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For Genuine Business Ethics

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Twenty-five Year Report
1993–2018

For Genuine Business Ethics

Business Ethics Center
CORVINUS UNIVERSITY OF BUDAPEST

Twenty-five Year Report
1993–2018

For Genuine Business Ethics

Celebrating the 25th Anniversary of the Business Ethics Center
of the Corvinus University of Budapest

Business Ethics Center
CORVINUS UNIVERSITY OF BUDAPEST


CORVINUS
UNIVERSITY of
BUDAPEST

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Summary

This report celebrates the 25th anniversary of the Business Ethics Center of the Corvinus University of Budapest. It documents the Center's continuous fight for genuine business ethics in the years 1993–2018. Our teaching, research and networking activities at home and abroad aim to broaden and deepen the view that businesspeople, economists and policymakers have when facing pressing issues in economic and societal life in the age of the Anthropocene.

From 1993–2018 the Business Ethics Center organized or co-organized 17 international conferences and workshops. Places include Budapest, Szeged, Visegrad, Milan, Antwerp, Bodo, Bangalore, and Tel Aviv. (Table 1)

Table 1

International Conferences and Workshops Organized or Co-organized by the Business Ethics Center (1993–2018)

	Hungary	Europe	Asia	Total
Conferences	7	1	2	**10**
Workshops	6	1		**7**
Total	**13**	**2**	**2**	**17**

Between 1993–2018 members of the Business Ethics Center published 250 scientific outputs including books and papers. (Table 2)

The Business Ethics Center and its members have developed and taught a variety of courses in business ethics, environmental ethics, ecological economics, business and sustainability, international management, and science and ethics. In addition to Corvinus University of Budapest, we have taught courses at other Hungarian universities (Central European University, Eotvos University, Budapest University of Technology and Economics, Szent Istvan University–Godollo, International Business School–Budapest, and Budapest Metropolitan University), and in European universities including Vienna University of Economics and Business Administration, NHH Norwegian School of Economics–Bergen, Aalto University–Helsinki, Europe University–Viadrina, Bocconi University–Milan, Erasmus University Rotterdam, Paris VI–Université Pierre et Marie Curie, Copenhagen Business School, Heilbronn Graduate School of Business, University of St. Gallen, MCI Management Center Innsbruck, and Bodo Graduate School of Business. (Table 3)

Table 2

Publications of the Members of the Business Ethics Center (1993–2018)

Publications	Hungarian	English	Dutch, French, Italian, Spanish, Serbian, Chinese	Total
Books	14	27		**41**
Papers	7	37	3	**47**
Book Chapters	10	74	2	**86**
Articles and Reviews	43	15		**58**
Special Issues		5	1	**6**
Dissertations	6	1		**7**
Videos		5		**5**
Total	**80**	**164**	**6**	**250**

Table 3

Courses Developed and Taught by the Business Ethics Center (1993–2018)

	Corvinus University of Budapest	Other Hungarian Universities	Universities in Europe
Business Ethics BA	x		x
Business Ethics in Tourism BA	x		
International Business Ethics MA	x		
Environmental Ethics MA	x	x	
Ecological Economics MA	x		
Business and Sustainability MA	x	x	x
Future International Manager MA	x		x
Risks and Norms MA			x
Trust and Effectiveness MA	x		
Philosophy of the Internet MA	x		
Business Ethics MBA	x	x	x
Behavioral Business Ethics PhD	x		
Business and Sustainability PhD	x		
Science and Ethics PhD	x		

Members of the Business Ethics Center gave 144 presentations at conferences and workshops in Hungary, Europe, North America and Asia. (Table 4)

Table 4

Presentations of the Members of the Business Ethics Center (1993–2018)

	Hungary	Europe	North America	Asia	Total
Presentations at Conferences and Workshops	40	82	10	12	**144**

118 articles and media presentations appeared about our activities in Hungarian, English, and other languages. (Table 5)

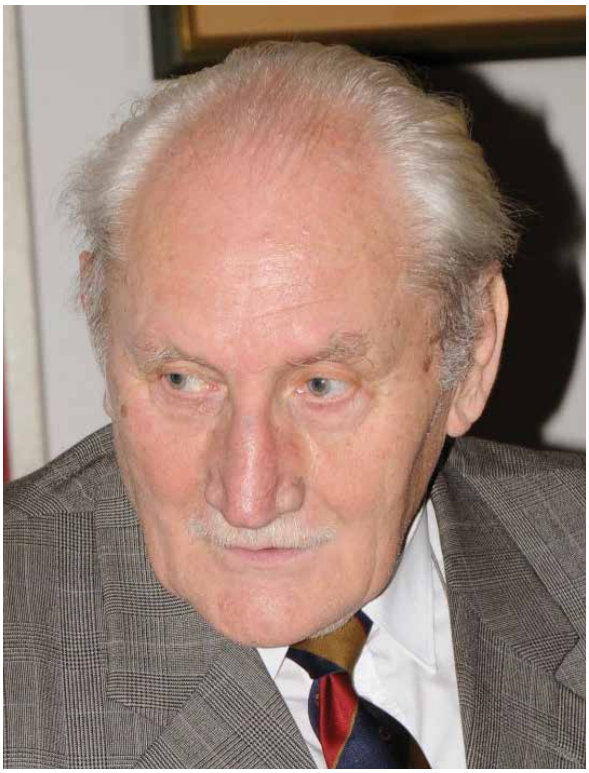
Table 5

Articles and Media Presentations about the Works of the Business Ethics Center (1993–2018)

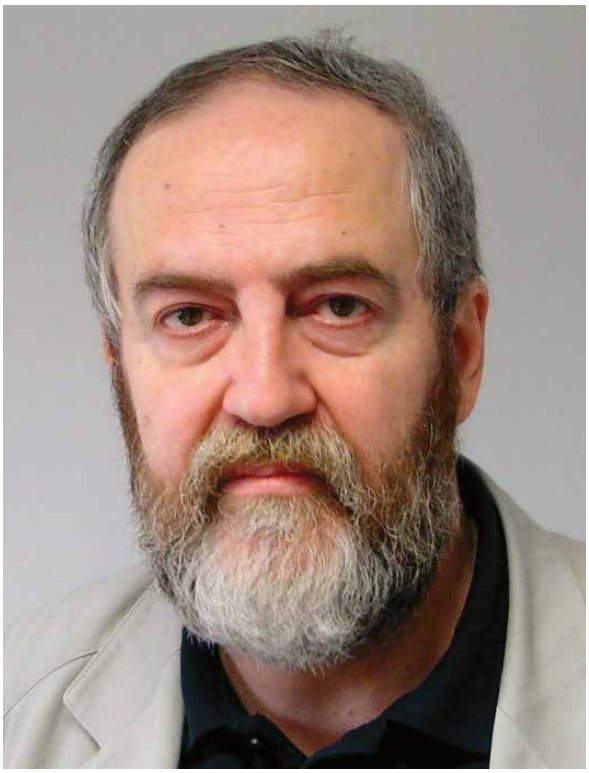
	Hungarian	English	Dutch	Norwegian, French, German, Finnish, Czech	Total
Articles and Media Presentations	61	35	14	8	**118**

About Us

The Business Ethics Center of the Corvinus University of Budapest is one of the oldest institutions of its kind in Europe. It was established in 1993 by *Jozsef Kindler* and *Laszlo Zsolnai*. The mission of the Center is to promote ideas, models and techniques of business ethics in higher education, academic research and business life.



Jozsef Kindler (1929–2010)



Laszlo Zsolnai

The functioning of the Center is based on the conviction that ethics is a relevant aspect of all levels of economic activity, from *individual* and *organizational* to *societal* and *global*. Complex economic problems require, we believe, transdisciplinary approaches using models from *economics, management*, *psychology, ecology* and *ethics*.

Business ethics is practiced by the Center as an *action-oriented scientific inquiry* where normative and descriptive elements are not separated, but intermingled. The Business Ethics Center has an active interest not only in *business ethics,* but also in *environmental ethics*, and *international ethics*.

The Director of the Business Ethics Center is Professor *Laszlo Zsolnai.* Members include Associate Professors *Zsolt Boda* and *Laszlo Fekete,* and Assistant Professors *Gabor Kovacs* and *Andras Ocsai. Tamas Veress* is Ph.D. student at the Center.



Zsolt Boda



Laszlo Fekete



Gabor Kovacs



Andras Ocsai



Tamas Veress

A number of well-known scholars are members of the *International Advisory Board* of the Center. They include *Professor Edwin M. Epstein* (University of California at Berkeley) and *Professor Stefano Zamagni* (University of Bologna and Pontifical Academy of Sciences). The founder and former president of the European Business Ethics Network (EBEN) *Professor Henk van Luijk* (Nyenrode Business University) supported the work of the Center from 1993 until his death in 2010.

Further information about the Business Ethics Center can be obtained on request from the following address:

Business Ethics Center

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E-mail: zsolnai@uni-corvinus.hu

Website: www.uni-corvinus.hu/index.php?id=62725

Conferences and Workshops

From 1993–2018 the Business Ethics Center was active in organizing and co-organizing international *conferences* and *workshops* about different aspects of business ethics.

Ethical Values and Economic Reality



On November 19, 1993 the Business Ethics Center organized a one-day workshop celebrating the Hungarian publication of the Vatican book *Social and Ethical Aspects of Economics*.

Professor *Ignazio Musu* of the University of Venice "Ca Foscari" delivered the opening lecture. *Laszlo Zsolnai* presented a talk about the relevance of *positive* and *negative freedom* in the economy. *Ferenc Rabar*, former Minister of Finance, reflected on the *ethics* of *financial transactions*. Finally, *Jozsef Kindler* discussed the *ethical issues* of *companies* and *enterprises*.

CEMS Business Ethics Inter-faculty Meeting

The first meeting of the business ethics professors of *CEMS–Community of the European Management Schools* was organized by the Business Ethics Center on April 11–13, 1997 in Budapest. Participants included *Hans de Geer*, Stockholm School of Economics; *Nel Hofstra* and *Luit Kloosterman*, Erasmus University Rotterdam; *Franz Hrubi*, Vienna University of Economics and Business Administration; *Josep M. Lozano*, ESADE Business School, Barcelona; *Lidmila Nemcova*, University of Economics, Prague; *Yvon Pesqueux*, HEC Paris; *Peter Pruzan*, Copenhagen Business School; and *Laszlo Zsolnai*, Corvinus University of Budapest. During the meeting participants presented a report about the business ethics teaching and research activities of their own university. Since 1997 the *CEMS Business Ethics Faculty Group* has been chaired by Laszlo Zsolnai.



Transatlantic Business Ethics Summit

The Business Ethics Center organized the first *Transatlantic Business Ethics Summit* in September 15–17, 2000 in Budapest.

The main function of the Summit was to provide a forum for leading *American* and *European* scholars to explore the background theories and value bases of business ethics in the perspective of the 21st century.

Participants were as follows:

FROM THE USA: John Boatright, Loyola University Chicago | Norman Bowie, University of Minnesota, Minneapolis | George Brenkert, Georgetown University, Washington, D.C. | Thomas Donaldson, The Wharton School, University of Pennsylvania | Thomas Dunfee, The Wharton School, University of Pennsylvania | Michael Hoffman, Bentley University, Massachusetts | Patricia Werhane, Darden Business School, University of Virginia

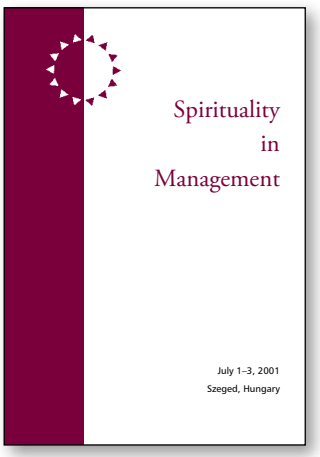
Rector of the Corvinus University of Budapest, Attila Chikan opens the *Transatlantic Business Ethics Summit*



FROM EUROPE: Jane Collier, University of Cambridge, UK | Christopher Cowton, Huddersfield University, UK | Hans de Geer, Stockholm School of Economics, Sweden | Peter Koslowski, Hannover Institute for Philosophy, Germany | Josep M. Lozano, ESADE Business School, Barcelona, Spain | Lidmila Nemcova, University of Economics–Prague, The Czech Republic | Eleanor O'Higgins, University College Dublin, Ireland | Yvon Pesquex, HEC Paris, France | Henk Van Luijk, Nyenrode Business University, The Netherlands | Laszlo Zsolnai, Corvinus University of Budapest, Hungary

The participants reflected on the *state of the art* of business ethics as it has been practiced in the USA and Europe. There was an agreement among the participants that to meet the technological, ecological, and social requirements of the 21st century combining the best of European and American traditions in business and ethics is needed.

Spirituality in Management

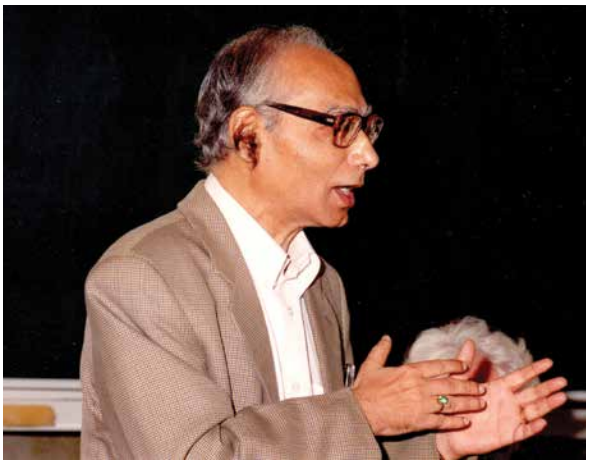


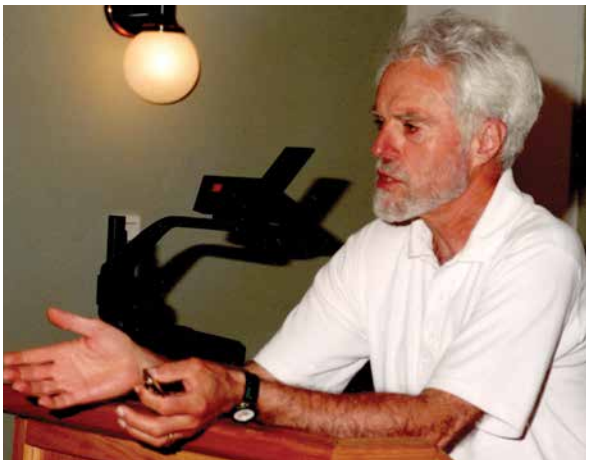
In cooperation with the University of Szeged the Business Ethics Center organized an international workshop entitled *Spirituality in Management* in July 1–3, 2001 in Szeged, Hungary. The aim of the workshop was to get together leading scholars to systematically *explore* and *map* the field from different disciplines and spiritual traditions.

The workshop focused on the role of spirituality in renewing the contemporary management praxis. The participants agreed that management has an undeniable existential aspect and spirituality is relevant to management decision-making. A more *inclusive*, *holistic* and *peaceful* approach to management is needed if business and political leaders are to uplift the environmentally degrading and socially disintegrating world of our age.

