



Research Article

HUMAN ATTITUDE- A BIGGEST GLOBAL CHALLENGE

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ABSTRACT

The mankind has been facing Global challenges from centuries back. The Scientific communities had given some solutions to meet the challenges. Administration, the world over created several mechanisms to implement the solutions to reach the target successfully. Unfortunately, the challenges are adding more in number time to time without much progress in implementing the solutions. It is because the implementation mechanisms forgot the role of human attitude. Which is the sole cause of poor implementation. People are feeling troubled and insecure. Among countries, cooperation is less certain and more difficult. The world is more connected, yet societies are becoming more fragmented (UNO Secretary General, 2018). The intensity of some of the Natural disasters (cyclones, floods, etc.) increased due to climate change. Manmade disasters (climate change, nuclear wars, etc.) are threatening the human society in many ways. The value deterioration and resulted human attitude become a threat to the human society. Day by day unrest and insecurity growing and the planet may become not suitable for leading a happy and peaceful life in the future. Unless there is a change in situation, the human world may be extinct and the prediction that the Era ends shortly become true. To save the mankind, it is a need of hour to think of a solution to change the human attitude positively. The author proposed a model to modify the human attitude. Further, implementation mechanisms were also discussed.

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INTRODUCTION

Global challenges are defined as any major trend, shock, or development that has the potential for serious global impacts (Gelsdorf, 2010). Today's world is more chaotic and unpredictable than at any other period in history. Apprehensions about the future determine our present. If we want to live in a safe world at present, we should get ready for the future problems. Only if we do that, we can make this world better in the future and at present. From this point of view, we should find global solutions for global challenges not state centric solutions which are nominative solutions connected with different kinds of state. Since we should not forget that primarily we are the citizens of the world (Karaduman, 2014). Unless the global challenges are addressed, we have no safety on the globe.

Value Deterioration

Values can be defined as broad preferences concerning appropriate courses of actions or outcomes. Moral values such as integrity, determination, loyalty, truthfulness, honesty, giving respect to each other, etc., should be inherited by every individual.

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As stated earlier moral values help us distinguish between what's right and wrong, good or bad for you as well as society (Wikipedia). Values are the attitudes those need for healthy, peaceful and successful life. At present, value deterioration becomes a common phenomenon, worldwide. Our governments, educational institutions and society have been training efficient individuals, but not good citizens or humans. Thus, it has been commonly believed that there has been a rapid erosion of ethical and moral values in the society. During the past century the Illegal activities, Social crimes, Indiscipline, Violation of acts, Sexual harassment, Political corruption, Insecurity, Unrest, Addictions (Smoking, Drinking, and Drugs), Lying, Cheating, Exploitation, Irresponsibility is increased (Sankara Pitchaiah Podila, 2018). Research shows that young people are careless about morals and ethical values, and are instead focusing on themselves in order to promote their own agendas, and the agendas do not focus on morals or values (Taneri, 2016). As per the opinion of UNO Secretary General (2018) our world is suffering from a bad case of Trust Deficit Disorder. People are feeling troubled and insecure. Trust is at a breaking point. Within countries, people are losing faith in political establishments, polarization is on the rise and populism is on the march. Among countries, cooperation is less certain and more difficult. The divisions in our Security Council are stark. The world is more connected, yet societies are becoming more fragmented. Challenges are growing

outward, while many people are turning inward. Multilateralism is under fire precisely when we need it most (<https://www.un.org>). The intensity of some of the Natural disasters (cyclones, floods) increased due to climate change and the Manmade disasters (climate change, nuclear wars) are threatening the human society. If this trend continues further, the planet earth may not be the suitable place for humans. So, the cure of these ailments is necessary by implementing practicable solutions.

The world countries are classified into three categories 1) Developed 2) Developing and 3) Under developed. The present status of development/underdevelopment, not merely due to lack of resources. Some countries have grown from rock bottom economy to super economy. Here, we can recall the way Japan and Singapore developed. In some other countries, though they have plenty of resources, development is less. It is just because of the attitude of the rulers.

Objectives

The Global Challenges required pragmatic solutions for all the Challenges; both natural and manmade and that are disturbing the peaceful and harmonious co-existence of the mankind.

