades. However, the status of management education in India has not been really up to the mark. One important reason for this is the rather static syllabus hovering around the same academic inputs. Some of the business schools in the west have successfully experimented inclusion of Spiritual inputs as a part of the MBA curriculum. However, such experiments in India have been very few. It is felt that in this era of stiff competition, deploring value systems, deteriorating family bonding etc., spiritual inputs would play a significant role in shaping up not just the career but the entire life of a MBA student. Hence this study was undertaken to assess the customer perception towards spiritual inputs in MBA curriculum. Primary data was collected through questionnaire from samples of 240 students, 30 directors and 120 faculty and alumni each from MBA Colleges affiliated to SPPU. Current state of spirituality in practice in India is absolutely dismal.

2. Research objectives

- 1) To understand consumer behavior and perception of MBA students and alumni of management institutes about spiritual inputs
- 2) To know the perception of directors and faculty members about spiritual inputs
- 3) To study the likely practical problems in implementation of delivery of spiritual inputs to MBA students

- 4) To examine the relationship of spiritual inputs and its significance to MBA students & alumni
- 5) To identify and study the service providers which offer spiritual inputs to MBA students

3. Summary of Literature Review

Due to the huge amount of literature available on the subject it was a difficult task to select the appropriate literature for review. But once the objectives for the literature review were framed and the guidance evolved, a scheme emerged that made the task a bit easier. Collective consideration of around 75 reviews revealed the following key points –

1. There are two distinct views on the concept of spirituality. One relates it with religion, while the other segregates it from religion. The latter can be termed as "Secular Spirituality."
2. Most of the authors begin the topic cautiously stating that the concept of spirituality is a highly debated one. Recent works tend to view spirituality in a secular way. Some authors have tried to emphasize this aspect that spirituality has got nothing to do with religion. However, the basis for this is not given.
3. On the other hand, it seems to be an attempt on the part of the writers to tilt towards a more populist view. By trying to be secular the authors are targeting a bigger market of the new generation.
4. While some authors have stated that spirituality is somewhat complex, many authors have opined that it actually is something very simple. Some authors have even gone to the extent of equating spirituality with listening to music, reading a book and simple things like that.
5. The complex view emerges from the authors who invariably define spirituality as an enlightened state or a deeper connection or pursuit of the divine and things like that which are difficult to perceive.
6. Attempts to link spirituality with value systems are quite evident.
7. Similarly attempt to link spirituality with ethics are also seen.

8. A typical pattern of write-ups is seen where most of the authors have attempted to clarify about the meaning or definition of spirituality at the beginning before venturing into a detailed discussion on related aspects.
9. In the Indian context clear attempts are seen to link spirituality with meditation and yoga. Two prominent institutions – The Brahma Kumaris and The Art of Living have played a major role in propagating spirituality linked with meditation and yoga.
10. Quite a few authors have strongly advocated the need of spirituality in management. Things like self-management have been put forward to justify the proposition.
11. Problems like depression and their solution through spirituality have been highlighted by most of the authors.
12. Many authors have written about the importance of spiritual inputs in management education citing the need for holistic development of the students.
13. Also some authors have identified that there is lot of stress on the management students coming from sources like academics, placement etc.
14. In a few cases authors have criticized the concept of spirituality at workplace calling it a fad. One particular author has pointed out that the followership of spirituality at workplace is fake and is just to please the bosses.
15. Some authors have cited cases of successful business schools in their bid to promote inclusion of spirituality in management education.
16. In a few cases, management institutes have established separate cells to deal with spiritual inputs to the students.

4. Research Gap

Table no-1-Gap of research

Sr. No.	Area	Status of Research available	Research Gap
1	Meaning of spirituality	Lot of research is available, particularly the recent one, that tends to pull out spirituality from religion and link it with number of other things including yoga and meditation	This aspect is quite surprising. The claims of most of the authors and spiritualists delinking spirituality from religion are baseless. This needs to be thoroughly researched.
2	Spirituality in management education	Lot of research strongly advocates for inclusion of spirituality in management education.	The gap in research is clearly visible on the front of practical implementation. Issues like availability of faculty, their willingness etc. have not been studied. Moreover, how the knowledge acquired by the students about spirituality would be evaluated has not been discussed at all.
3	Marketing of inclusion of spiritual inputs in management education	There is hardly any research on this. Authors and researchers seem to believe that spiritual inputs if introduced in management education would be simply sold as a product.	The gap is in the ignorance of the marketing dimension.