Presentations of the workshop included the following:

- Peter Pruzan (Copenhagen Business School): "Spirituality as the Context for Leadership: Some Lessons from the East",
- S.K. Chakraborty (Indian Institute of Management, Calcutta): "Spirit-centered, Rajarshi Leadership",
- Luk Bouckaert (Catholic University of Leuven): "Spirituality and Economic Democracy: A Personalist Approach",
- Laszlo Zsolnai (Corvinus University of Budapest): "The Role of the Self in Management",





S.K. Chakraborty (left) and Peter Pruzan (right) presenting at the *Spirituality in Management* workshop

- Imre Ungvari-Zrinyi (Babes-Bolyai University, Cluj–Kolozsvar): "Business and Dialogue",
- Josep M. Lozano and Raimon Ribera (ESADE Business School, Barcelona): "A New Chance for Management, A New Challenge for Spirituality",
- Wojciech W. Gasparski (Polish Academy of Sciences): "Spirituality in Management",
- Mike J. Thompson (GoodBrand, London): "Trust as a Quest for Spirituality in the Workplace",
- Yazdi Jehangir Bankwala (Singapore): "Organizational Transformation through Human Values",
- Imre Lazar (Semmelweis Medical University): "Spirituality and Human Ecosystems".



Venue of the *Spirituality in Management* workshop in Szeged, Hungary

EBEN 2003 Conference

The Business Ethics Center organized the *16th Annual Conference* of the *European Business Ethics Network* (EBEN) on August 29–31, 2003 in Budapest, Hungary. The title of the conference was *Building Ethical Institutions for Business,* which allowed the participants to reflect on and debate the role of institutions in the transformation of business into a more human and ethical form.

More than 120 scholars and practitioners participated in the conference representing 25 countries. Keynote speakers included *Janos Kornai* (Harvard University and Collegium Budapest): "Honesty and Trust in the Light of Post-socialist Transition" and *George Brenkert* (Georgetown University, Washington, D.C.): "Corporate Integrity and Accountability: A Transatlantic Perspective".



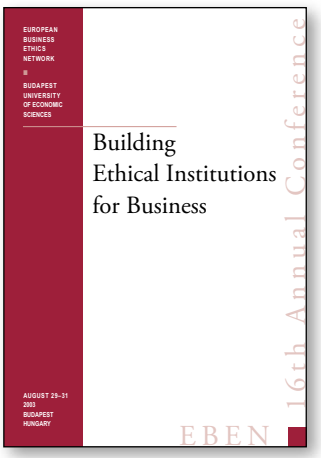
Keynote speaker, Janos Kornai (middle)



Keynote speaker, George Brenkert

Olivier Giscard d'Estaing (INSEAD Foundation) chaired a panel discussion entitled "Ethics and Business in the New Europe" with the participation of *Marc Delcommune* (MOL Rt.), *Pieter de Haes* (ING Bank), *Zoltan Valcsicsak* (Levi Strauss), and *S-P Mahoney* (Irish Embassy Budapest).

Sessions included Ethical Institutions, Corporate Social Responsibility, Stakeholders, Theory Development, Globalization, Conflict, Trust and Institutions, The Role of Managers, Values and Behaviour, Ethics and Finance, Corporate Citizenship, Business Ethics at the Universities.

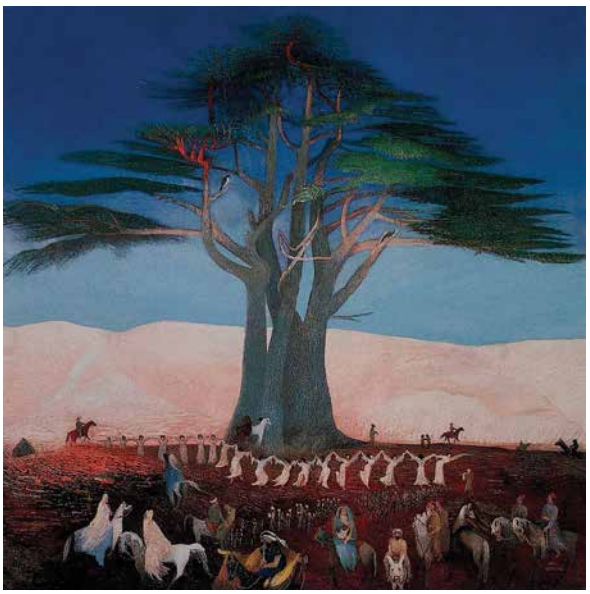


Europe–Asia Dialogue on Business, Ethics and Spirituality

Jointly with the European SPES Forum, the Business Ethics Center conducted the *Europe–Asia Dialogue on Business, Ethics and Spirituality* international conference from June 30–July 2, 2006 in Budapest. Nearly 50 scholars and practitioners participated in the conference representing Austria, Belgium, China, France, Germany, Hungary, Italy, India, Indonesia, Norway, Sweden, the UK and the USA.

The most important presentations were as follows:

- Sanjoy Mukherjee (Indian Institute of Management, Calcutta): "Igniting Spirit in Business: Indian Insights",
- Bengt Gustavsson (University of Stockholm): "Globalization and Values in the Indian Context",
- Mike J. Thompson (GoodBrand, London): "The Practice of Spiritual Dynamics in Business: Religious Perspectives from East–West Anthropologies",
- Tibor Hejj (Proactive Management Consulting Ltd., Budapest): "Holistic Stakeholder Value Matrix at Spiritual Companies",
- Prakash Sethi (City University of New York) and Rev. David B. Lowry (Christ Church, Manhasset, NY): "Coping with Cultural Conflicts in International Operations: Modern Corporations and Tribal Societies",
- Henri-Claude de Bettignies (INSEAD and China Europe International Business School, Shanghai): "Leadership and Responsibility in China: Relevance of Chinese and Western Approaches",
- Luk Bouckaert (Catholic University of Leuven): "The Spiritual Identity of Europe",
- Knut J. Ims (Norwegian School of Economics, Bergen) and Ove D. Jakobsen (Bodo Graduate School of Business): "From Welfare to Well-Being",
- Hendrik Opdebeeck (University of Antwerp): "Frugality-based Economics".



Symbol of the conference,
Tivadar Csontvary-Kosztka,
Pilgrimage to the Cedars of Lebanon (1907)

Economics with a Buddhist Face

The Business Ethics Center and the Dharma Gate Buddhist College organized an international conference under the title *Economics with a Buddhist Face* from August 23–24, 2007 in Budapest. 40 participants attended the conference representing Australia, Hungary, Indonesia, the Netherlands, Norway, Sweden, Thailand, the UK and the USA.



The main presentations of the conference were as follows:

- Laszlo Zsolnai (Corvinus University of Budapest): "Western Economics versus Buddhist Economics",
- Peter Daniels (Griffith University, Brisbane): "Buddhism and Sustainable Development",
- Apichai Puntasen (Ubon Ratchathani University): "Why Buddhist Economics Is Needed as a New Paradigm towards Happiness",
- Knut J. Ims (Norwegian School of Economics, Bergen) and Ove D. Jakobsen (Bodo Graduate School of Business): "'Quality of Life'—The Golden Mean between Materialistic Consumerism and Spiritual Existentialism",
- Colin Ash (University of Reading): "Happiness and Economics: A Buddhist Perspective",
- Joel C. Magnuson (Portland Community College): "Mindful Economics: Integrating the Core Values of Buddhist Economics into the Community Corporation",
- Wanna Prayukvong (Ubon Ratchathani University): "Buddhist Economics Approach to Corporate Social Responsibility".

The Collaborative Enterprise

Jointly with the Business Ethics Center, the Bocconi University, Milan held an international workshop entitled *The Collaborative Enterprise: Creating Values for a Sustainable World* from June 5–6, 2008 in Milan, Italy. The workshop explored alternative ways of organizing and doing business to the currently prevailing competitive model.

Papers presented in the workshop include:

- Antonio Tencati (Bocconi University, Milan) and Laszlo Zsolnai (Corvinus University of Budapest): "The Collaborative Enterprise",
- Hendrik Opdebeeck (University of Antwerp): "The Collaborative Enterprise as a Linkage between Principle and Practice",
- Ove D. Jakobsen (Bodo Graduate School of Business) and Knut J. Ims (Norwegian School of Economics, Bergen): "Authenticity and Cooperation",
- Zsolt Boda (Corvinus University of Budapest): "The Collaborative Enterprise: The Ethics of Working with Civil Society Organizations",
- Alan Strudler (The Wharton School, University of Pennsylvania) and Eleonora Curlo (Baruch College, The City University of New York): "After Cooperation: A Negotiation Model for Corporate Decision Making",
- Margit Osterloh and Hossam Zeitoun (University of Zurich): "Views of Firm Governance and the Employees' Well-being",
- Tibor Hejj and Rita Hejj (Proactive Management Consulting Ltd., Budapest): "Socially Responsible Clusters",
- Giacomo Mojoli (Slow Food Italia): "The Slow Food Movement",
- Francesco Perrini and Clodia Vurro (Bocconi University, Milan): "Developing an Interactive Model of Social Entrepreneurship".



Bocconi

Responsibility in Economics—The Legacy of E.F. Schumacher

Together with the Centre for Ethics of the University of Antwerp, the Business Ethics Center was co-organizer of the Annual Conference of the European SPES Forum entitled *Responsibility in Economics—The Legacy of E.F. Schumacher* from September 22–23, 2011 in Antwerp, Belgium.





E.F. Schumacher
(1911–1977)

Universiteit Antwerpen

The 100th anniversary of E.F. Schumacher's birth was an opportunity for launching a discussion on responsibility in economics. It invited us to rediscover the author of *Small is Beautiful* (1973) and his philosophy of responsibility as elaborated in his *Guide for the Perplexed* (1977).

In his last publication, *Good Work* (1979), Schumacher was one of the first economists who urged to integrate the principles of Corporate Social Responsibility and Sustainability (CSRS) in economic discourse. Over 100 scholars and practitioners participated in the Antwerp conference from Europe, North America and Asia.

Spirituality and Sustainability: A New Path for Entrepreneurship

The Business Ethics Center organized the Annual Conference of the European SPES Forum from September 21–23, 2012 in Visegrad, Hungary. The title of the conference was *Spirituality and Sustainability: A New Path for Entrepreneurship*.

Keynote speakers included *Paul Shrivastava,* Professor and Director of the David O'Brien Centre for Sustainable Enterprise, John Molson School of Business, Concordia University, Montreal and *Janos Vargha,* Alternative Nobel Prize winning environmentalist and founder of the Danube Circle, Budapest.

Keynote speaker, Paul Shrivastava



Keynote speaker, Janos Vargha





Symbol of the conference, Karoly Marko: Visegrad (1826)

Ethical Leadership—The Indian Way



The Business Ethics Center was co-organizer of the conference on *Ethical Leadership: The Indian Way* from January 9–10, 2014 at the IFIM Business School in Bangalore, India. Over 60 Indian, European and American scholars and practitioners presented papers on the ethical challanges of leadership in Western and Eastern context.

Integral Ecology, Earth Spirituality and Economics

The Centre for Ecological Economics and Ethics of the Bodo Graduate School of Business, University of Nordland organized an international conference on *Integral Ecology, Earth Spirituality and Economics* from May 27–29, 2016 in Bodo, Norway. The collaborative partners were the European SPES Institute and the Business Ethics Center of the Corvinus University of Budapest.

The main inspiring source of the conference was Pope Francis' encyclical letter *Laudato si'.* Integral Ecology as proposed by the encyclical integrates concerns for people and the planet. An integral transdisciplinary understanding of the world ties science to human values. It sees the world as a systemically linked system of ecology, economy, equity and justice, accessible through the natural and social sciences, arts and humanities.

The program of the conference included the following presentations:

- Luk Bouckaert (Catholic University of Leuven): "Authenticity and Sustainability—The Search for a Reliable Earth Spirituality",
- Knut J. Ims (Norwegian School of Economics, Bergen) and Ove D. Jakobsen (University of Nordland): "Happiness and the Meaning of Life",

- Peter Timmerman (York University, Toronto): "Learning to Live in a Finite World",
- Daniel Deak (Corvinus University of Budapest): "Social Intervention in Nature",
- Hendrik Opdebeeck (University of Antwerp): "Integral Ecology: An Elegy?",
- Laszlo Zsolnai (Corvinus University of Budapest): "Integral Ecology, Frugality and the Intrinsic Value of Nature",
- Thomas Dienberg OFMCap (Munster), Bernd Beermann OFMCap (Munster) and Markus Warode (Munster): "Franciscan Approach towards Ecology",
- Rita Ghesquiere (Catholic University of Leuven): "Re-reading Robinson Crusoe (Defoe) and Friday (Tournier) with the Help of Ecocriticism",
- Jose Luis Fernandez Fernandez and Anna Bajo Sanjuan (Comillas Pontifical University, Madrid), and Jose Luis Retolaza Avalos (Deusto Business School, Bilbao): "Epistemological Approach to Sustainability: Enrichment from a Transcendent Jesuit Perspective",
- Manas Chatterji (Binghamton University, NY): "Corporate Social Responsibility and Ethics",
- Doirean Wilson (Middlesex University London): "What Price Consumerism?",
- Nel Hofstra (Erasmus University Rotterdam): "Regenerative Firms: Acknowledging the Intrinsic Value of Nature",
- V. Adinarayanan and Smrithi Rekha (Anaadi Foundation, India): "Shakti Leadership: An Embracing and Inclusive Leadership Model".

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Handelshøgskolen i Bodø



Venue of the conference, Bodo Graduate School of Business

Gross National Happiness and Buddhist Economics

As part of the *Budapest De-growth Week*, the Hungary–Bhutan Friendship Society and the Business Ethics Center organized a workshop on *Gross National Happiness and Buddhist Economics in Bhutan and Elsewhere* on September 1, 2016 in Budapest.



Gross National Happiness (GNH), developed in Bhutan, was presented as a major socio-economic tool for fostering non-Western types of economic development. It is related to Buddhism, but is more universally applicable. Principles of Buddhist economics, including "small is beautiful", and "less is more", were discussed. Buddhist entrepreneurial activities were presented using cases from Bhutan and Hungary.

Presentations included the following:

- Zoltan Valcsicsak (Hungary–Bhutan Friendship Society, Budapest): "Gross National Happiness–The Bhutan Experience",
- Laszlo Zsolnai (Corvinus University of Budapest): "Buddhist Economics",
- Gabor Kovacs, (Corvinus University of Budapest): "Buddhist Entrepreneurship in Hungary".

Corvinus—Princeton Faculty Seminar

On April 25, 2017 the Business Ethics Center organized a faculty seminar with David W. Miller and Michael J. Thate (Princeton University) with the heading *Are Business Ethics Relevant?*

In their presentation, David W. Miller and Michael J. Thate suggested that the relevance of business ethics can be seen as a question of utility in terms of profits, cultural concerns, and social capital regarding organizational health. However, in corporate context, "ethics" often becomes the domain of compliance and risk management. This is not to disparage compliance officers or their departments. Rather, the point is that there are limits to assigning "ethics" and evaluating activities as "ethical" to places or offices within corporations. Such approaches will necessarily be reactive to and driven by law, code, and policy.



PRINCETON
UNIVERSITY

Contemplative Science and Management

On May 19–21, 2017 the Business Ethics Center organized an international transdisciplinary conference on *Contemplative Science and Management* at the Corvinus University of Budapest. Co-organizing partners included the European SPES Institute, Mind & Life Europe, and the Hungary–Bhutan Friendship Society.



The conference invited scholars and practitioners devoted to exploring and presenting new developments in contemplative inquiry related to Buddhist Economics, Well-Being, Social Transformation, Mindful Organizations, and Ecological Worldview in a management context. This particular combination of fields represented a unique nexus for reflection and action in developing more mindful and sustainable management practices for organizations in economic and social life. Post-modernism, process philosophy, complex systems theory, feminism, inter-spirituality, integral theory, embodied mind, and global/planetary consciousness can serve to catalyze the much required transformation at the individual, organizational and societal level.