The Socially responsible world communities like Scientists, Technologists, Administrators, Social Service Organizations, Business Community, Academicians, Philosophers had given some solutions for the issues of climate changes, nuclear wars, poverty, population explosion, hunger, illiteracy challenges. Administration, the worldwide created several mechanisms to address the issues, attend on the calamities and also to mitigate the up-surging dimensions of the global challenges. The world has created, developed and established the required level of human resource to generate solutions for various challenges from time to time, but the success is partial. So, the real challenge is “how to implement these solutions to reach the target successfully?” Even a great strategy may fail to realize its designated objectives, if the approach to implementation is erratic and not resolute. Few Individuals, that are politically powerful, economically stable, socially influencing, financially strong decide the implementation of each and every solution. The implementation of even unanimous resolutions depends on the acceptance of the rulers and executives of various countries. The attitude of the ruler/executives has ultimately decided the implementation part of the solution.

Their attitude also cause for the manmade global challenges. Hence, the author felt the human attitude as the biggest challenge before the mankind.

The objective of this study is to explore a possible solution for the implementation of the already generated solutions and also to ignite fresh thinking towards identifying possible ways and means to prevent non-recurrence of such issues treated as manmade global challenges.

Global Challenges

The Global Challenges are of two types 1) Natural Challenges and 2) Manmade challenges.

Natural challenges (Disasters)

Some of the Natural Challenges are as follows;

1. Earthquakes
2. Landslides
3. Cyclones
4. Floods
5. Volcanic Eruptions
6. Tsunamis
7. Heat Wave And such other.

The solution for the natural disasters is predicted of the disaster to a possible extent and should prepare to face it systematically. If event occurred, extending all possible help shall be extended to the victims. All these steps involved money. Some of the officials and non officials, by forgetting humanity, eating away the sanctioned and donated funds. It is a big loss for the society and it can be rectified only through the propagation of values and modification of human attitude.

Manmade Challenges

Some of the Manmade Challenges are

1. Human Attitude
2. Climate Change
3. Nuclear Wars
4. Pandemics
5. Poverty and Hunger
6. Terrorism and Bioterrorism
7. Population
8. Artificial Intelligence

Table 1 Natural Disasters, Effects, Causes and Solutions

| Natural Disasters | Effects | Causes | Solutions |
|--------------------|---|---|--|
| Earthquakes | Fatality, Landslides, Tsunami, Fire, Floods, Soil liquefaction. | Tectonism, Volcanic activity, Dams and Reservoirs, Groundwater withdrawal and Nuclear tests. | Prediction, Preparedness, Mitigation and modification of human negative attitudes. |
| Landslides | Fatality, Damage to infrastructure, Block river courses, Trigger tsunami, Contamination of soil and water, Soil erosion and sediment yield. | Geological causes, Human causes, Earthquakes, Liquefaction, Fluvial erosion, Glacial erosion, Volcanic eruption, Rapid change in the water table. | -do- |
| Cyclones | Damage to infrastructure, Loss of life, Interrupt and change, ecosystems, Flooding. | Formation of low pressure area, climate change. | -do- |
| Floods | Fatality damage to, Infrastructure, Risk of waterborne, diseases, Damage to roads and rails, Inundation of farm land and houses fatality. | Heavy Rains, River overflow, Ice and snow-melts, Deforestation and Climate change. | -do- |
| Volcanic Eruptions | Acid rain, Landslides, Flooding and Tsunami. | Piling up of pressure. | -do- |
| Tsunamis | Fatality, damage to infrastructure heavy financial losses. Destruction and damage, Long lasting psychological problems, Soil and water will be contamination, Salination of water bodies, Flooding and Spreading of diseases. | Submarine faulting, earthquakes, Landslides, Volcanism (https:// owl cation.com .) | -do- |
| Heat Wave | Dehydration, Heat Cramps, Heat Exhaustion, Heat Stoke, Fire accidents. | Increase in temperature | -do- |