5. Research Methodology

Type of study- Qualitative

Primary data as collected from MBA institutes students and faculty

Population - MBA Colleges affiliated to SPPU

In addition to the above it is safely assumed that there would be another 50 Management Institutes. Thus, approximately there would be around 100 MBA colleges in Pune. With the student size of 120 per college (60 intake) the

total population of the MBA students would be $120 \times 100 = 12,000$. Taking into account Directors, Faculty and Alumni the total sample size has been worked out as under.

Sample Size –

An online sample size calculator yielded the following results regarding the sample size –

Table No-2 Category-wise sample size

Sr.No.	Category	Estimated Population	Sample Size
1	Student	12000	240
2	Director	100	30
3	Faculty	1800 (12000/15)	120
4	Alumni	Not ascertainable	120

Sample Selection -

The nature of research being qualitative the demand for accurate quantitative analysis was not there. The selection of the colleges was done on the basis of judgment of the guide and researcher. The excel questionnaire was circulated with a request for response. First 510 responses were chosen as the sample for conducting the study. Neither the name of the

respondent nor that of the college was recorded for ensuring confidentiality. In fact, it was only when the colleges were assured of their confidentiality, they agreed to cooperate.

6. Data analysis and Interpretations

Hypothesis were formulated and tested with ms excel interpretations, software, following tables describes the data analysis and

Table no-3-Hypothesis formulation

Sr. No.	Null Hypotheses (H0)	Alternate Hypotheses (HA)
1	Spiritual inputs are not necessary for MBA students while studying MBA course	Spiritual inputs are necessary for MBA students while studying MBA course
2	The extents to which spiritual inputs are provided to MBA students are sufficient	The extents to which spiritual inputs are provided to MBA students are not sufficient
3	There is no awareness among directors about the significance of spiritual inputs	There is awareness among directors about the significance of spiritual inputs
4	Faculty perceive spiritual inputs to be non-significant for MBA students	Faculty perceive spiritual inputs to be significant for MBA students
5	The maturity level is reasonable enough to deliver inputs to MBA students	The maturity level is not reasonable enough to deliver inputs to MBA students
6	There is no time constraint to deliver spiritual inputs along with regular curriculum	There is time constraint to deliver spiritual inputs along with regular curriculum
7	Spiritual inputs do not significantly help MBA students in deciding goals of their life	Spiritual inputs significantly help MBA students in deciding goals of their life
8	Spiritual inputs do not significantly offer solutions to MBA students to deal with stress	Spiritual inputs significantly offer solutions to MBA students to deal with stress
9	Spiritual inputs do not significantly helpful to alumni to do better in their career	Spiritual inputs significantly helpful to alumni to do better in their career
10	Spiritual inputs do not significantly helpful in developing decision making ability of alumni	Spiritual inputs significantly helpful in developing decision making ability of alumni

Table no-4-Statistical testing of the hypotheses

Parameters	Ho1	Ho2	Ho3	Ho4	Ho5	Ho6	Ho7	Ho8	Ho9	Ho10
Qn.Ref	Part B	Part C	Part D-4.1	Part E-5.1	4.2,5.2,6.2	4.8	2.6	2.8	6.7	6.8
H1=	82%	78%	93%	93%	90%	69%	88%	78%	89%	86%
SD	0.15	0.24	0.85	0.80	0.02	0.99	0.97	1.00	0.97	1.10
Ho=	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
H1=	82%	78%	93%	93%	90%	69%	88%	78%	89%	86%
n	510	510	30	120	270	30	510	510	120	120
t-dist	8.89	8.03	2.53	5.06	7.32	1.48	9.75	8.03	4.81	4.60
p-value	0.00	0.00	0.01	0.00	0.00	0.07	0.00	0.00	0.00	0.00
Is p-val< 0.05	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
Acc/Rej Ho	Rej Ho	Rej Ho	Rej Ho	Rej Ho	Rej Ho	Fail to Rej Ho	Rej Ho	Rej Ho	Rej Ho	Rej Ho