The program included the following presentations:

- Clair Brown (University of California at Berkeley): "The Role of Organizations in Buddhist Economics",

- Ernest C.H. Ng (The University of Hong Kong): "Mindfulness and Buddhist Economics in the Financial Market",
- Kevin T. Jackson, (Solvay Brussels School of Economics and Management): "Virtue Ethics and Contemplative Practices",
- Zack Walsh (Claremont School of Theology): "Corporate Mindfulness: A Synopsis of Critical and Constructive Approaches",
- Sander G. Tideman (Mind & Life Europe): "Buddhist Principles for Managing Sustainable Economic Systems",
- Paola Di Maio (Palpung Sherabling Institute of Higher Buddhist Studies): "Natural Wisdom to Get Things Done",
- Xabier Renteria-Uriarte (University of the Basque Country, Bilbao): "Contemplative Management: Five Proposals for its Deep Practice and Understanding",
- Katalin Illes (University of Westminster, London) and Peter L. Jennings (London): "Contemplation in Leadership and Leadership Development",
- Vincenzo Giorgino (University of Torino): "Contemplative Knowledge without Borders",
- Ora Setter (Tel Aviv University): "Can Spirituality Lead to Unethical Behavior?",
- Knut J. Ims (Norwegian School of Economics, Bergen): "Wellness, Sufficiency and Deep Ecology",
- Hendrik Opdebeeck (University of Antwerp): "Gross National Product versus Gross National Happiness",
- Zoltan Valcsicsak (Hungary–Bhutan Friendship Society): "Bhutan and the Loden Experience".

Tel Aviv University Conference on Caring Entrepreneurship

The Coller School of Management of Tel Aviv University hosted the *2017 Annual European SPES Conference* on September 4–6, 2017 in Tel Aviv, Israel. Collaborative partners include the European SPES Institute and the Business Ethics Center of the Corvinus University of Budapest.

The central theme of the conference was how to develop a new ethos of entrepreneurship in which caring for fellow human beings, future generations and nature play a primordial role. Practical wisdom from the Jewish and other faith traditions suggests that enterprises with a spiritual value orientation can flourish, and serve the interests of business and the wider community better than conventional enterprises that operate according to a narrow financial bottom line.

The program included the following presentations:

- Yehuda Kahane (Tel Aviv University): "The Metrics in a New Economy. The B2T by 2020 Project",
- Laszlo Zsolnai (Corvinus University of Budapest): "Business Responsibility and Future Generations",
- Dana Zelicha (Interdisciplinary Center Herzliya and OWBA—The Well Being Agency): "Mindful Entrepreneurship",
- Keren Tsuk (Tsukconsult): "Mindfulness as the Main Qualities of Leadership",
- Jose Luis Fernandez Fernandez and Cristina Diaz de la Cruz (Pontifical University Comillas, Madrid): "Social Catholic Thought and the Economy of Communion as Business Model",
- Anke Turner (Hochschule Fresenius, Hamburg) and Subhasis Chakrabarti (Vedanta Institute, Kolkata): "Vedantic Perspective on Caring Entrepreneurship",
- Gabor Kovacs (Corvinus University of Budapest): "The Caring Attitude of Christian and Buddhist Entrepreneurs",
- Sanjoy Mukherjee (Indian Institute of Management, Shillong): "Unleashing the Creative Spirit in Management Education: Insights from Rabindranath Tagore",
- Yael Almog Zackai (Conscious Capitalism, Israel): "What is Conscious Capitalism?",
- Kevin T. Jackson (Solvay Brussells School of Economics and Management): "Getting to the Heart of Compassion in Philosophy and Economic Life",
- Mark Kriger (Norwegian Business School, Oslo): "Wise Leadership for Turbulent Times: Lessons from the World's Great Spiritual Traditions",
- Henri-Claude de Bettignies (INSEAD): "Spirituality and Management Practice, Care Management and Corporate Effectiveness: Fashionable Bedfellows or Paths toward the Future?",
- Pavel Chalupnicek (Catholic University of Leuven): "Making the Right Difference: Social Entrepreneurship, Conscience, and Common Good",



Conference organizers:
Ora Setter, Yehuda Kahane and Laszlo Zsolnai



- Katalin Illes (University of Westminster, London) and Jennifer Wascak (London): "Caring for the Other",
- Mali Nevo (Tel-Aviv University): "The Eco Appreciation Perspective: Moving towards a Sustainable Future",
- Andras Ocsai (Corvinus University of Budapest): "Value Orientation of Ecologically Conscious Businesses",
- Imre Ungvari-Zrinyi (Babes-Bolyai University, Cluj–Kolozsvar): "Spirituality in Authentic Human and Social Relations—Martin Buber and Jeremy Rifkin",
- Galia Cukierman (Ministry of Agriculture and Rural Development and Hebrew University of Jerusalem): "Growing a Better Future for Our World",
- Knut J. Ims (Norwegian School of Economics, Bergen): "Nature, Economics and Caring Leadership",
- Janos Vargha (Danube Circle, Budapest): "Human–River Relationship in the 21st Century",
- Garry Jacobs (World Academy of Art and Science): "A Consciousness Approach to Management, Economics and Life",
- Tal Ronen (YKCenter, Tel Aviv): "The Global Gamechangers Impact Lab".

WEBSITE OF THE CONFERENCE

https://caringentrepreneurship.net/

Corvinus and Rome Seminar

On April 11, 2018 the Business Ethics Center organized a faculty seminar with Gian-Vittorio Caprara (University of Rome "La Sapienza") on *Moral Disengagement*.

Caprara argued that in reality what people proclaim in the domain of values and virtues does not necessary correspond to what people do, as declarative morality does not necessarily turn into practical morality. Since individuals have to live with themselves, they strive to preserve self-views as people worth of respect. This, however, can be achieved through means that may also include compliance, self-deception and moral disengagement, when self-interest is at stake and people behavior do not accord with their moral standards.

Mechanisms of moral disengagement discovered by Stanford psychologist Albert Bandura—like moral justification, advantageous comparison, euphemistic labeling, diffusion of responsibility, displacement of responsibility, distortion of consequences, attribution of blame, and dehumanization—largely account for a kind of moral leniency that allow people to live in peace with their conscience despite transgressing the moral principles they proclaim. The same mechanisms have been proved to be at work across context so to undermine the set of reciprocal obligations and expectations that the good society entails regarding trust, respect and fair treatment.

Caprara's conclusion was that an ethic of public good requires moral agents capable of refraining from doing what may damage others and fully committed to the pursuit of common good.

SAPIENZA
UNIVERSITÀ DI ROMA



Gian-Vittorio Caprara
(University of Rome "La Sapienza")

Publications

Since 1993, the Business Ethics Center and its members have published 41 books. The most important are the following titles.

Social and Ethical Aspects of Economics

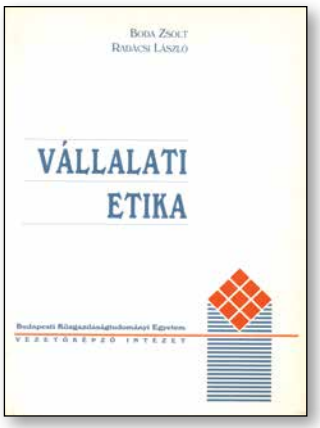


In 1993 the Business Ethics Center published the Hungarian version of the book *Social and Ethical Aspects of Economics* produced by the *Pontifical Council for Justice and Peace*. The book was edited by Professors *Ignazio Musu* (University of Venice "Ca Foscari") and *Stefano Zamagni* (University of Bologna). It contains contributions by world-renowned scholars including Nobel Prize winning economists *Kenneth J. Arrow* ("Moral Thinking and Economic Interaction"), *Robert E. Lucas* ("Ethics, Economic Policy and the Understanding of Economic Development") and *Amartya Sen* ("Some Contemporary Economic and Social Issues"). The book demonstrates that ethics is an irreducible and crucial aspect of economics.

Ethics in the Economy



In 1993 *Jozsef Kindler* and *Laszlo Zsolnai* edited a volume entitled *Ethics in the Economy* in Hungarian published by Keraban Kiado. The volume contains classic papers of business ethics. Contributions include the following: "Individual Freedom as Social Commitments" by *Amartya Sen*, "The I & We Paradigm" by *Amitai Etzioni*, "Ethics in the Market Economy" by *Peter Koslowski*, "Moral and Economic Welfare" by *Tibor Scitovsky*, "Can a Corporation Have Conscience?" by *Kenneth E. Goodpaster* and *John B. Matthews*, "Conflict and Consensus: Ethics as Shared Value Horizon in Strategic Planning" by *Peter Pruzan* and *Ole Thyssen*, and "Stakeholder Management" by *Edward R. Freeman*.



Corporate Ethics

In 1997 *Zsolt Boda* and *Laszlo Radacsi* edited a book on corporate ethics in Hungarian. Each of the chapters begins with introductory comments by a contributing editor to summarize the most important concepts and issues of the given topic. Works of prominent American scholars are then included in each chapter.

The contents of the book are as follows:

Chapter 1

- Zsolt Boda: "The Social Responsibility of Business"

  Readings: Kenneth E. Goodpaster (Harvard Business School) and John B. Matthews (Harvard Business School): "Can a Corporation Have a Conscience?" | George Brenkert (Georgetown University): "Private Corporations and Public Welfare" | W. Michael Hoffman (Bentley College): "Business and Environmental Ethics"

Chapter 2

- Laszlo Radacsi: "The Stakeholder Theory of Business"

  Readings: William M. Evan (University of Pennsylvania) and Edward R. Freeman (University of Virginia): "A Stakeholder Theory of the Modern Corporation: Kantian Capitalism" | Edward R. Freeman (University of Virginia) and D.R. Gilbert, Jr.: "Managing Stakeholder Relationships"

Chapter 3

- Laszlo Radacsi: "The Employees and the Customers"

  Readings: Patricia A. Werhane (University of Virginia): "A Bill of Rights for Employees and Employers" | N. Craig Smith (INSEAD): "Ethics and the Marketing Manager"

Chapter 4

- Laszlo Radacsi: "Ethical Institutions in Corporations"

  Readings: W. Michael Hoffman (Bentley College): "Developing the Ethical Corporation" | Lisa H. Newton (Fairfield University): "The Many Faces of Corporate Code"

Chapter 5

- Zsolt Boda: "The Ethics of the Multinational Company"

  Reading: Thomas Donaldson (University of Pennsylvania): "Moral Minimums for Multinationals"

The European Difference

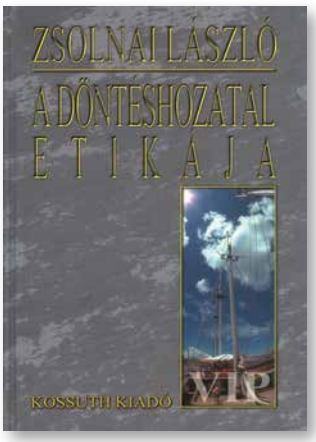


Laszlo Zsolnai edited the book *The European Difference—Business Ethics in the Community of European Management Schools.* The book was published in 1998 by Kluwer Academic Publishers, Boston, Dordrecht, London. The book collects the business ethics visions, programs and experiences of member universities of the Community of European Management Schools (CEMS).

Chapters include the following:

- Peter Pruzan (Copenhagen Business School): "Theory and Practice of Business Ethics in Denmark",
- Hans De Geer (Stockholm School of Economics): "Business Ethics at the Stockholm School of Economics",
- Nel Hofstra and Luit Kloosterman (Erasmus University Rotterdam): "'Polder-Ethics': Business Ethics in the Netherlands",
- Yvon Pesqueux (HEC Paris): "Business Ethics in France: 'Comment faire sans philosophie?'",
- Josep M. Lozano (ESADE Business School, Barcelona): "From Teaching to Learning of Business Ethics in Barcelona",
- Peter Ulrich and Thomas Maak (University of St. Gallen): "Integrative Business Ethics —A Critical Approach in St. Gallen",
- Lidmila Nemcova (University of Economics, Prague): "Business Ethics at the University of Economics in Prague",
- Laszlo Zsolnai (Corvinus University of Budapest): "Establishing Business Ethics in Budapest".

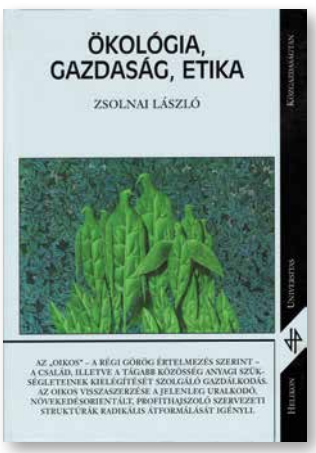
The main message of the book is that European business ethics is deeply rooted in culture and less influenced by abstract principles or ideas. In European countries, culture is probably the main regulating force that provides a solid basis for ethics in general, and for business ethics in particular.



Ethics of Decision Making

The Hungarian book by Laszlo Zsolnai entitled *Ethics of Decision Making* was published in 2000 by Kossuth Kiado. The book provides an operational model of *responsible decision making* applicable in complex choice situations of business administration and public policy, where the choice has wide-ranging consequences, not only for the decision maker, but also for other parties.

Zsolnai identifies *norms*, *goals* and *stakeholders* as major factors in complex choice situations. Deontological, goal achievement and stakeholder aspects represent irreducible facets of complex choice situations. *Responsible choice* is defined as a *practical synthesis* of *reverence* for the applying ethical norms, *rationality* in goal achievement, and *respect* for the stakeholders. The *maximin* rule is proposed to select the "least worst" alternatives in the multidimensional decision space of deontological, goal achievement, and stakeholder values. The book concludes with the character traits of the *responsible person*.

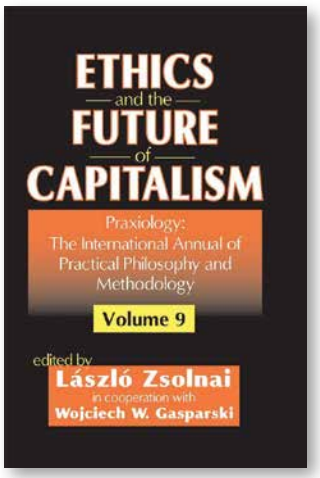


Ecology, Economics, and Ethics

In 2001 Laszlo Zsolnai published a book entitled *Ecology, Economics, and Ethics* in Hungarian by Helikon Kiado. The book is organized around the idea of the early Greek concept of "oikos" which refers to a substantive way of economizing that can ensure the livelihood of people.

The book argues for regaining the "oikos." It is not possible by large-scale companies, which aim at maintaining their international competitiveness and speeding economic growth. It can rather be achieved by small-scale communities that run their own economic affairs in a substantive way to meet most of their requirements through local trade and resources. Communities can develop economic cultures that enable them to live a good life within the limits of their own environment and at the same time, to maintain the integrity and stability of the natural world.

Ethics and the Future of Capitalism



In 2002, the book entitled *Ethics and the Future of Capitalism* was published by Transaction Publishers in New Brunswick and London. Laszlo Zsolnai edited the book in cooperation with Wojciech W. Gasparski.

This volume addresses the ethical problems of the capitalist economy with special reference to globalization.

In Chapter 1, George Soros's criticism of "market fundamentalism" is introduced. *Andras Brody* (Hungarian Academy of Sciences), *Olivier Giscard d'Estaing* (INSEAD), *Ferenc Rabar* (Corvinus University of Budapest), and *Jorn Rusen* (University of Witten/Herdecke) discuss and further develop Soros's main argument that *laissez-faire capitalism* undermines the very values on which *open* and *democratic societies* depend. The instabilities and inequalities of the capitalist system tend to feed into nationalistic, ethnic and religious fundamentalism. We should prevent a return to that kind of fundamentalism by *correcting* the excesses of *market fundamentalism* beforehand.