Table 2 Manmade Challenges-Causes and Solutions

| Manmade Disasters | Effects | Causes | Solutions |
|----------------------------|---|--|--|
| Human Attitude | If the human attitude is positive, our planet become heaven, otherwise hell, Cause global challenges. | Ego, Selfishness, domination, bias and thirst for money, power, sex and easy life | Learning about Science of human body, Emotions and health and Life skills. |
| Climate Change | Sea level rise, temperatures will continue to rise, Frost-free season will lengthen, Changes in precipitation patterns, More droughts and heat waves, Hurricanes and floods will become stronger and more intense, Arctic likely to become ice-free. | Selfishness, Human Activities, Volcanic Eruptions, Ocean Currents, Solar Radiation, Earth Orbital Changes, Deforestation, Plate tectonics, Fossil fuels, Cosmetics, Industrial pollution. | Reduction in emission of GHG, Improvements in energy efficiency, Moving away from fossil fuels, Changes in agricultural, forestry, and other land use practices, Geoengineering (Rebecca et al., 2018). |
| Nuclear Wars | Total destruction. | For the dominance over the world, For internal security. | Public pressure, Change attitude in Education and social action, Opinion of the people, Positive application. |
| Pandemics | Increase illness, Mass deaths, Increase absenteeism in all sectors of the workforce, House quarantine, Reduce availability of goods, Reduction in non-essential services (https://www.regina.ca). | Unhygienic environment, After disasters, Bioterrorism, Genetic mutations. | Vaccination, Providing clean environment, Well managed mitigation techniques, Keeping sufficient medicinal stock, Awareness about diseases. |
| Poverty and Hunger | Chances of mal-nutrition, Life threatening diseases, Illiteracy & Lack of education, Orphanage, Pessimistic mind, Corruption, Criminal activities, Lack of happiness, Weak families, Lack of ethics. | Wars, Civil Wars, Physical Geography, Governance failures, Population Growth, Selfish rich people (https://learn.culturaindia.net). | Training equipment for farmers, Supply of clean water, Improving health care facilities, By convincing the rich people, By giving training in required skills, By supplying essential commodity at lower rates, By supplying quality goods at lower price |
| Terrorism and Bioterrorism | Insecurity, Poor development, Poor health and Poor trade. | Religion, Oppression, Historical grievances, Violations of international law, Relative deprivation, Hatred toward the global economic hegemony, Financial gain, Racism, Guilt by association, Supporting sympathizers, Mortality salience, Narcissism, Sensation-seeking, Failure of conventional channels of expression, Communication and publicity, (Jonathan Matusitz, 2013; handofreason .com). | Reduction of growth of population Negotiation, Defending potential targets of attacks, Education awareness, Shifting from the culture of violence. |
| Population | Food, Shelter, Clothing, Health, Education, Unemployment, Farming, Poverty. | Causes child marriages , Access to contraceptives, Lack of Education and Awareness, Male domination, Poverty, Traditions | Delayed Marriages, Medical Facilities, Legislative Actions, Providing Incentives, Spread Awareness, Women Empowerment, Eradicate Poverty, Education, Easy and Cheap availability of Contraceptives, Development, Better Sex Education, (Abhiprerna (2017). |
| Artificial Intelligence | Societies will face challenges in realizing technologies, Surging capabilities of robots and artificial intelligence, Professional roles such as doctors, lawyers and accountants could be replaced by artificial intelligence by the year 2025, Low-skill workers will reallocate to tasks that are non-susceptible to computerization. | For technological development. | Care shall be taken about the effects prior to the invention. |
| Technological Development | Isolation, Lack of Social Skills, Obesity, Depression, Poor Sleep Habits, Pollution, Increased Bullying, Lack of Privacy, Stress, Lack of Social Boundaries, Lack of Sexual Boundaries, Neck and Head Pain, Shortened Attention Span, Addiction, Lack of Empathy, More Violence, Developmental Issues in Children, Neurosis, Loss of Hearing and Eyesight, (http://roogirl.com). | For the development of various areas. | Awareness shall be created about the negative effects, shall be trained in self counseling. |
| Food Adulteration | Poor nutritional value, Cause to various diseases. | For easy money, Food products are fake. | Stipulating the practically feasible rules, requirements and regulations on the adulterants and updating at regular intervals. Using pollution free machinery and vehicles, treatment, recycling and reuse Stop using harmful chemicals at home, Prevent industrial waste reaching water, Sewage treatment, Treatment of industrial wastes before discharge, Recycle-, Promote a love for waterways, Go organic, Adherence to water laws, Avoid using paper bags, Improve oil tanker safety, Routine cleaning. |
| Pollution | Air, Water and soil Pollution, cause diseases. | Power Plants, Vehicle Emissions, Industry, Deforestation, Wood Fires, Smoking, Sewage, Nutrients, Waste water, Chemical waste, Radioactive waste, Oil pollution, Plastics, Alien species. | Recharging aquifers, Water re-use and Effective Water Treatment Technologies, Desalination, Water conservation and Management, Infrastructure Repair and Maintenance, Conservation (https://www.earthclipse.com). |
| Water crisis | Inadequate access to safe drinking water, Inadequate access to sanitation, decreased agricultural yields, Overuse and pollution of water resources, Regional and conflicts Global Conflicts Shortage of Energy. | Poor Conservation of Resource, Poor participation of people, Water Pollution, Overpopulation, Agriculture Demand (https://www.earthclipse.com). | Employment Creation, Selection of honest employees, Surveillance, Anti-Corruption Bodies, Better salary for employees, Increase the number of workers , Severe punishments, Online transactions, CC Cameras, Citizen charter, Online file tracking systems, Propagation of Life skills. |
| Corruption | Injustice, Poor health and hygiene, Pollution, Accidents, Disregard for officials and rulers, Lack of trust in the governments, Decrease in foreign investment, Delay in growth and development (https://www.mindcontrovery.com). | Greed of money, power, Luxury or any other materialistic desires. Low levels of democracy, weak civil participation and low political transparency, Poverty, Political instability, Weak property rights, Low levels of education, (Dimant et al., 2017). | Propagation of values. |
| Value deterioration | Global Challenges, Decrease Humanity and increase Violence, Mental and Physical health problems, Illegal activities increase, Unrest, thirst for desires. | Ego, Selfishness, Domination, Bias, Looking for easy life, Living for money, power and sex, Do not aware life value and human body. | |