Interpretations -

Table no-5- Meaning of Ho values in the above table

Number	Null	Ho = 50% - Meaning
H1	Spiritual inputs are not necessary for MBA students while studying MBA course	In general the population agrees to inclusion of spiritual inputs at a level of 50%
H2	The extents to which spiritual inputs are provided to MBA students are sufficient	In general the population agrees that the current level of inputs provided is not sufficient at a level of 50%
H3	There is no awareness among directors about the significance of spiritual inputs	Only 50% of the Directors from the population agree about the significance of spiritual inputs
H4	Faculty perceive spiritual inputs to be non-significant for MBA students	Only 50% of the Faculty from the population agree about the significance of spiritual inputs
H5	The maturity level is reasonable enough to deliver spiritual inputs to MBA students	Only 50% of the population perceive that maturity level of MBA students is reasonable enough to deliver spiritual inputs
H6	There is no time constraint to deliver spiritual inputs along with regular curriculum	Only 50% of the population perceive that there is no time constraint
H7	Spiritual inputs do not significantly help MBA students in deciding goals of their life	Only 50% of the population agree that spiritual inputs significantly help MBA students in deciding goals of their life

H8	Spiritual inputs do not significantly offer solutions to MBA students to deal with stress	Only 50% of the population agree that spiritual inputs significantly offer solutions to MBA students to deal with stress
H9	Spiritual inputs do not significantly helpful to alumni to do better in their career	Only 50% of the population agree that spiritual inputs are significantly helpful to alumni to do better in their career
H10	Spiritual inputs do not significantly helpful in developing decision making ability of alumni	Only 50% of the population agree that spiritual inputs are significantly helpful in developing decision making ability of alumni

Except for H06, all the rest of the null hypotheses are rejected implying that the alternative hypotheses are accepted.

7. Findings

1. There is a 91% agreement on the current dismal state of spirituality in practice. Respondents in particular strongly believe that there has to be some minimum code of conduct to claim spirituality. Credit goes to asaram, baba ram rahim, diskhit baba, rampal, radhemaet. al for their tremendous performance
2. Current level of understanding of spirituality shows a highly flux state with 54% disagreeing to things like karma, soul etc. This is an interesting finding read with the 1st one. While the respondents are pretty clear as to what is not spirituality they are confused as to what is spirituality.
3. All the respondents have expressed a strong need for spiritual inputs. In response to question "Do you think that a value system would be a better way to provide inputs than something called as "spiritual inputs?", there is a 43% agreement.
4. Again, all the respondents have strongly said that the current level of spiritual inputs is far from satisfactory.
5. Directors, on an overall basis, agree around 77% on imparting of spiritual inputs. At the same time disagreement to responses 4.6-4.8 highlights problems like freedom, resources and time for imparting of spiritual inputs.
6. Alumni, on an overall basis, agree around 86% on imparting of spiritual inputs. For question Do you think that diverse religious, cultural and social backgrounds of the students can be a problem in grasping of spiritual inputs delivered to the students? 69% alumni feel that it can be a problem.
7. Collective consideration of all the data leads us to conclude that everyone is positive about inclusion of spiritual inputs. Even secondary data in the form of research articles strongly support the inclusion of spiritual inputs.
8. Thus, from a marketing point of view, definitely a clear market exists for the product. So much so that, all the 3 respondents – Directors, Faculty and Alumni, strongly agree that introduction of spiritual inputs will in fact enhance the value of the MBA course itself.