In Chapter 2, *Peter Koslowski* (Hannover Institute of Philosophy) stresses that a capitalist economy can show individuals the *relative prices* and the *optimal allocation* of *resources* but cannot relieve them of making the choice between goals and values. For this reason there is a need for *reembedding* business, the market, and economic motivation into the framework of *ethical* and *social norms*. Capitalism should be *reembedded* in the ethics and culture of a society.

In Chapter 3, *Lubomir Mlcoch* (Charles University, Prague) focuses on the *problematic* of *Czech-style capitalism.* He argues that introducing *laissez-faire capitalism* without respecting the *cultural norms and institutional settings* of a society necessarily leads to great *inefficiency* and enormous *social losses.*

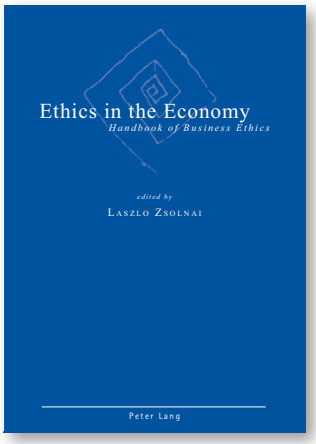
In Chapter 4, *Stefano Zamagni* (University of Bologna) investigates the role of civil society in relation to the market and the state. He shows that civil society is based on *reciprocity*, a quality that is vital in the functioning of advanced market economies. Reciprocity ties may modify the outcome of the economic game either by stabilizing the *cooperative behavior* of agents or by endogenously *altering* the *preferences* of the agents themselves. Civil society can contribute significantly to the *development* of capitalism.

In Chapter 5, *Edward R. Freeman*'s (University of Virginia) ideas about stakeholder capitalism are introduced. He argues that the stakeholder relationship is a key to understanding the functioning of business in today's world. *Stakeholder capitalism* allows for the possibility that *business* can be a *fully human institution* that urges managers to *create value* for *all stakeholders*.

In Chapter 6, *Wojciech W. Gasparski* (Polish Academy of Sciences) introduces the *praxiology tradition* in the debate about ethical aspects of capitalism. He proposes a "triple E" paradigm for judging

economic actions; namely, *effectiveness*, *efficiency*, and *ethics*. A well-functioning economy should satisfy all these criteria simultaneously. Some *religious perspective* is provided to defend the "triple E" model.

In Chapter 7 of the book, *Laszlo Zsolnai* (Corvinus University of Budapest) explores the conditions of the ethical and social acceptability of profit making. He argues that profit is *ethically acceptable* if it is produced by activities that in aggregate do not violate the existing ethical norms. Profit is *socially acceptable* if it is produced by activities that in aggregate do not cause harm to the stakeholders. Hence, *non-violence* emerges as a necessary condition of acceptable business practices.



Ethics in the Economy: Handbook of Business Ethics

Under the direction of Laszlo Zsolnai, the CEMS Business Ethics Faculty Group produced a book entitled *Ethics in the Economy: Handbook of Business Ethics* in 2002 by Peter Lang Academic Publishers, Oxford.

This book presents a *non-instrumental approach* to business ethics, arguing that there is a chance to improve the ethical quality of our economic activities only if our motivation is *genuinely ethical*; that is, only if we want to realize ethical conduct for its own sake.

The structure of the book is as follows:

- Laszlo Zsolnai (Corvinus University of Budapest): "New Agenda for Business Ethics",
- Peter Ulrich (University of St. Gallen): "Ethics and Economics",
- Laszlo Zsolnai (Corvinus University of Budapest): "The Moral Economic Man",
- Hans De Geer (Stockholm School of Economics): "Business and Society",
- Aloy Soppe (Erasmus University Rotterdam): "Ethical Theory of the Firm",
- Eleanor O'Higgins (University College Dublin): "The Stakeholder Corporation",
- Muel Kaptein and Johan Wempe (Erasmus University Rotterdam): "Ethical Dilemmas of Corporate Functioning",
- Albert Bandura (Stanford University), Gian-Vittorio Caprara (University of Rome "La Sapienza"), and Laszlo Zsolnai (Corvinus University of Budapest): "Corporate Transgressions",
- Josep M. Lozano (ESADE Business School, Barcelona): "Organizational Ethics",
- Martin Buscher (University of St. Gallen): "Ethics of the Market",

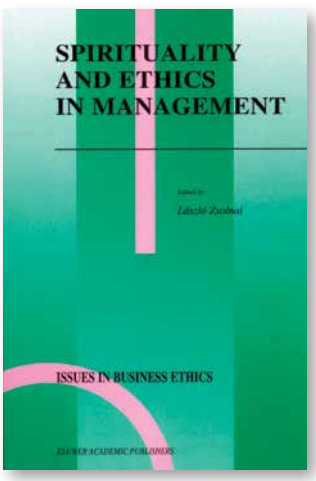
- Zsolt Boda (Corvinus University of Budapest): "International Ethics and Globalization",
- Antonio Tencati (Bocconi University, Milan): "Managing Sustainability",
- Mette Morsing and Peter Pruzan (Copenhagen Business School): "Values-Based Leadership",
- Laszlo Zsolnai (Corvinus University of Budapest): "Future of Capitalism".



CEMS faculty group members, Zsolt Boda (left), Knut J. Ims (middle) and Antonio Tencati (right)

The book provides a *European perspective* without falling prey to Eurocentrism. For the authors, the European approach is about *respect* for *otherness* and a dialogical attitude toward *non-European values* and *cultures*. In this spirit the authors invite everyone interested in and dedicated to developing ethics in the economy to an *open dialogue* of equal parties. Ethics is one of the oldest projects of humanity and there can reasonably be no end to *rethinking ethics* in our economic affairs.

Spirituality and Ethics in Management



In 2004 the book *Spirituality and Ethics in Management*, edited by Laszlo Zsolnai, was published by Kluwer Academic Publishers. The book is a collection of scholarly papers focusing on the role of spirituality and ethics in renewing the contemporary management praxis. The basic argument is that a more inclusive, holistic and peaceful approach to management is needed if business and political leaders are to uplift the environmentally degrading and socially disintegrating world of our age.

The book uses diverse value-perspectives (Hindu, Catholic, Buddhist, and Humanist) and a variety of disciplines (philosophy, ethics, management studies, psychology, and organizational sciences) to extend traditional reflections on corporate purpose and focuses on a self-referential organizational-existential search for meaning, identity and success.

The main contributions of the book are as follows:

- Laszlo Zsolnai (Corvinus University of Budapest): "Spirituality in Management",
- Peter Pruzan (Copenhagen Business School): "Spirituality as the Context for Leadership",

- S.K. Chakraborty (Indian Institute of Management, Calcutta): "Spirit-centered, Rajarshi Leadership",
- Luk Bouckaert (Catholic University of Leuven): "Spirituality and Economic Democracy",
- Robert Allinson (Chinese University of Hong Kong): "The Birth of Spiritual Economics",
- Alpar Losoncz (University of Novy Sad): "Spiritual Motivation in Management",
- Imre Lazar (Semmelweis Medical University, Budapest): "Spirituality and Human Ecosystems",
- Ole Fogh Kirkeby (Copenhagen Business School): "Loyalty and the Sense of Place",
- Kerry Cochrane (University of Sydney): "Learning and Spirituality",
- Wojciech W. Gasparski (Polish Academy of Sciences): "Beyond the Prose of Business",
- Tibor Hejj (Proactive Management Consulting Ltd., Budapest): "The Economy of Sharing",
- Mike J. Thompson (GoodBrand, London): "Spirituality as Faith in Relation to Management",
- Yazdi Jehangir Bankwala (Singapore): "Organizational Transformation through Human Values",
- William C. Miller (Global Dharma Center, India and USA): "Spiritually-Based Leadership",
- Josep M. Lozano and Raimon Ribera (ESADE Business School, Barcelona): "A New Chance for Management, A New Challenge for Spirituality",
- Laszlo Zsolnai (Corvinus University of Budapest): "Taking Spirituality Seriously".

The book was republished by Spinger in 2011.

THE WEBSITE OF THE BOOK

https://www.springer.com/gp/book/9789400711525



Global Ecopolitics

Zsolt Boda published a book on *Global Ecopolitics* in Hungarian in 2004 by Helikon Kiado. The book is about the problems of global governance of the environmental commons. It overviews the role of the three basic coordination mechanisms in securing environmental goods: market, politics, and society (coordination by norms).

The table of contents of the book is as follows:

Introduction: The Crisis of Global Commons and the Challenge of Global Governance

Part 1. The Global Market

- The "Green" Market
- The Ecological Effects of Globalization
- Property Rights over Biological Diversity
- The Markets of Climate and Water

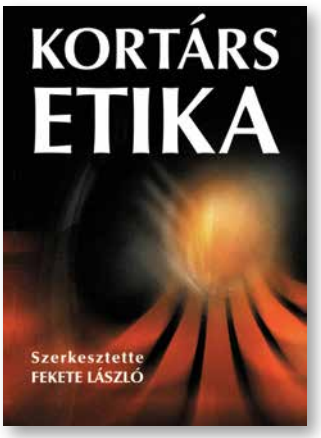
Part 2. Global Politics

- States in International Environmental Politics
- International Environmental Cooperation
- The North-South Divide and the Ideologies of Global Governance
- The Free Trade Regime and the Environment

Part 3. The Global Society

- The Global Civil Society
- NGOs in Global Environmental Governance
- From the Local to the Global and Back
- Conclusion

Ethics Today



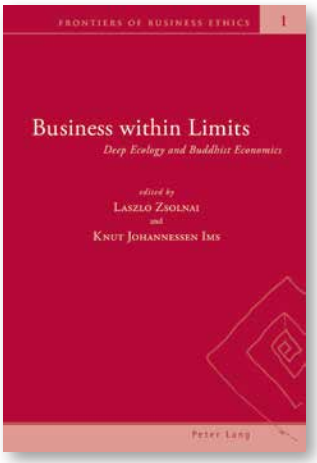
In 2004 "Tankonyvkiado" published the book *Ethics Today* in Hungarian edited by Laszlo Fekete. The book provides an overview of the current ethical problems in the contexts of economy, politics, the state and its citizens, communications, scientific knowledge, technical culture and the environment.

The book summarizes the current trends in bioethics, research and technology ethics, business ethics, the ethics of information and communications, environmental ethics, public sector and government ethics, international ethics, and political ethics.

The book contains the following papers:

- Laszlo Fekete (Corvinus University of Budapest): "Introduction",
- Gabor Toronyai (Corvinus University of Budapest): "At the Edge of Morality and Politics: Personal Responsibility in the Construction of the Outside World",
- Laszlo Zsolnai (Corvinus University of Budapest): "Economic Ethics",
- Gyula Gulyas (Corvinus University of Budapest): "The Ethics of Public Administration",
- Zsolt Boda (Corvinus University of Budapest): "The Ethics of International Relations",

- Laszlo Fekete (Corvinus University of Budapest): "The Freedom of Expression and the Ethics of Communications",
- Laszlo Harsing (University of Miskolc): "The Ethics of Scientific Research",
- Jozsef Kovacs (Semmelweis Medical University, Budapest): "Bioethics",
- Laszlo Molnar (Budapest University of Technology and Economics): "Environmental Ethics",
- Laszlo Ropolyi (Eotvos University, Budapest): "Ethics and Technics".



Business within Limits

The book *Business within Limits: Deep Ecology and Buddhist Economics* edited by Laszlo Zsolnai and Knut J. Ims was published in 2005 by Peter Lang Academic Publishers in Oxford.

The book explores the *Deep Ecology* perspective and *Buddhist Economics* for transforming business toward a more ecological and human form. It argues that business is an existential enterprise because its decisions and policies greatly influence the fate and survival of nature, society and future generations. Ecology and ethics provide limits for business within which business is legitimate and productive. By transgressing ecological and ethical limits business activities become destructive and self-defeating.

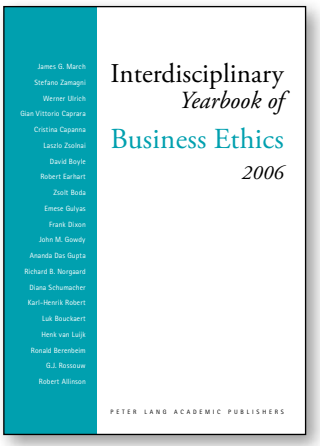
The book is a product of the collaboration of 12 scholars from four continents. The papers of the book are as follows:

- Knut J. Ims (Norwegian School of Economics, Bergen) and Laszlo Zsolnai (Corvinus University of Budapest): "Shallow Success and Deep Failure",
- Richard Welford (The Chinese University of Hong Kong): "Tackling Greed and Achieving Sustainable Development",
- Ove D. Jakobsen and Stig Ingebrigtsen (University of Bodo): "Economics and Culture",
- John Gowdy (Rensselaer University): "Business Ethics and the Death of Homo Oeconomicus",
- Peter Daniels (Griffith University, Brisbane): "Reducing Society's Metabolism",
- Nel Hofstra and Aloy Soppe (Erasmus University Rotterdam): "Finance as if Nature Mattered",
- Zsolt Boda (Corvinus University of Budapest): "Respecting the Commons",
- Julie A. Nelson (Tufts University): "The Relational Firm: A Feminist Analysis",

- Knut J. Ims (Norwegian School of Economics, Bergen): "Take it Personally",
- Mike Bell (Inukshuk Management): "Toward an Ecology of Spirit",
- Laszlo Zsolnai (Corvinus University of Budapest): "Ethical Business".

THE WEBSITE OF THE BOOK
https://www.peterlang.com/view/title/9807

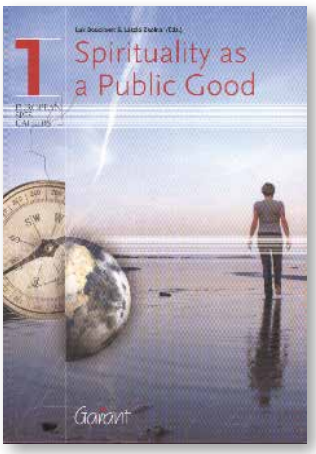
Interdisciplinary Yearbook of Business Ethics



In 2006 the Business Ethics Center published an *Interdisciplinary Yearbook of Business Ethics* at Peter Lang Academic Publishers in Oxford. The yearbook contains papers by leading scholars and practitioners such as:

- James G. March (Stanford University): "The Myth of Rationality",
- Stefano Zamagni (University of Bologna): "Ethical Foundation of CSR",
- Werner Ulrich (University of Fribourg): "Boundary Critique: a New Approach to Professional and Business Ethics",
- Gian-Vittorio Caprara and Christina Campana (University of Rome "La Sapienza"): "Moral Disengagement in the Exercise of Civicness",
- Laszlo Zsolnai (Corvinus University of Budapest): "Ethical Decision Making",
- David Boyle (New Economics Foundation, London): "Authenticity",
- Robert Earhart (TBLI, Amsterdam): "The Maturation of Sustainable Investment",
- Zsolt Boda and Emese Gulyas (Corvinus University of Budapest): "The Ethical Consumerism Movement",
- Frank Dixon (Innovest, New York): "Gross National Happiness, Ecological Sustainability of Business",
- John Gowdy (New York), Ananda Das Gupta (Bangalore), Robert B. Norgaard (Berkeley), and Karl-Henrik Robert (Sweden): "Reflections on Ecological Sustainability",
- Luk Bouckaert (Catholic University of Leuven): "The Ethics Management Paradox",
- Henk van Luijk (Nyenrode Business University), Ronald Bereinbeim (The Conference Board, New York), Deon Rossouw (University of Pretoria), and Robert Elliott Allinson (Soka University of America): "Comments on the Ethics Management Paradox".