9. Technological Development
10. Food Adulteration
11. Pollution
12. Water crisis
13. Corruption
14. Value deterioration And many more such.

The manmade global challenges are the result of human attitude. Every issue is scaling up to a disastrous dimension crippling the whole of mankind. Ex. Climate change, Nuclear weapons, Terrorism, etc. Value crisis has become a global phenomenon breeding un-healthy competition between individuals, countries and continents. The majority of the global population is adversely affected by the self-centered

motives of the powerful minority of individuals, who rose to a higher pedestal of life in economy, finance, power, politics and the societal strata. Greed for money and power, being Selfish, Egoistic, Negligence, Supremacy and such other attitudes trigger the disasters. If we are able to modify this attitudinal attitude, alter the mind set, re-engineer the attitudes, the solutions that are already generated and envisaged to prevent or control the certain disasters can be implemented and the rulers can assure happy, healthy and peaceful society for their respective people.

The effects, causes and solutions for the natural and manmade challenges, given by the various researchers, are included in tables 1 and 2.

Modification of Human Attitude

The author proposed a model, which is an indicative of addressing the issues at the level of roots as a proactive measure and not just as reactive measure. Global Intellectual competence collectively is competent enough to identify the ‘Cause’ that triggered the ‘Effect’. The Model suggested by the author broadly addressed the Manmade challenges (Figure 1). Even though there are specific causes for each of the global challenges, the common cause for all the challenges is human attitude. It is a complicated task to modify the human attitude, as the personality varies with person, so author made an attempt to give a solution by taking common aspects of human life. The solution was proposed in three steps. In the first step awareness shall

be created about the science of human beings, by explaining the facts about human beings, Which controls human beings, Cause and Effect, How to understand the nature and Influence of Negative attitudes. The second step will give analysis about the relation between Emotions and health. It can be understood by learning mental health, Value deterioration, Brain waves,

Emotions, Positive emotions, Negative emotions, Emotions and heart rate, Hormones and Neurotransmitters. The third step will teach various life skills, for example Life Driving, Know yourself, Value of Life, Time value, Body value, Problem solving and decision making and Spiritual intelligence (Sankara Pitchaiah Podila, 2019) explained briefly all these topics.

The author hopes that the content given under these three steps, drive a person towards a positive thinking. It is also aimed at transformation of every individual, particularly the powerful minority of individuals, who rose to a higher pedestal of life in economy, finance, power, politics and the societal strata and have a tremendous influence to alter the course of governance locally, nationally and even internationally.