References

1. Abhinav Arya¹, Vartika Jain and SatyajitMajumdar - "Spiritual Practices in Everyday Managerial Living" – An Exploratory Study" T A Pai Management Institute, Manipal, 2008
2. Amita Joshi, 2008, "Study of Spiritual Intelligence and Emotional Intelligence Related abilities of Teacher Trainees in relation to their Gender and some socio- educational factors" thesis submitted to Kumaun University

9. There is a considerable confusion about the similarity or difference between spirituality and religion, spirituality and values etc.
10. A very interesting finding about the overwhelming response to the need for spiritual inputs leads us to conclude that despite all the negatives surrounding spirituality, people are still hopeful that real spirituality is worth understanding.
11. Another interesting conclusion is that while there is an overwhelming agreement for the need of imparting spiritual inputs, there is also an equally overwhelming agreement that current level of spiritual inputs is almost zero.
12. According to the responses from Director, we can conclude that they are not fully convinced about few things that are – diverse religious, cultural and social backgrounds of the faculties can be a problem in delivering spiritual inputs to the students
13. The class-room environment is not suited for delivery of spiritual inputs to students and spiritual inputs can be given only by way of a practical project.

8. Conclusion

Otherwise, with a rich culture and heritage, it is expected that Indians should have a good clarity on spirituality. They seem to strongly believe that spiritual inputs can help them do better in their career, set worthwhile goals for their life and fight strongly with issues like stress. They even believe that spiritual inputs have the power to tackle social issues like corruption. A pragmatic action plan is clearly missing. That they are wary about things like autonomy, resources and time constraint leads us to believe that there are issues that need to be tackled. At the same time they are not worried too much about factors like diverse religious background of the faculties. Their realization of the value of something that they missed is a strong signal for academicians to consider inclusion of spiritual inputs. Spirituality compels us to fins relationship between ourselves and something greater, with infinite being. Different religions have different understating of the word spirituality, but all coagulating to one thing that is transformation of self to get enlighten, and to get wisdom, but in case of MBA colleges the concept of spirituality is not in syllabus, everybody believe that spirituality in MBA curriculum will change their lives and its good for overall career development.