THE WEBSITE OF THE BOOK
https://www.peterlang.com/abstract/title/9851?rskey=G94Yyu&result=1



Spirituality as a Public Good

In 2007 the book *Spirituality as a Public Good* edited by *Luk Bouckaert* and *Laszlo Zsolnai* was published by Garant in Antwerp/Apeldoorn.

The book contains papers such as:

- Luk Bouckaert (Catholic University of Leuven): "Spirituality in Economics",
- Laszlo Zsolnai (Corvinus University of Budapest): "Ethics Needs Spirituality",
- Mike J. Thompson (GoodBrand, London): "'Homo Spiritualis' in Business",
- Lorna Gold (Trocaire, Dublin): "The Economy of Communion",
- Josep F. Maria (ESADE Business School, Barcelona): "The Many Faces of Globalization",
- Thierry Verhelst (Brussels): "A New Paradigm for a New Globalization",
- David Peat (Pari Center for New Learning, Italy): "World Relgion and World Politics",
- Diana Schumacher (Schumacher Society, UK): "The Search for a World Spirituality".

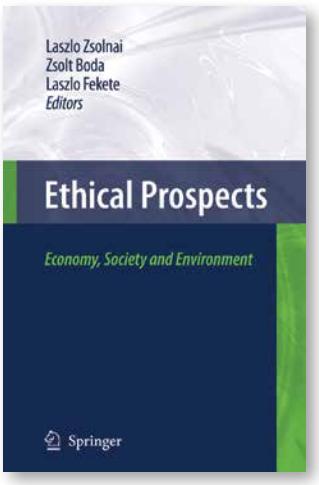
THE WEBSITE OF THE BOOK

http://www.maklu.be/MakluEnGarant/BookDetails.aspx?id=9789044121568



Luk Bouckaert (left) and Laszlo Zsolnai (right) in Leuven, Belgium

Ethical Prospects—Economy, Society and Environment



The book *Ethical Prospects—Economy, Society and Environment* was published in 2009 by Springer. Editors of the book are Laszlo Zsolnai, Zsolt Boda and Laszlo Fekete. The book presents and summarizes new perspectives and leading-edge results in ethics reflecting on interconnected economic, social and environmental issues. The book reports on innovative practices and policy reforms and provides a forum for discussion about groundbreaking theories.

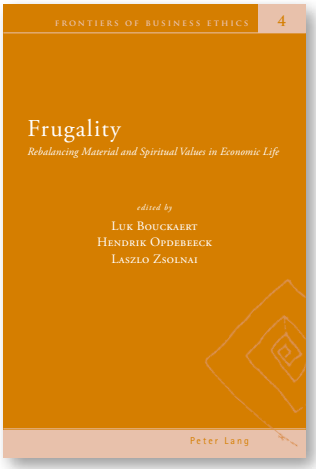
The book contains the following papers:

- Edwin M. Epstein (University of California at Berkely): "The Good Company",
- Imre Ungvari-Zrinyi (Babes-Bolyai University, Cluj–Kolozsvar): "Dialogic Ethics for Business",
- Eleanor O'Higgins (University College Dublin) and Yvon Pesqueux (CNAM, Paris): "Management Education—A Path to Business Integrity?",
- Robert Elliott Allinson (Soka University of America and The Chinese University of Hong Kong): "Value Creation as the Foundation of Economics",
- Laszlo Zsolnai (Corvinus University of Budapest): "Buddhist Economics for Business",
- Laura Albareda and Josep M. Lozano (ESADE Business School, Barcelona), Antonio Tencati and Francesco Perrini (Bocconi University, Milan), and Atle Midttun (Norwegian School of Management, Oslo): "The Role of Government in Corporate Social Responsibility",
- Frank Dixon (Innovest, New York): "Sustainable Systems Implementation",
- Laszlo Fekete (Corvinus University of Budapest): "Public versus Private Domain: Knowledge and Information in the Global Communications Network",
- James Robertson (Oxford): "Changing The Scoring System for the Game of Economic Life",
- Frans de Clerck (Triodos Bank Belgium): "Ethical Banking",
- Jakob von Uexkull (Council for Future Generations): "Representing Future Generations",
- Benedek Javor (Defence for the Future, Budapest): "A Speechless Mass Behind Sustainability",
- Paula Tiihonen (Committee for the Future, The Parlament of Finland): "The Right of Future Generations",
- Laura Nash (Harvard University): "The Legacy of Business Leaders",

- J.M. Sampath (Arpitha-Associates Pvt. Ltd., India): "Enhancing the Quality of our Decisions for Nurturing a Sustainable World",
- Peter Ulrich (University of St. Gallen): "Republican Liberalism versus Market Liberalism",
- Stephen B. Young (The Caux Round Table, Minneapolis): "Comments on Peter Ulrich's 'Republican Liberalism versus Market Liberalism'",
- Jean-Pierre Galavielle (University of Paris 1, "la Sorbonne"): "Who Can Civilize the Market?",
- Alpar Losoncz (University of Novy Sad): "Is Ethics Integral?",
- Gerhold K. Becker (Assumption University, Bangkok and Hong Kong Baptist University): "Which Role for Business Ethics? Some Reflections on Peter Ulrich's Statement",
- Peter Ulrich (University of St. Gallen): "Reply: Republican Liberalism and Its Implications for Business Ethics".

THE WEBSITE OF THE BOOK

http://www.springer.com/social+sciences/applied+ethics/book/978-1-4020-9820-8



Frugality: Rebalancing Material and Spiritual Values in Economic Life

In 2008 the book *Frugality: Rebalancing Material and Spiritual Values in Economic Life* edited by Luk Bouckaert, Hendrik Opdebeeck and Laszlo Zsolnai was published by Peter Lang Academic Publishers, Oxford.

The main messages of the book are the folowing: (1) The present unsustainable lifestyle of mankind requires drastic changes. Western-style consumer capitalism has resulted in global climate change, ecosystem degradation and huge biodiversity loss. Also, it has caused massive unhappiness and emptiness in rich countries and social disintegration worldwide. (2) The interests of nature, society and future generations require a considerable reduction of material throughput of the economy and a reorientation of our economic activities. This could become possible by employing a more spiritual approach to life and the economy. (3) By rational choice we can develop a more frugal and sufficient way of life, but material temptations can always overwrite ecological, social and ethical considerations. However, the spiritual case for frugality is strong enough. Spiritually based frugal practices may lead to rational outcomes such as reducing both ecological destruction, and social disintegration as well as the exploitation of future generations.

The book contains the following papers:

- Luk Bouckaert (Catholic University of Leuven), Hendrik Opdebeeck (University of Antwerp) and Laszlo Zsolnai (Corvinus University of Budapest): "Why Frugality?",
- Luk Bouckaert (Catholic University of Leuven): "Rational versus Spiritual Concept of Frugality",
- Rafael Esteban (Cambridge): "Frugality and the Body",
- Francis Kadaplackal (Catholic University of Leuven): "How Can the Idea 'Created Co-Creator' Contribute to the Nurturing of Frugality in Economic Life?",
- Laurie Michaelis (Oxford): "Quaker Simplicity",
- Dirk Geldof (The Green Party, Antwerp): "Over-Consumption",
- Ronald Commers and Wim Vandekerckhove (University of Gent): "Frugality and the Moral Economy of Late Capitalism",

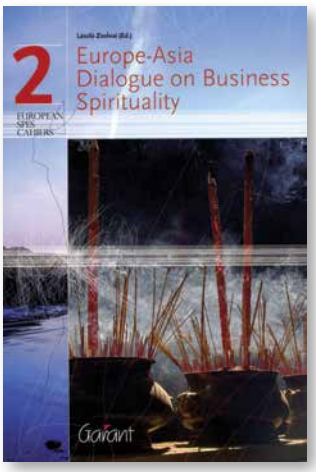


The symbol of frugality: Geertgen tot Sint Jans, St. John the Baptist in the Wilderness (1490–95)

- Knut J. Ims (Norwegian School of Economics, Bergen) and Ove D. Jakobsen (Bodo Graduate School of Business): "Consumerism and Frugality—Contradictory Principles in Economics?",
- Hendrik Opdebeeck (University of Antwerp): "The Urgency of a Frugality-based Economics",
- Herman E. Daly (University of Maryland): "Frugality First",
- Ronald Jeurissen (Nyenrode Business University) and Bert van de Ven (Tillburg University): "Frugal Marketing: Can Selling Less Make Business Sense?",
- Robert Frank (Cornell University): "Progressive Consumption Tax",
- Laszlo Zsolnai (Corvinus University of Budapest): "Buddhist Economic Strategy".

THE WEBSITE OF THE BOOK

https://www.peterlang.com/abstract/title/10217?rskey=AP3jcb&result=1



Europe–Asia Dialogue on Business Spirituality

The book *Europe–Asia Dialogue on Business Spirituality* edited by Laszlo Zsolnai was published in 2008 by Garant, Antwerp/Apeldoorn.

Values, purposes and functions of European and Asian businesses are topics of vital importance today. The book contains selected papers of the "Europe–Asia Dialogue on Business, Ethics & Spirituality" annual conference of the European SPES Forum held in 2006 in Budapest, Hungary. Scholars and practitioners from England, Norway, Sweden, and Hungary as well as from India, Indonesia, Japan, and the USA shared their views on European and Asian ways of doing business.

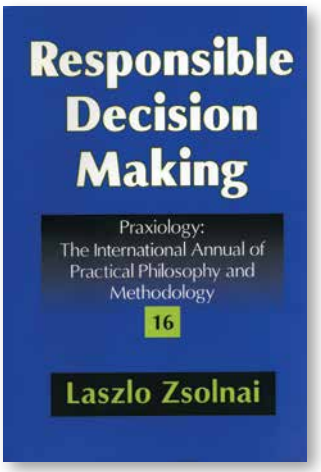
The contents of the book are as follows:

- Laszlo Zsolnai (Corvinus University of Budapest): "The Europe–Asia Dialogue",
- Mike J. Thompson (GoodBrand, London): "The Practice of Spiritual Dynamics in Business",
- Sanjoy Mukherjee (Indian Institute of Management, Calcutta): "Igniting Spirit in Business: Indian Insights",
- Bengt Gustavsson (University of Stockholm): "Globalization and Values in the Indian Context",
- Katalin Botos (Pazmany Peter Catholic University, Budapest): "Business Ethic Teaching of Religions and Economic Development",
- S. Prakash Sethi (Barruch College, City University of New York) and Rev. David B. Lowry (International Center for Corporate Accountability, New York): "Coping with Cultural Conflicts in International Operations",
- Peter Verhezen (CIMAD, Singapore–Indonesia): "Guanxi: Instrumental or Pragmatically Ethical?",
- Judit Hidasi (Budapest Business School): "Culture Change and its Impact on Business Ethics in Japan",
- Knut J. Ims (Norwegian School of Economics, Bergen) and Ove D. Jakobsen (Bodo Graduate School of Business): "Quality of Life—The Golden Mean between Materialistic Consumerism and Spiritual Existentialism".

THE WEBSITE OF THE BOOK

http://www.maklu.be/MakluEnGarant/BookDetails.aspx?id=9789044122831

Responsible Decision Making



Almost 20 years of his research work is summarized in Laszlo Zsolnai's book *Responsible Decision Making* published by Transactions Publishers in 2008, New Brunswick and London.

The book argues that in complex choice situations simply pursuing the decision maker's goals can be counter-productive. Responsibility is unavoidably present in complex choice situations. The responsible decision making model developed by the author suggests the selection of the least worst alternative in the decision space of deontological, goal-achievement, and stakeholder values. The underlying principle is that the decision maker should find an optimal balance across different value dimensions. The main conclusion of the book is that quality of life can be preserved and enhanced if decision makers pay equal attention to all the relevant value perspectives in the decision situation. Responsible decision making is not a luxury; rather, it is a precondition of life worthy to live.

The contents of the book are as follows:

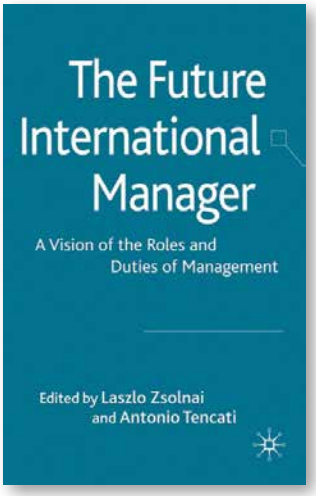
1. **Introduction: Responsibility and Choice**
2. **The Idea of Moral Responsibility**
   Complex Choice Situations
   Differing Types of Responsibility
   Hans Jonas' Idea of "Caring for Beings"
   The Moral Experience of Women
   Summary
3. **Criticizing Rational Choice**
   The Rational Choice Model
   Bounded Rationality
   Myopic and Deficient Choices
   Violations of the Axioms
   Rational Fools
   The Strategic Role of Emotions
   Social Norms
   The Communitarian Challenge
   Duty, Self-interest, and Love
   Summary
4. **Norms, Goals, and Stakeholders**
   Choice as Problem-Solving
   Ethical Norms
   Who are the Stakeholders?
   Co-evolving Goals and Alternatives
   Summary
5. **Responsibility and the Diversity of Choices**
   Rationality and Respect
   Deontology
   Choices People Can Make
   Summary
6. **The Psychology of Choice**
   Prospect Theory
   The "Matching Law"
   Incommensurability
   Summary

7. **Modeling Responsible Decision Making**
   What Is Responsible Decision?
   Deontological Pay-Offs
   Goal-Achievement Values
   Pay-Offs for the Stakeholders
   Evaluation from Multiple Perspectives
   The Maximin Rule
   A Geometric Representation
   The Procedural Model
   Summary
8. **Real World Cases**
   Donna's Case
   The Ford Pinto Case
   The World Bank Environmental Policy
   Summary
9. **Applications in Economics and Public Policy**
   Responsibility and Social Justice
   The Paradox of a Paretian Liberal
   Responsible Agency in Prisoner's Dilemma Situations
   Multidimensional Cost-Benefit Analyses
   Ethical and Social Performance of Business
   Nature, Society, and Future Generations
   Summary
10. **Epilogue: The Responsible Person**

The book was republished by Routledge in 2018.

THE WEBSITE OF THE BOOK

https://www.routledge.com/Responsible-Decision-Making/Zsolnai/p/book/9781138514126



The Future International Manager

In 2010 a book, *The Future International Manager: A Vision of the Roles and Duties of Management* edited by Laszlo Zsolnai and Antonio Tencati was published by Palgrave.

The new international manager is defined as a reflexive practitioner, who is committed to environmental sustainability, exercises social responsibility, works with sensitivity on gender and diversity issues, harmonizes information and communication technologies with processes and organizational culture, applies a holistic perspective to problem solving, cooperates with social and political actors, and engages in progressive entrepreneurship.

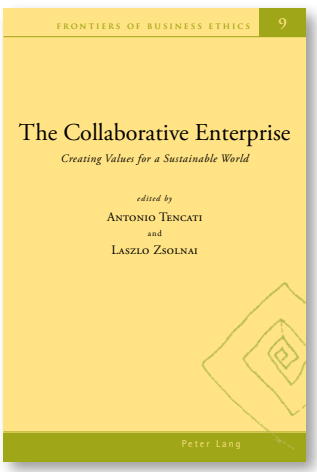
The book contains the following papers:

- Laszlo Zsolnai (Corvinus University of Budapest): "Business as a Profession",
- Sven Junghagen (Copenhagen Business School): "The Need for Managers as Reflexive Practitioners",
- Antonio Tencati and Stefano Pogutz (Bocconi University, Milan) and Carlos Romero (EGADE, Mexico): "Achieving Environmental Sustainability",
- Steen Vallentin (Copenhagen Business School): "Developing Social Responsibility",
- Mary Ann Danowitz, Edeltraud Hanappi-Egger, and Roswitha Hofmann (Vienna University of Economics and Business Administration): "Managing Gender and Diversity in Organizations",
- Paola Bielli (Bocconi University, Milan) and Andras Nemeslaki (Corvinus University of Budapest): "Reinventing Organizations with Information Communication Technologies",
- Knut J. Ims (Norwegian School of Economics, Bergen) and Laszlo Zsolnai (Corvinus University of Budapest): "Holistic Problem Solving",
- Zsolt Boda (Corvinus University of Budapest), Eleanor O'Higgins (University College Dublin), and Kuno Schedler (University of St. Gallen): "Cooperating with Social and Political Actors",
- Antonio Tencati and Francesco Perrini (Bocconi University, Milan), Nel Hofstra (Erasmus University Rotterdam), and Laszlo Zsolnai (Corvinus University of Budapest): "Engaging in Progressive Entrepreneurship".