Proposed Institution and Regulations

So far, the solutions given for the manmade risks, did not yield the desired results effectively. The first step should be made to convince the leaders to set a common goal. Local level successful solutions are encouraged to some extent only. As the conditions differ at the global level the solutions also must be customized. Popular support of the rulers is essential for successful implementation. Hence, the author proposes a model to transform the individual into a global citizen with broader outlook, universal perspective and focusing on peace and happy life of self and the expanded society that is beyond boundaries. It is suggested to declare the decade (219-29) as “International Decade for value adoption and promotion.

The proposed Model has to be implemented with various categories- Rulers, Executives, Employees, Students, etc., For the common man, challenges that appear in daily life and few Global challenges (Poverty) are concern or more important than other Global Challenges. Common man constitutes at least 50 % of the total population.

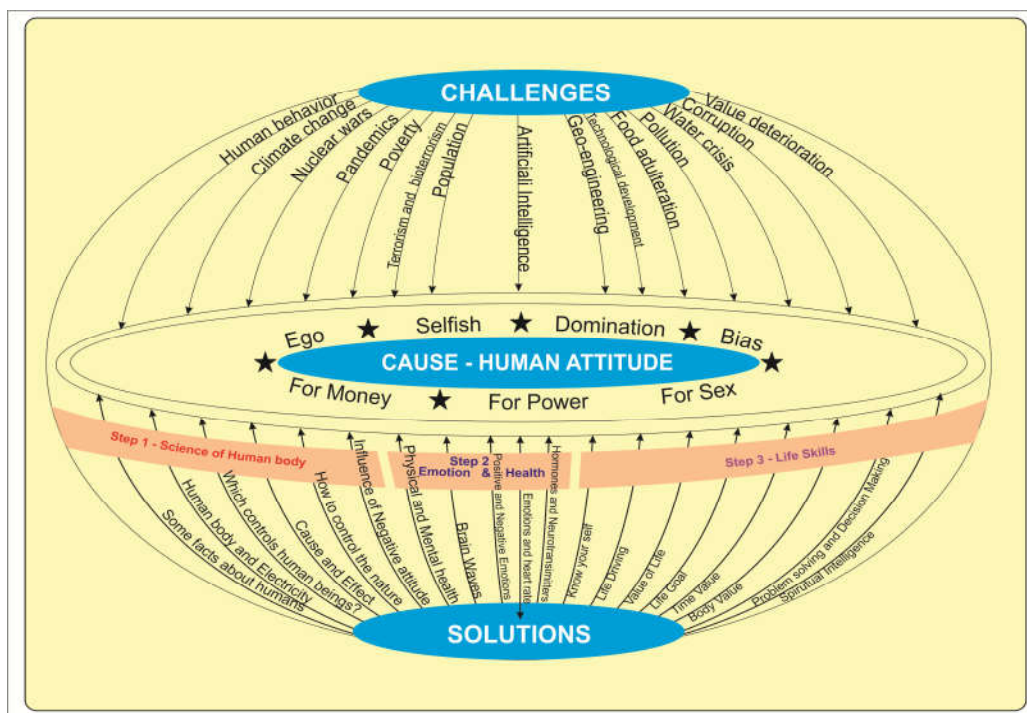


Fig 1 Manmade Global Challenges- Solution for the Modification of Human Behavior

Their problems are mostly common, for basic needs. The Model suggests a Meeting of International and National Leaders on one platform to chalk out a common minimum program to organize workshops with various sections of the society – Teachers, other employees, businessmen, industrialists etc.

Common Global Institution / Organization like United Nations Organization, is essential to address the challenges and implement the solutions and to bring about consensus amongst all the nations, developing a Uniform Code of Conduct for all the nations., Constitutional framework must be developed, addressing the basics of human life first and aimed to drive towards a common goal i.e., happy, healthy and peaceful life in consideration of diverse ethnicities, social structures, political alignments, economic growth Index and such parameters. Everybody shall understand that all the people irrespective of the nationality are less than one umbrella, that is Nature. The Solution for one risk certainly useful to solve another risk. It is because there is an interrelationship between global challenges, for ex., Growth of the population is one of the causes of poverty, which in turn may cause for terrorism. Similarly, climate change causes natural disasters like floods, water crisis and ultimately effect economy. The proposed Global Institution /Organization must be empowered by every stake holder to ensure the regulatory mechanisms are placed appropriately and respected by the member states. The Institution shall be vigilant on the Challenges both Natural and Man-made and their occurrence and endeavours to identify the solutions with long range benefits and implement step by step.