5. Clifford J M Rosenbohm, 2011, Perceptions and Experiences of BSW Students with The spiritual dispositions of emerging teachers: a preliminary study
6. David Geigle, 2012, Workplace Spirituality Empirical Research: A Literature Review
7. Dr. (Prof.) Debaprasad Chattopadhyay, (2017) "Spirituality in Management" published in Business Economist
8. Dr. Jayant Sonwalkar and Mrs. Tarika Nandedkar, 2016, "Spirituality and Management Education – A holistic perspective to betterment of Management Education
9. Dr. Joan Borysenko, (2017) - <http://www.ioanborysenko.com/spirituality/what-is-spirituality/>
10. Gary Arcand, (1998) Indian Culture, beliefs and spirituality, <http://www.sicc.sk.ca/archive/saskindian/a98fal06.htm>
11. Gibson A, 2011, Spirituality in principal leadership and its influence on teachers and teaching, thesis submitted to The University of Waikato
12. Hamza Andreas Tzortzis, (2017) on "What is Islamic Spirituality?" <http://www.hamzatzortzis.com/q-a/what-is-islamic-spirituality/>
13. <https://www.artofliving.org/in-en/happiness-program#distance=10&sSearch=India&st=&lat=&lng=&ctype=51879,12519,274798,12517,266225,12371&mctype=&acol=0&c=&cc=&d1=&d2=>
14. Jayesh Suriseti, Neha Jain and Manas Sarkar in their paper "Management Education in India: A Perspective on Existing Challenges and Roadmaps" (Ninth AIMS International Conference on Management January 1-4, 2012)
15. Jean Grace, 1998, "Spirituality in Management Education – Development of a personal mission."
16. Joanna Crossman, 2015, "Manager Perspectives on Embedding Workplace Spirituality into the Business Curriculum: Bridging the Gap", Thunderbird International Business Review, April 2015
17. Jonathan Roseland (2017), Quora - <https://www.quora.com/Whats-the-definition-of-secular-spirituality>
18. Judith A. Neal, University of New Haven in his article titled "Spirituality in Management Education: A Guide to Resources." (JME February 1997)
19. Judith A. Neal, 2013, book – Creating Enlightened Organizations
20. Karen P. Harlos, *University of Otago, New Zealand, 2000*, TOWARD A SPIRITUAL PEDAGOGY: MEANING, PRACTICE, AND APPLICATIONS IN MANAGEMENT EDUCATION, Journal of Management Education, October, 2000
21. Katalin Illes and Laszlo Zsolnai, 2015, The Role of Spirituality in Business Education, Westminster Research
22. Kate Fridkis – 2010, Defining spirituality – What does it mean?, posted on the Huffington Post
23. Knowledgeworks Consultants, 2016, Spiritual Empowerment in Management Education <http://www.knowledgeworkscnslts.com/p/spiritual-empowerment-in-management.html>
24. Larry Culliford, "What is Spirituality?", 2011, posted on <https://www.psychologytoday.com/blog/spiritual-wisdom-secular-times/201103/what-is-spirituality>
25. M.P. Bhattathiri, "Spirituality and Management" - <http://www.worldspirituality.org/spirituality-management.html>
26. Mario Fernando, 2005, University of Wollongong
27. Mark Gilbert, 2013 "What does it mean to be spiritual?" - <http://consciousbridge.com/wordpress/articles/spirituality-2/what-does-it-mean-to-be-spiritual/>
28. MATEO SOL, 2017, WHAT IS SPIRITUALITY? AND ARE INTROVERTS MORE SPIRITUAL? <HTTPS://LONERWOLF.COM/WHAT-IS-SPIRITUALITY/>
29. Mike Boone, Fite, Kathleen and Reardon, Robert F, 2010, The spiritual dispositions of emerging teachers: a preliminary study, <http://www.freepatentsonline.com/article/Journal-Thought/265910190.html>
30. Mohammed Abdullah Mamun and Ariffin Bin Mohamad - "Management Education for Contemporary Challenges: The Role of Business School" European Journal of Scientific Research Vol.30 No.4 (2009)
31. Nandita Das and Pralhad Kakkar, 2017, What is Spirituality, an interview to Times Now channel
32. Nanik Rupani, (2009), Spirituality and Business, Chapter 8
33. Natasha Kaul Management Education in India – A case study, Asian Journal of Management Research Volume 2 Issue 1, 2011
34. Neeta Sinha and Reetu Sharma, 2009, "Sources of stress for Management Students – A descriptive Analysis", 2009. The ICAI University Press
35. NOMPUMELELO PENNY MAHLABA, 2015, "EMPLOYEES' PERCEPTIONS ABOUT SPIRITUALITY AND WORKPLACE SPIRITUALITY" thesis submitted to University of South Africa
36. Peter Williams and Stuart Allen, 2014, Faculty perspectives on the inclusion of spirituality topics in nonsectarian leadership and management education, The International Journal of Management Education, November 2014
37. Purna Prabhakar, Nanda Muri and Gowthami Ch, 2011, "Sources of academic stress : A study of management students"
38. Radha Yadav and Ashu Khanna, 2014, Impact of Spirituality on Stress: With the Special Reference of Engineering Students of Indian Institute of Technology, Research on Humanities and Social Sciences www.iiste.org, ISSN (Paper) 2224-5766 ISSN (Online) 2225-0484 (Online), Vol.4, No.25, 2014
39. Rajani Anand, 2017, <http://www.hrkaatha.com/news/1278-spirituality-in-management-education-a-game-changer>
40. Ramnath Narayanswamy IIM, Bangalore "Why is Spirituality Integral to Management Education? My Experience of Integrating Management and Spirituality", Journal of human values 2008
41. Rathi K N, 2014, "Development of Spiritual Values among Undergraduate Students", IRJMST Vol 5 Issue 10 [Year 2014] ISSN 2250 – 1959 (Online) 2348 – 9367 (Print) International Research
42. Religion and Spirituality in Social Work Education and Practice, George Fox University, 5-2011.
43. Research Online, "Workplace Spirituality – Another Management Fad?"
44. Rise Richardson, 2010, SPIRITUALITY AND EDUCATION A talk in Italy - January 2010 <http://campcaravan.org/d/about-us/ed-and-spirituality.html>
45. Riyad Ahmed Shahjahan, 2004, "Centering Spirituality in the Academy : Toward a Transformative way of teaching and learning" published in the Journal of Transformative Education 2004, 2; 294 <http://jtd.sagepub.com/cgi/content/abstract/2/4/294>
46. Robert W. Boozer, (1998) "Spirituality in management education", Journal of Workplace Learning, Vol. 10 Issue: 6/7, pp.345-347, <https://doi.org/10.1108/13665629810236417>
47. Rosemary Varghese and Febin Jose Sunny, 2016, "The Impact of Introducing Spirituality in Business Education through Experiential Engagement", Global Business Review - February 2016