THE WEBSITE OF THE BOOK

http://www.palgraveconnect.com/pc/doifinder/10.1057/9780230274068

The Collaborative Enterprise



The book, *The Collaborative Enterprise: Creating Values for a Sustainable World* edited by Antonio Tencati and Laszlo Zsolnai was published in 2010 by Peter Lang Academic Publishers in Oxford. It promotes a collaborative attitude to doing business based on a positive view of the self and others.

It collects theoretical contributions, cases, examples and initiatives which show that collaborative enterprise is a feasible alternative to the current, self-defeating, managerial models. Enterprises which are seeking to build long-lasting, mutually-beneficial relationships with all their constituencies while producing value for their stakeholder networks represent new hope for a better future.

The book contains the follwing papers:

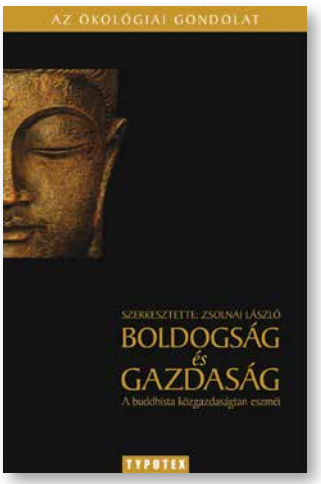
- Antonio Tencati (Bocconi University, Milan) and Laszlo Zsolnai (Corvinus University of Budapest): "The Collaborative Enterprise Framework",
- Knut J. Ims (Norwegian School of Economics, Bergen) and Ove D. Jakobsen (Bodo Graduate School of Business): "Mechanic versus Organic Worldviews in Economics",
- Hendrik Opdebeeck (University of Antwerp): "The Collaborative Enterprise as a Linkage between Principle and Practice",
- Joel C. Magnuson (Portland Community College): "Community-based Social Systems of Production",
- Aloy Soppe (Erasmus University Rotterdam): "Sustainable Finance and Ethics",
- Stefano Zamagni (University of Bologna): "Cooperative as a Collaborative Enterprise",
- Antonio Tencati (Bocconi University, Milan) and Ulisse Pedretti (Coop Italia): "Coop Italia",
- Laszlo Zsolnai (Corvinus University of Budapest) and Laszlo Podmaniczky (Szent Istvan University, Godollo): "Community-supported Agriculture",
- Luigino Bruni (University of Milano–Bicocca): "The Economy of Sharing—The Focolare-Movement Enterprises",
- Knut J. Ims (Norwegian School of Economics, Bergen) and Ove D. Jakobsen (Bodo Graduate School of Business): "Fair Trade Production",
- Antonio Tencati (Bocconi University, Milan) and Giacomo Mojoli (University of Gastronomic Sciences and Slow Food): "The Slow Food Movement",
- Ove D. Jakobsen and Oystein Nystad (Bodo Graduate School of Business): "Collaborative Waste Management",
- Tibor Hejj and Rita Hejj (Proactive Management Consulting Ltd., Budapest): "Socially Responsible Clusters",
- Steen Valentin (Copenhagen Business School): "Government, Governance and Collaborative Social Responsibility",
- Johan Wempe (Saxion University of Applied Sciences and Erasmus University Rotterdam): "The Responsibility of the Collaborative Enterprise",
- Zsolt Boda (Corvinus University of Budapest): "The Ethics of Working with Civil Society Organizations",
- Maurits Sanders (Saxion University of Applied Sciences): "Public-Private Partnerships",

- Jane Collier (University of Cambridge): "Nurturing Society from the Bottom Up: The State and Social Enterprise",
- Francesco Perrini and Clodia Vurro (Bocconi University, Milan): "Partnering for Social Change",
- Laszlo Zsolnai (Corvinus University of Budapest) and Antonio Tencati (Bocconi University, Milan): "Beyond Competitiveness—Creating Values for a Sustainable World".

THE WEBSITE OF THE BOOK

https://www.peterlang.com/abstract/title/34744?rskey=3dAnGu&result=1

Happiness and Economics



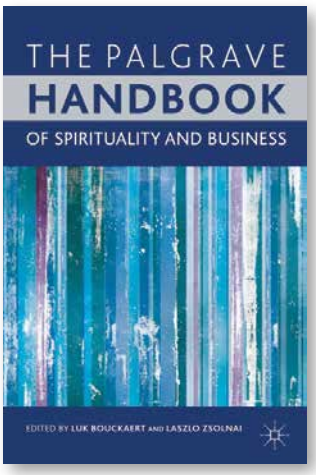
Laszlo Zsolnai edited a book in Hungarian entitled *Happiness and Economics: The Ideas of Buddhist Economics* in 2010 published by Typotex. The book collects contributions from Buddhist economics. It presents new insights from Buddhism applied to economics and business. Buddhism suggests an alternative approach to economic life, which is radically different from what mainstream Western economics offers. Buddhism promotes want negation and selfless service for others to achieve happiness, peace and ecological preservation.

Papers include:

- Knut J. Ims (Norwegian School of Economics, Bergen) and Laszlo Zsolnai (Corvinus University of Budapest): "Deep Ecology and Buddhism",
- Venerable P.A. Payutto (Bangkok): "Buddhist Economics: A Middle Way for the Marketplace",
- Apichai Puntasen (Ubon Ratchathani University): "The Necessity of Buddhist Economics",
- Colin Ash (University of Reading): "Happiness and Economics",
- Joel C. Magnuson (Portland Community College): "Paths to a Mindful Economy",
- Laszlo Zsolnai (Corvinus University of Budapest): "Buddhist Economic Strategy",
- Gabor Kovacs (Corvinus University of Budapest): "Explanations of Key Buddhist Concepts".

THE WEBSITE OF THE BOOK

http://www.typotex.hu/konyv/boldogsagesgazdasag



The Palgrave Handbook of Spirituality and Business

40 scholars and practitioners from Europe, North-America and Asia contributed to *The Palgrave Handbook of Spirituality and Business,* edited by Luk Bouckaert and Laszlo Zsolnai in 2011 published by Palgrave-Macmillan. The handbook summarizes the most important issues, approaches and models in the field of spirituality in business, economics and society. It presents a comprehensive, pluralistic view covering all the major religious and spiritual traditions.

The contents of the handbook are as follows:

Introduction

- Luk Bouckaert (Catholic University of Leuven) and Laszlo Zsolnai (Corvinus University of Budapest): "Spirituality and Business".

Part 1. The Nature of Spirituality

- Paul De Blot (Nyenrode Business University): "Religion and Spirituality",
- Luk Bouckaert (Catholic University of Leuven): "Spirituality and Rationality",
- Andrew B. Newberg and Daniel A. Monti (Thomas Jefferson University and Hospital, Philadelphia): "Neuroscience of Spirituality",
- John Drew (European Business School and Regent's College, London): "Transpersonal Psychology",
- Laszlo Zsolnai (Corvinus University of Budapest): "Moral Agency and Spiritual Intelligence",
- Veerle Draulans (Tilburg University and Catholic University of Leuven): "Gender and Spirituality",
- Suzan Langenberg (Diversity bvba, Antwerp): "Critique as a Notion of Spirituality".

Part 2. Spiritually Inspired Economics

- Robert Allinson (Soka University of America): "Aristotle and Economics",
- Sanjoy Mukherjee (Indian Institute of Management, Shillong): "Indian Management Philosophy",
- Laszlo Zsolnai (Corvinus University of Budapest): "Buddhist Economics",
- Robert Allinson (Soka University of America): "Confucianism and Taoism",

- Henk Oosterling (Erasmus University Rotterdam): "Budo Philosophy",
- Moses L. Pava (Yeshiva University, New York): "Jewish Ethical Perspective on Income and Wealth Distribution",
- Domenec Mele (IESE Business School, Barcelona): "Catholic Social Teaching",
- Jurjen Wiersma (Protestant Faculty, Brussels): "Protestant Economic Principles and Practices",



The editors of the *Handbook of Spirituality and Business,* Luk Bouckaert and Laszlo Zsolnai

- Feisal Khan (Hobart and William Smith Colleges): "Islamic Economics",
- Laurie Michaelis (Oxford): "Quakers Spirituality and the Economy",
- Luk Bouckaert (Catholic University of Leuven): "Personalism",
- Eelco van den Dool (Ede Christian University of Applied Sciences): "Liberation Theology",
- Hendrik Opdebeeck (University of Antwerp): "Schumacher's People-Centered Economics",
- Marjolein Lips-Wiersma (University of Canterbury): "Baha'i Perspective on Business and Organization",
- Michael Bell (Inukshuk Management): "Teaching the Elders".

Part 3. Socioeconomic Problems in Spiritual Perspective

- Carlos Hoevel (Catholic University of Argentina): "Spiritual Meaning of the Economic Crisis",
- Tim Kasser (Knox College): "Materialistic Value Orientation",
- Stefano Zamagni (University of Bologna): "Avarice",
- Jean-Jacques Rose (EHESS-CNRS, Marseille) and Francois Lepineux (ESC Rennes School of Business): "Globalization",
- Knut J. Ims (Norwegian School of Economics, Bergen): "Deep Ecology",
- Laurie Michaelis (Oxford): "Climate Change and Spirituality",
- John Adams (Saybrook University, San Francisco): "Ecological Sustainability and Organizational Functioning",
- Laszlo Zsolnai (Corvinus University of Budapest): "Responsibility for Future Generations",
- David Boyle (New Economics Foundation, London): "Authenticity",

- Luk Bouckaert (Catholic University of Leuven), Hendrik Opdebeeck (University of Antwerp), and Laszlo Zsolnai (Corvinus University of Budapest): "Frugality",
- Stefano Zamagni (University of Bologna): "Civil Economy".

Part 4. Business Spirituality

- Peter Pruzan (Copenhagen Business School): "Spiritually-Based Leadership",
- Gerrit Broekstra and Paul De Blot (Nyenrode Business University): "Deep Leadership and Spirit-Driven Business Organizations",
- Ronnie Lessem and Alexander Schieffer (Four World Laboratory for Social and Economic Transformation, Geneva): "Transformation Management",
- Sharda Nandram (Nyenrode Business University) and Margot Esther Borden (consultant, India): "Mindfulness in Business",
- Marjolein Lips-Wiersma (University of Canterbury) and Lani Morris (Holistic Development Group): "Voicing Meaningfulness at Work",
- Francois Lepineux (ESC Rennes School of Business) and Jean-Jacques Rose (EHESS–CNRS, Marseille): "Multinational Companies and the Common Good",
- Kenneth E. Goodpaster (University of St. Thomas, St. Paul): "Corporate Conscience".

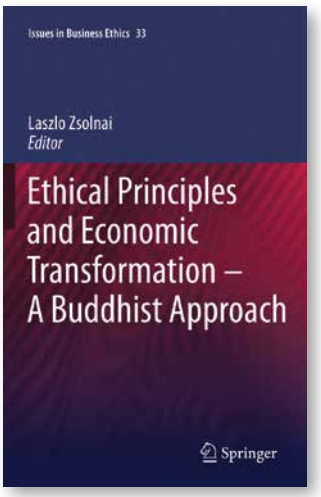
Part 5. Good Practices and Working Models

- Olivier F. Williams (University of Notre Dame): "The New Role of Business in Society",
- T. Dean Maines (University of St. Thomas, St. Paul): "Self-Assessment and Improvement Process for Organizations",
- Judi Neal (University of Arkansas): "Edgewalker Organizations",
- Luigino Bruni (University of Milan, Bicocca) and Tibor Hejj (Proactive Management Consulting Ltd., Budapest): "The Economy of Communion",
- Mike J. Thompson (China–Europe International Business School, Shanghai): "Ethical Branding",
- Zsolt Boda (Corvinus University of Budapest): "Fair Trade Movement",
- Frans de Clerck (Triodos Bank Belgium): "Ethical Banking".

THE WEBSITE OF THE BOOK

https://www.palgrave.com/gp/book/9780230238312

Ethical Principles and Economic Transformation



Ethical Principles and Economic Transformation—A Buddhist Approach, edited by Laszlo Zsolnai, was published in 2011 by Springer. The book presents new contributions of Buddhist economics to pressing socio-economic problems. Buddhism highlights that conjointly emphasizing individuality and promoting the greatest fulfillment of the desires of the individual leads to destruction. The book promotes the basic value-choices of Buddhism; namely happiness, peace and ecological preservation.

The book emphasizes that wanting less can substantially contribute to the happiness of people and the health of the planet. Ecological sustainability requires a drastic cutback in the present level of global consumption and production. This reduction should not be an inconvenient exercise in self-sacrifice. According to the noble "ethos" of reducing suffering of all sentient beings it can be a positive path of development for humanity.

The contents of the book are as follows:

Introduction

- Laszlo Zsolnai (Corvinus Univerity of Budapest): "Why Buddhist Economics?".

Buddhist Ethics Applied to Economics

- Julie A. Nelson (Tufts University): "The Relational Economy",
- Peter Daniels (Griffith University, Brisbane): "Buddhism and Sustainable Consumption",
- Juliana Essen (Soka University of America): "Economic Sufficiency and Santi Asoke",
- Joel C. Magnuson (Portland Community College): "Pathways to a Mindful Economy".

Achieving Happiness and Peace

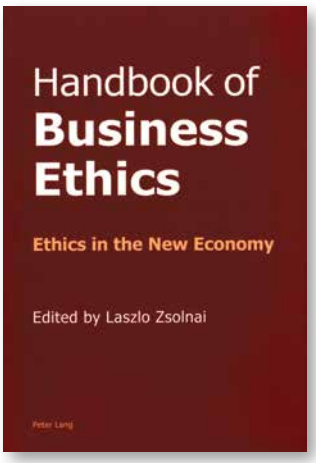
- Colin Ash (University of Reading): "Do Our Economic Choices Make Us Happy?",
- Sander G. Tideman (Mind & Life Europe): "Gross National Happiness",
- Bronwen Rees (Anglia Ruskin University) and Tamas Agocs (Dharma Gate Buddhist College, Budapest): "The Application of Buddhist Theory and Practice in Modern Organizations",
- Laurens van den Muyzenberg (Nice, France): "Leadership the Buddhist Way".

Conclusion

- Laszlo Zsolnai (Corvinus Univerity of Budapest): "The Contributions of Buddhist Economics".

THE WEBSITE OF THE BOOK

http://www.springer.com/social+sciences/applied+ethics/book/978-90-481-9309-7



Handbook of Business Ethics

The *Handbook of Business Ethics: Ethics in the New Economy* edited by Laszlo Zsolnai was published in 2012 by Peter Lang Academic Publishers in Oxford. It is a collective work of the CEMS Business Ethics Faculty Group.

