

# **Thematic Table E: »Business Ethics and Corporate Social Responsibility«**

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1. The general framework: The four phases of development of the basis of competitiveness:
  - Ownership of natural resources; investment; innovation; affluence and bubble-economy phase (as the highest-aspiration and dead-alley phase, present now); and:
  - The fifth phase: social responsibility as a new option and potential non-technological innovation concerning socio-economic, business, organizational, and personal relations and working.
  
2. The innovative entrepreneurial society
  - A general framework;
  - From the feudal to the market capitalism (without monopolies and with full personal social responsibility of all influential persons and their organizations - from family via enterprises etc., states to the world-wide ones);
  - Specifics in the contemporary affluence and bubble-economy phase.
  
3. The invention-innovation-diffusion process
  - A general framework;
  - Typology of technological and non-technological innovation;
  - Process from idea making via invention making, suggestion making, potential innovation making, innovation making, and its diffusion, to beneficial daily routine;
  - Covering of the said process in the management innovation and process;
  - Specifics in the contemporary affluence and bubble-economy phase.

5. Business excellence (as defined by EFQM) as a practical tool supportive of development of social responsibility and socio-economic/business/organizational/personal success after the affluence and bubble-economy phase

- Principles of business excellence;
- Non-technological invention-innovation-diffusion process from the given practice toward business excellence.

6. Holistic, i.e. systemic, systematic, interdependence-based, and realistic behavior, as the background of the innovation, social responsibility, and business excellence

- Systems, cybernetic, and dialectical principles as the basic path from one-sidedness to requisite holism;
- Requisitely holistic personality: specialization without over-specialization and with capability and readiness of interdisciplinary creative cooperation based on ethics of interdependence;
- Methods of creative cooperation.

## QUESTION FOR DISCUSSION 1:

How crucial are changes over the recent two decades for the current social-economic situation and trends for the near future of humankind, including your-self – in your experience and perspective?

How realistic are warnings by e.g. economic data on international depths of practically all countries of the world – in your experience and perspective?

How realistic are assessments that the current problems can technologically be solved with the currently given knowledge, once the influential persons and their organizations are ready to change their ways of life and business – in your experience and perspective?

If the growth of GDP of the world keeps growing like it used to over the decades after WWII, who will be its consumers and what natural preconditions will exist – in your experience and perspective?

How up-to-date is measurement of economic success with GDP, once happiness and well-being (no longer) depend on material standard of living less and less – in your experience and perspective?

Do we need social responsibility in the nearest future?

## QUESTION FOR DISCUSSION 2:

Is the 2008- crisis really just another financial or demand-in-market crisis, or something deeper, essentially a crisis of habits that fail to be innovated – in your experience and perspective?

Which one of the attributes and preconditions of social responsibility briefed above is not important – in your experience and perspective?

Which ones of the attributes and preconditions of social responsibility briefed above are the most important – in your experience and perspective?

What chances for innovation of habits, not technology only, in general are there – in your experience and perspective?

If the modern humankind's economy is controlled by a rather small number of multinational corporations, how can social responsibility and humankind's benefit be attained, if humankind has only national and international, but no supra-national law – in your experience and perspective?

Are we living in a 'knowledge' society, or rather in a 'knowledge and ethics' society, or even in a 'knowledge, innovation, and ethics of interdependence' society – in your experience and perspective?

Affluence-cum-bubble-economy phase = hyper-hyper production → critical lack of human needs, not only resources; neo-liberal economics obsolete

Social responsibility as a new option and potential non-technological innovation concerning socio-economic, business, organizational, and personal relations and working

From the feudal to the market capitalism (without monopolies and with full personal social responsibility)

Process from idea making via invention making, suggestion making, potential innovation making, innovation making, and its diffusion, to beneficial daily routine;

Covering of the said process in the management innovation and process

Social responsibility as the innovation of socio-economic model - the contemporary way out of the current dead-alley phase

## ISO 26000 on social responsibility:

- seven topics linked by (1) interdependence and (2) holistic approach; they include: (1) human rights, (2) labor relations, (3) environment, (4) fair business practices, (5) customers, (6) community development and involvement, and (7) organizational management;
- Social responsibility as a/the path from the extremely dangerous one-sidedness of so far toward the requisite holism on the basis of the practice and ethics of interdependence based on complementary mutual differences of humans as specialists and human beings (and other parts of nature).
- Business excellence (as defined by EFQM) as a practical tool supportive of development of social responsibility and socio-economic/business/organizational/personal success after the affluence and bubble-economy phase Holistic, i.e. systemic, systematic, interdependence-based, and realistic behavior, as the background of the innovation, social responsibility, and business excellence
- Systems, cybernetic, and dialectical principles as the basic path from one-sidedness to requisite holism;
- Requisite holistic personality: specialization without over-specialization and with capability and readiness of interdisciplinary creative cooperation based on ethics of interdependence;
- Methods of creative cooperation

## Way out from the blind alley of neoliberalism – attained by humans:

As consumers:

- Sufficiency along with efficiency and effectiveness
- No/less 'shopping addiction'
- Need rather greed
- Favoring the socially responsible suppliers

As organizations:

- Response to consumers' new attitudes
- Respect for 'interdependence' and 'holistic approach' in all 7 areas covered by ISO 26000
- Consideration of social responsibility as a way to more competitiveness by non-technological innovation, including application of methods of interdisciplinary creative cooperation

As governments/nations:

- Legal support to social responsibility
- Use of bargaining power to allow only the most socially responsible, innovative, holistic and excellent businesses, and requiring the same attributes from their suppliers - to supply anything to any part of the public sector

Internationally:

- Help create the said attributes of business and governments to become international habits
- Help create an honest democratic world-government with few rights and duties, including first of all world peace rather than wars, no monopolies on the global market by control over multi-national corporations, and worldwide implementation of equality, brotherhood, freedom