48. S Dhiman and J Marques, 2016, Spirituality and Sustainability, book published by Springer International Publishing
49. S. L. DOLAN , Y. ALTMAN, B. CAPELL AND M. RAICH, 2014, Embedded Values and Induced Spirituality in Management Education: The Case of Two Successful Business Schools in Barcelona, *The European Business Review*
50. Sam Alexander, 2012 <http://www.patheos.com/blogs/christianityforthesbnr/2012/06/what-does-it-mean-to-be-spiritual/#tRTkIXgMS3v7ZOZX.99>
51. Sandra Waddock and Joseph Lozano, 2013, "Developing More Holistic Management Education: Lessons Learned From Two Programs", *Academy of Management Learning & Education*, 2013, Vol. 12, No. 2, 265–284. <http://dx.doi.org/10.5465/amle.2012.0002>
52. Sanjeev Kumar and M. K. Dash, Management Education in India: Trends, Issues and Implications (Research Journal of International Studies - Issue 18, January, 2011)
53. Stuart Allen and Peter Williams, 2015, "Graduate leadership students' perspective on including spiritual Topics", *INTERNATIONAL JOURNAL OF ORGANIZATIONAL ANALYSIS* · FEBRUARY 2015
54. Subhomay Das, 2017, The 6 limbs and 4 types of yoga, https://www.thoughtco.com/eight-limbs-and-four-yoga-types-1770492?utm_term=indian+spirituality&utm_content=p1-main-2-title&utm_medium=sem&utm_source=msn_s&utm_campaign=adid-717567e8-937e-4572-9483-db5ad9903983-0-ab_msm_ocode-29574&ad=semD&an=msn_s&am=modifiedbroad&q=indian+spirituality&o=29574&qsrc=999&l=sem&askid=717567e8-937e-4572-9483-db5ad9903983-0-ab_msm
55. SumitGulati, Class of 2009, IBS HYDERABAD, Spirituality and its Relevance to MBA program, <http://blog.ibsindia.org/spirituality-relevance-to-mba/#sthash.4Y2q3uBe.dpuf>
56. Swami Adiswarananda, 2008, "The Heart of the Hindu Spirituality" <http://www.iloveulove.com/spirituality/hindu/rajavedanta.htm>
57. Swami Shashankananda, "Role of Spiritual Science in Leadership and Management", *SMS Varanasi*, Vol. V, No. 2, September 2012 - February 2013
58. TarunPasricha, 2013, "Leadership SQ – The Vedic way: Enhancing the spiritual quotient of future managers" *Journal of Spirituality, Leadership and Management*, 2013, vol. 7, no. 1, pp. 46-55
59. *The Economist*, Indian spirituality, *The swamis*, Everybody agrees that India is a very spiritual place. Is that all good? Dec 18th 2003
60. Tripathi, S K; Ali, Murad; ASBM Journal of Management, Emerging Environmental Challenges and Competitiveness of Indian Higher Education System: Issues and Strategies, Vol. 2, Iss. 1; p. 143
61. Z Hereford, "What is spirituality?", posted on <https://www.essentiallifefskills.net/what-is-spirituality.html>
62. www.aom.org
63. www.rcm.org
64. <http://universityofspirituality.com/what-is-individual-spirituality/151/> - "What is individual spirituality?"
65. http://www.brahmakumaris.com/news/interactive-talk-of-bk-shivani-sister-organised-by-vile-parle-centre-mumbai/http://www.hinduismnet.com/hinduism_spiritual.htm
66. <http://www.westminster.ac.uk/research/westminsterresearch>
67. https://en.wikipedia.org/wiki/Spirituality#Modern_spirituality