Chapters in the book follow the same structure. Each one begins with a short summary of the topic and provides a glossary of the most important terms. Part 1 describes the central issue. Part 2 gives a state-of-the-art overview of current theories and practices. Part 3 introduces new approaches and solutions. Part 4 analyzes real world examples. Part 5 provides conclusions. The Bibliography at the end of each chapter contains both references and suggested additional titles in business ethics. To increase its relevance to real life, a variety of cases and other empirical materials are included in the book.

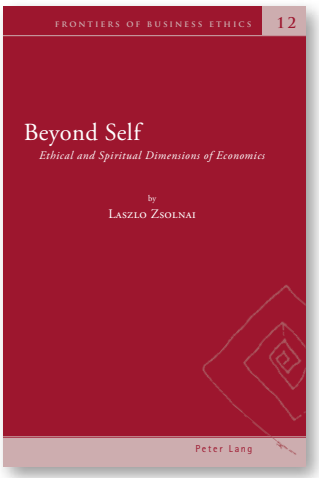
The contents of the book are as follows:

- Laszlo Zsolnai (Corvinus University of Budapest): "New Agenda for Business Ethics",
- Peter Ulrich (University of St. Gallen): "Ethics and Economics",
- Laszlo Zsolnai (Corvinus University of Budapest): "The Moral Economic Man",
- Aloy Soppe (Erasmus University Rotterdam): "Ethics and the Theory of the Firm",
- Thomas Beschorner and Christoph Schank (University of St. Gallen): "The Citizenship and Responsibility of Corporations",
- Josep M. Lozano (ESADE Business School, Barcelona): "Organizational Ethics",
- Lars Jacob Pedersen and Knut J. Ims (Norwegian School of Economics, Bergen): "Personal Responsibility and Ethical Action",
- Doirean Wilson (Middlesex University, London) and Laszlo Zsolnai (Corvinus University of Budapest): "Gender Issues in Business",
- Zsolt Boda (Corvinus University of Budapest): "International Ethics and Globalization",
- Antonio Tencati (Bocconi University, Milan): "The Sustainability-Oriented Company",
- Knut J. Ims (Norwegian School of Economics, Bergen): "From Welfare to Well-Being and Happiness",
- Laszlo Zsolnai (Corvinus University of Budapest): "Future of Capitalism".

THE WEBSITE OF THE BOOK

https://www.peterlang.com/abstract/title/35561?rskey=sXR0DJ&result=1

Beyond Self



Laszlo Zsolnai's book entitled *Beyond Self: Ethical and Spiritual Dimensions of Economics* was published in 2014 by Peter Lang Academic Publishers in Oxford. The central claim of the book is that without overcoming the self-interest doctrine there is no chance for the preservation of nature and producing true well-being for present and future generations.

The contents of the book is as follows:

1. **Introduction: Economics, Ethics and Spirituality**
2. **Ethics in Business**
   The Moral Economic Man
   Corporate Transgressions (co-authors: Albert Bandura, Stanford University and Gian-Vittorio Caprara, University of Rome "La Sapienza")
   Ethical Decision Making
   Beyond Competitiveness: Creating Values for a Sustainable World (co-author: Antonio Tencati, Bocconi University, Milan)
3. **Spirituality in Economics**
   Ethics Needs Spirituality
   Future of Capitalism
   Why Frugality? (co-authors: Luk Bouckaert, Catholic University of Leuven and Hendrik Opdebeeck, University of Antwerp)
   Buddhist Economic Strategy
4. **Responsible Economizing**
   Shallow Success and Deep Failure (co-author: Knut J. Ims, Norwegian School of Economics, Bergen)
   Respect for Future Generations
   The Ethics of Systems Thinking
   Redefining Economic Reason

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https://www.peterlang.com/view/title/36473



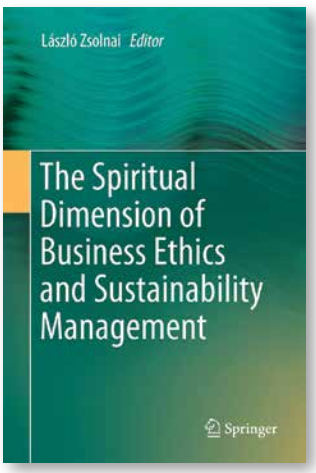
Post-Materialistic Business

In 2015 Laszlo Zsolnai's monograph entitled *Post-Materialistic Business: Spiritual Value-Orientation in Renewing Management* was published by Palgrave-Macmillan.

The book presents a spiritual-based approach to business and management. It uses a pluralistic view of spirituality and provides a number of inspiring cases of alternative organizations which go beyond the currently prevailing materialistic mindset of business and serve the common good of society, nature, and future generations. The cases cover different spiritual traditions (Christianity, Hinduism, Islam, Anthroposophy, and Buddhism), different industries (banking, agriculture, health care, and education) and regions (Europe, Latin America, North America, Africa, and Asia). Post-materialistic business models activate the intrinsic motivation of the economic actors for serving the common good and suggest measuring success in holistic, multidimensional way. In these models profit and growth are not final ends, but elements of a broader set of material and non-material goals. Similarly, cost-benefit calculations are not the only means of making business decisions, but integrated into a more comprehensive scheme of wisdom-based management.

THE WEBSITE OF THE BOOK

https://www.palgrave.com/gp/book/9781137525963



The Spiritual Dimension of Business Ethics and Sustainability Management

The book *The Spiritual Dimension of Business Ethics and Sustainability Management* edited by Laszlo Zsolnai was published in 2015 by Springer.

This book discloses the spiritual dimension in business ethics and sustainability management. Spirituality is understood as a multiform search for meaning which connects people with all living beings and God or Ultimate Reality. In this sense, spirituality is a vital source in social and economic life. The volume examines the spiritual orientations to nature and business in different faith traditions: Christianity, Judaism, Islam, Sufism, Hinduism, Buddhism, and Taoism. It studies how spirituality and ecology can contribute to transforming

contemporary management theory and praxis. It discusses new leadership roles and business models that emerge for sustainability in business and shows how entrepreneurship can be inspired by nature and spirituality in a meaningful way.

The contents of the book is as follows:

Part 1. Introduction

- Laszlo Zsolnai (Corvinus University of Budapest): "Spirituality, Ethics and Sustainability".

Part 2. New Perspectives in Business Ethics and Sustainability

- Luk Bouckaert (Catholic University of Leuven): "Spirituality: The Missing Link in Business Ethics",
- Hendrik Opdebeeck (University of Antwerp): "Spiritual Sustainability Management",
- Andras Laszlo (Global Visioning, Brussels): "The Inner Perspective—The Sufi Approach",
- Knut J. Ims (Norwegian School of Economics, Bergen): "Deep Ecology and Personal Responsibility",
- Gabor Kovacs (Corvinus University of Budapest): "Buddhist Spiritual Orientation to Nature and Sustainability",
- Rita Ghesquiere (Catholic University of Leuven): "Sustainability and Wisdom: The Power of the Fable".

Part 3. Innovative Practices and Policy Reforms for Sustainability

- Jean-Paul Close (STIR Academy, Eindhoven): "Sustainocracy: Spirituality and Sustainable Progress",
- Laurie Michaelis (Oxford): "Quakers and Climate Change",
- Aloy Soppe (Erasmus University Rotterdam): "Sustainability and Long Term Growth in the Financial Market System",
- Arundhati Virmani and Francois Lepineux (ESC Rennes School of Business): "Spiritual-Based Entrepreneurship for an Alternative Food Culture: The Transformational Power of Navdanya",
- Janos Vargha (Danube Circle, Budapest): "The Enforcement of the Self-Interests of Nature Transformers",
- Nel Hofstra (Erasmus University Rotterdam): "Entrepreneurship Inspired by Nature".

Part 4. Spiritual-based Leadership in Business

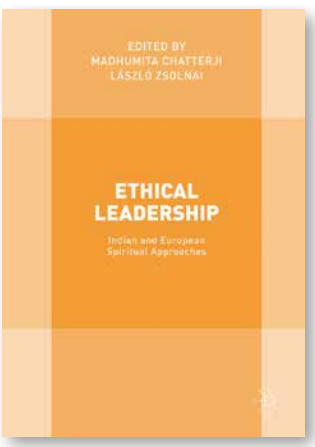
- Peter Pruzan (Copenhagen Business School): "Spiritual-Based Leadership: A Paradox of Pragmatism",
- Joanne B. Ciulla (University of Richmond): "Educating Moral Business Leaders Without the Fluff and Fuzz",
- Stephen B. Young (The Caux Round Table): "In Admiration of Peter Pruzan's Proposal for Spiritual-Based Leadership",
- Paul de Blot (Nyenrode Business University): "The Paradox of Pragmatism",
- Katalin Illes (University of Westminster, London): "Reflections on Peter Pruzan's 'Spiritual-based Leadership'",
- Peter Pruzan (Copenhagen Business School): "Further Reflections on Spirituality and Spiritual-Based Leadership".

Part 5. Conclusions

- Laszlo Zsolnai (Corvinus University of Budapest): "Spirituality for Business Ethics and Sustainability Management".

THE WEBSITE OF THE BOOK

http://www.springer.com/environment/sustainable+development/book/978-3-319-11676-1



Ethical Leadership: Indian and European Spiritual Approaches

Twenty-five scholars and practitioners from Europe and India have contributed to the book *Ethical Leadership: Indian and European Spiritual Approaches*. The book, edited by Madhumita Chatterji and Laszlo Zsolnai was published in 2016 by Palgrave-Macmillan.

The book addresses issues of human values, ethics, spirituality and leadership in business; in doing so, the authors of this volume create dialogue and interchange between Indian and European cultural traditions. Topics include spiritual orientations towards business in Hindu, Buddhist and Christian traditions; the effect of spirituality upon contemporary leadership theories; sustainable business models in India and Europe, and a comparison between Indian and European philosophies of leadership.

In exploring what India and Europe can offer one another in the development of ethical business leadership, the book aims to demonstrate ways of achieving sustainability, peace and well-being.

The contents of the book are as follows:

Part 1. Introduction

- Madhumita Chatterji (IFIM Business School, Bangalore) and Laszlo Zsolnai (Corvinus University of Budapest): "Questions and Themes in Ethics and Leadership".

Part 2. Spirituality as an Inspiration for Leadership

- Luk Bouckaert (Catholic University of Leuven): "Why Do We Need a Spiritual-Based Theory of Leadership?",
- Laszlo Zsolnai (Corvinus University of Budapest): "Responsible Leadership and Reasonable Action",
- Sharda Nandram (Nyenrode Business University) and Ankur Joshi (Management Development Institute, New Delhi): "An Ethics of Care Induced from Kautilya's Wisdom",
- V. Adinarayanan, V. Smrithi Rekha and D.G. Sooryanarayan (Amrita University, Coimbatore): "A Multidimensional View of Leadership from an Indian Perspective",
- Gerrit De Vylder (Catholic University of Leuven) and Hendrik Opdebeeck (University of Antwerp): "Indian Spiritual Traditions as Inspiration for Ethical Leadership and Management in Europe",
- Asi Vasudeva Reddy and A.V.S. Kamesh (KL University, Guntur): "Integrating Servant Leadership and Ethical Leadership",
- C. Suriyaprakash (Jansons School of Business, Coimbatore): "Spiritual-Based Leadership from the Perspective of the Bhagavad Gita",
- Rita Ghesquiere (Catholic University of Leuven): "Literature as a Mirror for Leadership".

Part 3. Ethical Leadership in Practice

- Gabor Kovacs and Andras Ocsai (Corvinus University of Budapest): "Mindfulness and Non-Violence in Business",
- Katalin Illes (University of Westminster, London): "Spiritual-based Entrepreneurship: Hindu and Christian Examples",
- Madhumita Chatterji (IFIM Business School, Bangalore) and Nitha Palakshappa (Massey University): "Going Beyond Profit—A Case Study of the CSR Initiative of Titan, Tata Group",
- Lakshminarasimha (IBS Bangalore): "Spirituality and Effectiveness in Today's Workplace",

- Arun Raste (IDFC Limited, Mumbai): "Spirituality at the Bottom of the Pyramid",
- Nel Hofstra (Erasmus University Rotterdam): "Eco-Spirituality and Regenerative Entrepreneurship",
- M.L. Shrikant and Jagdish R. Rattanani (S.P. Jain Institute of Management and Research, Mumbai): "Time for Business Schools to Teach Spirituality",
- Sanjoy Mukherjee (Indian Institute of Management, Shillong): "Alternative Learning: A Voyage for Future Leadership".

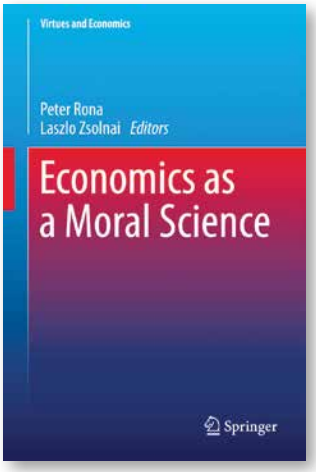
Part 4. Conclusions

- Laszlo Zsolnai (Corvinus University of Budapest) and Madhumita Chatterji (IFIM Business School, Bangalore): "Lessons for the Future for India and Europe".

Appendix: Hindu Terms and Concepts

THE WEBSITE OF THE BOOK

https://www.palgrave.com/gp/book/9781137601933



Economics as a Moral Science

The book *Economics as a Moral Science*, edited by Peter Rona and Laszlo Zsolnai, was published in 2017 by Springer. This volume is the first product of a five-year research project of the Las Casas Institute for Social Justice of Blackfriars Hall, University of Oxford.

The book is an attempt to reclaim economics as a moral science. It argues that ethics is a relevant component of all levels of economic activity, from the individual and organizational to societal and global. Taking ethical considerations into account is needed to explain and predict the behavior of economic agents, as well as for evaluating and designing economic policies and mechanisms. The book employs the personalist approach that sees human persons with free will and conscience as the basic agents of economic life, and defines human flourishing as the ultimate goal of economic activities. The book intends to demonstrate that economics can gain a lot in meaning and also in analytical power by reuniting itself with ethics. Economic "facts" are interwoven with ethical content. Utility calculations and moral considerations co-determine economic behavior and outcomes.

The content of the book is as follows:

Part 1. Introduction

- Peter Rona (University of Oxford): "Why Economics is a Moral Science",
- Laszlo Zsolnai (Corvinus University of Budapest): "Issues and Themes in Moral Economics".