Implementation- Category wise

Six categories are identified for implementation. They are 1. Rulers 2. Executives 3. Employees 4. Professionals 5. Women and 6. Students. It is because of the varying targets and the responsibilities, with different categories, for ex. Targets and responsibilities of the Rulers vary with the professionals, students and women. Details of category wise implementation methods are given in Table 3.

Implementation - Category of Countries

The mechanisms of implementation of solutions vary with category of country. In general, the world countries are classified into three categories 1) Developed 2) Developing and 3) Under developed. Here the countries (total 155) are classified based on the happiness index (World Happiness Report, 2017), (developed >6.0, developing >5.0 to <6.0 and under developed < 5.0). As per this 45 countries are well developed, 53 are developing and remaining 57 are under-developed category. The challenges and solutions with reference to category of countries are presented in table 4.

Table 3 Implementation of Solutions –Category wise

| S.No | Category | Common Targets | Responsibilities |
|------|---------------|--|---|
| 1. | Rulers | Power, votes, money, fame, specific policies, respect, health | Transparency, basic needs, promoting moral values, health, peace, secured society, humanity and moral values |
| 2. | Executives | Money, power, fame and specific goal, respect | Transparency, honesty, sincerity, hard working, administer ability, social welfare, human- it and moral values. |
| 3. | Employees | Money, relation with power centers, family, identity, health and peace | Honesty, sincerity, hardworking, transparency, humanity, moral values |
| 4. | Professionals | Money, family, relation with higher officials/politicians, respect, identity, health and peace | Honesty, humanity, family, moral values |
| 5. | Women | Family, harassment, daily life, health and peace, indiscrimination, respect and identity | Children, food preparation, family welfare, moral values |
| 6. | Students | Success in education, discipline, enjoyment, employment and identity | Discipline, hard working, moral values |

Table 4 Categories of Countries, Challenges and Solutions

| S.No | Category | Challenges |
|------|---------------------------|--|
| 1. | Developed Countries | Human attitude, mental health, climate change, terrorism, nuclear wars, artificial intelligence, value deterioration |
| 2. | Developing Countries | Human attitude, climate change, pandemics, pollution, water crisis, corruption, nuclear wars, artificial intelligence, value deterioration |
| 3. | Under Developed Countries | Human attitude, basic needs, climate change, health, education, pandemics, poverty, insecurity, population, food adulteration, pollution, water crisis, corruption, terrorism, value deterioration |

The following teams shall be formed for the Implementation of the Proposal.

| S.No | Team | Responsibilities |
|------|-----------------------------------|--|
| 1. | Man Power Selection Team | Selection of Trainers for training the various categories of people |
| 2. | Research Team | Review of Literature, Identification of gap, To fulfill the Research gap |
| 3. | a) Social network team | b) Collection of available videos, movies, TV serials, articles, messages, etc. Preparation of new programs, with value adoption and promotion |
| 4. | Survey Team | Collection of Data from the survey's done, Identification of gap, To carry new surveys |
| 5. | Study material and online courses | Preparation of study material for students- Upper Primary, High school and colleges, Preparation of MOOCS. |
| 6. | Model implementation team | To monitor the implementation |
| 7. | Feedback processing team | To assess the feedback from the people. |

CONCLUSION

The Challenges, Manmade or Nature induced are growing beyond the threshold of the collective wisdom of the global communities and now, they have taken shape of a catastrophe of undetermined dimensions. The Intellectual communities worldwide have to address the issues collectively by a uniform consensus in order to rescue the globe. Today, mankind lives, not only in national societies, but also in a global community. This means that the attitudes and decisions of the inhabitants of nation-states also impact the vital interests of inhabitants of other countries. The world community is facing a number of the great global challenges which have to be jointly managed by all countries through increased cooperation and an increased understanding of our interconnectedness (Global Challenges Foundation). In order to manage these challenges, we need effective ways of making collectively binding, long-term decisions that take into account the interests of all those affected, including future generations. The author proposed three aspects for implementation in three steps, Science of human body, Emotions and health and Life skills. The author believed that these aspects are useful to change a person's attitude. The solutions are suggested for people wise categories and category wise countries.

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