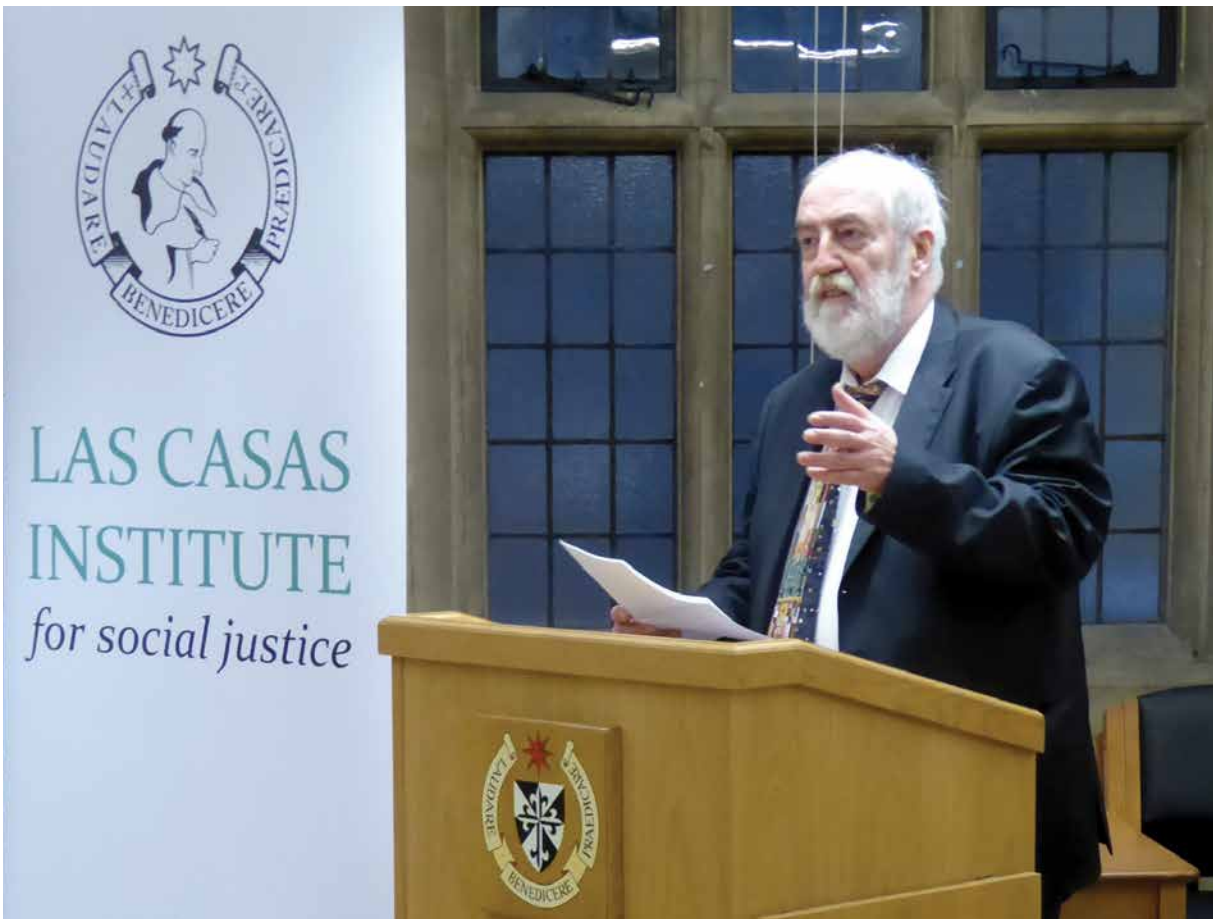
Part 2. The Moral Foundations of Economics

- Stefano Zamagni (University of Bologna): "Economics as if Ethics Mattered",
- Luk Bouckaert (Catholic University of Leuven): "Teleological Reasoning in Economics",



Peter Rona, co-editor of *Economics as a Moral Science*

Laszlo Zsolnai introducing the book *Economics as a Moral Science* in Oxford, 2017



- Laszlo Zsolnai (Corvinus University of Budapest): "Economic Rationality versus Human Reason",
- Hendrik Opdebeeck (University of Antwerp): "Rediscovering a Personalist Economy",
- Knut J. Ims (Norwegian School of Economics, Bergen): "Happiness and Human Flourishing",
- Antoon Vandevelde (Catholic University of Leuven): "Understanding Financial Crises: The Contribution of the Philosophy of Money",
- Luigino Bruni (LUMSA University, Rome): "Economics and Vulnerability: Relationships, Incentives, Meritocracy".

Part 3. Companies and Their Management

- Peter Rona (University of Oxford): "Ethics, Economics and the Corporation",
- David W. Miller and Michael J. Thate (Princeton University): "Are Business Ethics Relevant?",
- Kevin T. Jackson (Solvay Brussels School of Economics and Management): "Economy of Mutuality",
- Mike J. Thompson (GoodBrand, London, and China–Europe International Business School, Shanghai, and University of Victoria, Vancouver): "Economic Wisdom for Managerial Decision-Making".

Part 4. Economic Policy and Economic Development

- Johan Verstraeten (Catholic University of Leuven): "Catholic Social Thought and Amartya Sen on Justice",
- Helen Alford (Pontifical University of St. Thomas "Angelicum", Rome): "The Theological Virtue of Charity in the Economy: Reflections on 'Caritas in veritate'",
- Zsolt Boda (Corvinus University of Budapest): "Ethics of Development in the Age of Globalization",
- Francois Lepineux (ESC Rennes School of Business) and Jean-Jacques Rose (EHESS–CNRS, Marseille): "Transdisciplinarity, Governance and the Common Good".

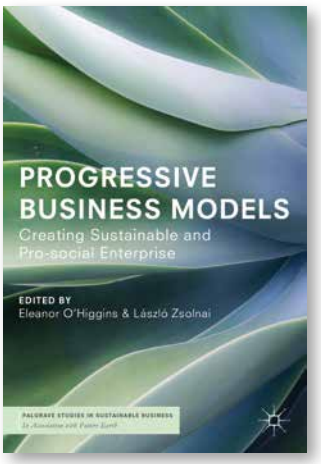
Part 5. Conclusions

- Peter Rona (University of Oxford) and Laszlo Zsolnai (Corvinus University of Budapest): "Agenda for Future Research and Action".

THE WEBSITE OF THE BOOK

http://www.springer.com/gp/book/9783319532905

Progressive Business Models: Creating Sustainable and Pro-social Enterprise



Eleanor O'Higgins and Laszlo Zsolnai edited a book entitled *Progressive Business Models: Creating Sustainable and Pro-social Enterprise*, which was published in the series *Palgrave Studies in Sustainable Business—In Association with Future Earth* in 2017 by Palgrave-Macmillan.

The book presents and analyses exemplary cases of progressive business, understood as ecologically sustainable, future-respecting and pro-social forms of enterprises. The authors describe a number of companies that follow progressive business practices from a range of industries, including ethical and sustainable banking, artisan coffee production and distribution, pharmaceutical products, clean technology, governance in retailing, responsible hospitality and consumer goods. With case studies from around Europe including Triodos Bank in The Netherlands, Beres Co. in Hungary, Novo Nordisk in Denmark, Lumituuli in Finland, John Lewis in the UK, illycaffe from Italy, and multinational Unilever these progressive companies have global reach and an international impact. The collected cases show the best that can be expected from business in the twenty-first century in a structured and accessible way, and are suitable for all readers who are interested in innovative ways of creating sustainable businesses.

The contents of the book are as follows:

Part 1. Introduction

- Eleanor O'Higgins (University College Dublin) and Laszlo Zsolnai (Corvinus University of Budapest): "What is Progressive Business?".

Part 2. Progressive Business Cases

- Nel Hofstra and Luit Kloosterman (Erasmus University Rotterdam): "Banking on Values—Triodos Bank",
- Andras Ocsai and Zsolt Boda (Corvinus University of Budapest): "The Power of Tradition—Beres Pharmaceuticals",
- Antonio Tencati (University of Brescia): "Coffee Making as Art—illycaffe",
- Marc Vilanova (ESADE Business School, Barcelona) and Silvia Agullo (DKV Integralia Foundation): "Staff Inclusion—DKV Integralia",

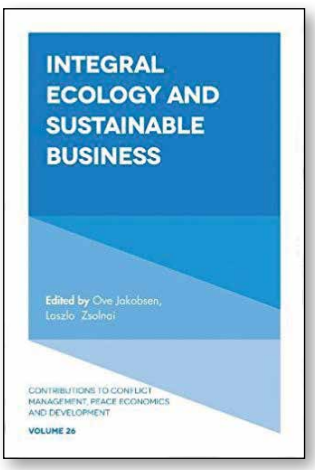
- Michael Muller-Camen and Jutta Camen (Vienna University of Economics and Business Administration): "Economy for the Common Good—Sonnentor",
- Benedicte Faivre-Tavignot (HEC, Paris): "An Inclusive and Circular Value Chain—Armor",
- Mikko Jalas and Jukka Makinen (Aalto University, Helsinki): "Clean Energy—Lumituuli",
- Eleanor O'Higgins (University College Dublin): "The Ethos of Partnership—John Lewis Partnership",
- Jacob Dahl Rendtorff (Roskilde University): "The Danish Model of Corporate Citizenship —The Novo Group",
- Knut J. Ims and Kjell Gronhaug (Norwegian School of Economics, Bergen): "Responsible Hospitality—Carlson Rezidor",
- Patrick E. Murphy and Caitlin E. Murphy (University of Notre Dame): "Sustainable Living —Unilever".

Part 3. Conclusions

- Eleanor O'Higgins (University College Dublin) and Laszlo Zsolnai (Corvinus University of Budapest): "Future of Business".

THE WEBSITE OF THE BOOK

http://www.palgrave.com/gp/book/9783319588032#otherversion=9783319588049



Integral Ecology and Sustainable Business

The book *Integral Ecology and Sustainable Business* edited by Ove D. Jakobsen and Laszlo Zsolnai was published in 2017 by Emerald.

This collection addresses the relationship between business, the natural environment, ethics, and spirituality. Papers by economists, business scholars, philosophers, lawyers, theologians and practitioners working in Europe, North America, and Asia highlight the relationship between integral ecology and sustainable business practices, and explore the meaning of sustainability in relation to both human and non-human life, offering new and invigorating approaches to sustainable business practices and sustainability leadership.

The contents of the book are as follows:

1. **Introduction**

- Ove D. Jakobsen (University of Nordland) and Laszlo Zsolnai (Corvinus University of Budapest): "Why Integral Ecology Is Needed for Reforming Business?".

2. **Sustainability and the Meaning of Life**

- Luk Bouckaert (Catholic University of Leuven): "Authenticity and Sustainability—The Search for a Reliable Earth Spirituality",
- Daniel Deak (Corvinus University of Budapest): "Social Intervention in Nature",
- Knut J. Ims (Norwegian School of Economics, Bergen) and Ove D. Jakobsen (University of Nordland): "Quality of Life",
- Laszlo Zsolnai (Corvinus University of Budapest): "Frugality and the Intrinsic Value of Nature".

3. **Toward Integral Ecology**

- Hendrik Opdebeeck (University of Antwerp): "Integral Ecology: An Elegy?",
- Thomas Dienberg and Bernd Beermann (Philosophisch-Theologische Hochschule, Munster), and Markus Warode (Institute for Church, Management and Spirituality, Munster): "The Franciscan Approach and Integral Ecology",
- Jose Luis Fernandez Fernandez and Anna Bajo Sanjuan (Comillas Pontifical University, Madrid) and Jose Luis Retolaza Avalos (University of Deusto, Bilbao): "Epistemological Approach to Sustainability",
- Rita Ghesquiere (Catholic University of Leuven): "Rereading Robinson Crusoe (Defoe) and Friday (Tournier) with the Help of Ecocriticism",
- Manuel Fernandez-Lopez (University of Nordland) and Octavi Piulats Riu (University of Barcelona): "Developing Ecological Awareness and Responsible Business",
- V. Adinarayanan (Anaadi Foundation) and Smrithi Rekha (Amrita University): "Shakthi Worldview for a Sustainable Future".

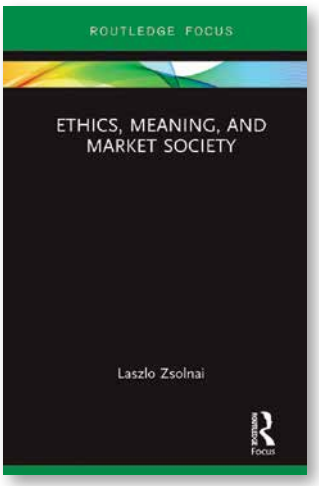
4. **Practicing Sustainability**

- Doirean Wilson (Middlesex University, London): "For Richer or Poorer in Sickness or for Wealth: What Price Consumerism?",
- Jean-Paul Close (STIR Academy, Eindhoven): "Peer 4 regional development",

- Mara Del Baldo (University of Urbino): "Moral and Virtues-based Leadership for Enhancing Integral Ecology",
- Manas Chatterji (Binghamton University): "A Note on Corporate Social Responsibility",
- Nel Hofstra (Erasmus University Rotterdam): "Regenerative Firms",
- Hendrik Opdebeeck (University of Antwerp): "The Challenge of Transhumanism in Business".

THE WEBSITE OF THE BOOK

http://books.emeraldinsight.com/page/detail/Integral-Ecology-and-Sustainable-Business/?k=9781787144644



Ethics, Meaning, and Market Society

Laszlo Zsolnai's monograph entitled *Ethics, Meaning, and Market Society* was published in 2018 by Routledge, New York and London.

This book explores the underlying causes of the pervasive dominance of "unethics" in contemporary affairs in economics, business, and society. It argues that the state of unethics is related to the overexpansion of market and market values in all spheres of social life and human activities. A correlate of this development is the emergence of an extremely individualistic, materialistic and narcissistic mind-set that dictates the decisions and behavior of people and organizations. The book shows that art can help to overcome the dominant market metaphysics of our age, as genuine art creates models of "poetic dwelling," which can generate non-linear, progressive change that opens up a larger playing field for ethics. Aesthetics and ethics go hand in hand. Ethical action is not just right for its own sake, but makes the world a richer, livable and more beautiful place.

THE WEBSITE OF THE BOOK

https://www.routledge.com/Ethics-Meaning-and-Market-Society/Zsolnai/p/book/9781138633742

Main Findings

From the 25 years of research work of the Business Ethics Center the following basic research statements can be derived:

(1) Economic behavior is multifaceted and context-dependent. Two major factors determine the ethicality of economic behavior: the moral character of the actor and the relative cost of ethical behavior.

(2) The fairness of procedures is a major determinant of the willingness of cooperation of economic actors.

(3) Actors who are intrinsically committed to the common good and define success in multi-dimensional terms are inclined to serve nature, society and future generations.

(4) Spirituality can play a major creative role in the deliberation of economic decisions and actions.

(5) Sufficiency-oriented, community-based economic models are crucial for achieving a stable Earth-Human system.

(6) Only non-materialistic value orientation can produce real material well-being for people.

Collaborating Partners

From 1993–2018 the Business Ethics Center collaborated with excellent *scholars* and *practitioners* in realizing its projects. Also we worked together with outstading *institutions* of *higher learning*. We list our most important collaborating partners to express our appreciation and gratitude for their support and friendship.

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- Carlos Hoevel | Catholic University of Argentina, Buenos Aires, Argentina

- Michael Hoffman | Bentley University, USA
- Nel Hofstra | Erasmus University Rotterdam, The Netherlands
- Franz R. Hrubi (–2001) | Vienna University of Economics and Business Administration, Austria
- Katalin Illes | University of Westminster, London, UK
- Knut J. Ims | Norwegian School of Economics, Bergen, Norway
- Kevin T. Jackson | Solvay Brussels School of Economics and Management, Belgium and Fordham University, USA
- Ove D. Jakobsen | Bodo Graduate School of Business, University of Nordland, Norway
- Sven Junghagen | Copenhagen Business School, Denmark
- Yehuda Kahane | Tel Aviv University, Israel
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- Luit Kloosterman | Erasmus University Rotterdam, The Netherlands
- Janos Kornai | Harvard University, USA and Corvinus University of Budapest, Hungary
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- Maria Kostyal | Corvinus University of Budapest, Hungary
- Jozsef Kovacs | Semmelweis Medical University, Budapest, Hungary
- Imre Lazar | Semmelweis Medical University, Budapest, Hungary
- Alpar Losoncz | University of Novy Sad, Serbia
- Josep M. Lozano | ESADE Business School Barcelona, Spain
- Henk van Luijk (1930–2010) | Nyenrode Business University, The Netherlands
- Joel C. Magnuson | Portland Community College, USA
- S-P Mahoney | Opportunity Microcredits, Romania
- Jukka Makinen | Aalto University, Helsinki, Finnland
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- Andras Mate-Toth | University of Szeged, Hungary
- David W. Miller | Princeton University, USA
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- Julie A. Nelson | University of Massachusetts at Boston, USA
- Lidmila Nemcova | University of Economics, Prague, The Czech Republic
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