

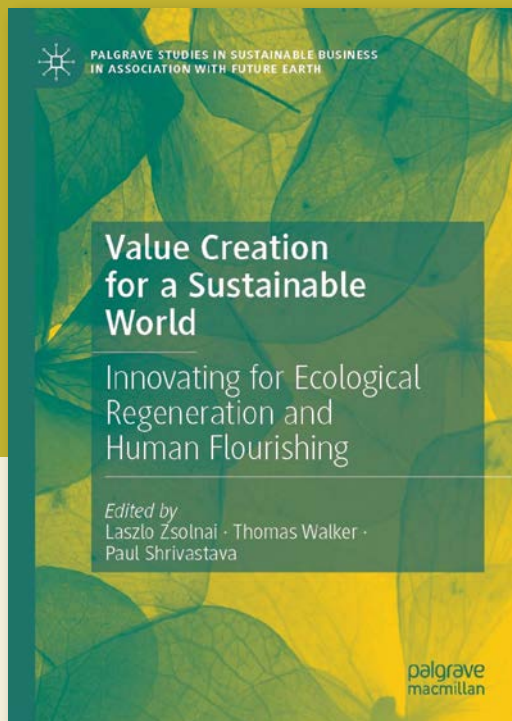
ETHICS & BUSINESS

ANNUAL REPORT OF THE BUSINESS ETHICS CENTER — 2023

CORVINUS INSTITUTE FOR ADVANCED STUDIES · CORVINUS UNIVERSITY OF BUDAPEST

VALUE CREATION FOR A SUSTAINABLE WORLD:

INNOVATING FOR ECOLOGICAL REGENERATION AND HUMAN FLOURISHING



This book edited by Laszlo Zsolnai (Corvinus University of Budapest), Thomas Walker (Concordia University, Montreal), and Paul Shrivastava (Pennsylvania State University) was published by Palgrave Macmillan in London in 2023.

The book addresses the need for ecological regeneration in a systematic way and connects it with human wellbeing. It presents dozens of innovative working models and uses an integrated concept of sustainable value creation.

The ecological, social, and technological challenges of the Anthropocene require developing and implementing new economic, business, and financial models to create sustainable value for a wide range of stakeholders including nature, society, and future generations. This book defines 'sustainable value creation' as bringing forth products, services, organizational forms, processes, actions, and policies which satisfy real social needs and contribute to the ecological regeneration of nature.

The book collects and analyzes innovative economic, business, and social models of sustainable value creation globally. It critically examines the existing mainstream models of business and financial value creation. In reviewing both traditional and sustainability-oriented models, it focuses on both the challenges and opportunities inherent in a possible shift from models based on single-stakeholder wealth creation to models that propagate multidimensional value creation.

Webpage of the book:

<https://link.springer.com/book/10.1007/978-3-031-38016-7>

Part of the *Palgrave Studies in Sustainable Business in Association with Future Earth* series, this book aims to engage academics, and business and civil society practitioners to discuss innovative value creation models for a sustainable world. Interdisciplinary and intercultural exchange is facilitated to inspire and cross-fertilize different knowledge and action fields as well as to promote intergenerational dialogue about the prospects of the human-earth system.

The contents of the book are as follows:

Part 1 Introduction

Paul Shrivastava (Pennsylvania State University) and Laszlo Zsolnai (Corvinus University of Budapest): “Value Creation in the Anthropocene”

Part 2 Sustainable Value Creation Models

Ove Jakobsen (Nord University, Bodo) and Fritjof Capra (Center for Ecoliteracy, Berkeley): “The Systems View of Life and Ecological Economics for Developing Sustainable Business Models”

David Donoghue (IE Business School, Madrid) and Eleanor O’Higgins (University College Dublin): “The United Nations Sustainable Development Goals: A Pathway to Value Creation for a Sustainable World”

Jacob Dahl Rendtorff (Roskilde University): “Sustainable Solutions to the Global Climate Problem: The Case of the Renewable and Green Energy Company Ørsted”

Andras Ocsai (Corvinus University of Budapest): “Sustainable Value Creation Through Business as a Social Movement: The Case of Green Monday”

Anna Sörensson (Mid Sweden University): “The Role of Sami Culture in Creating Sustainable Cultural Value for Tourists: A Case Study of Jokkmokk’s Winter Market”

Knut Ims (NHH Norwegian School of Economics, Bergen) and Laszlo Zsolnai (Corvinus University of Budapest): “Fairtrade and illycaffè”

Zoltan Rozsa (Corvinus University of Budapest): “Vegan Fashion: The Case of Miomojo”

Wanlin Zhang (Southern University of Science and Technology, Shenzhen), Stuart Walker (Lancaster University), Martyn Evans (Manchester School of Art), and Peter Humphreys (Lancaster University): “The Located-Making Framework” for Sustainable Enterprise”

Jozsef Veress (Corvinus University of Budapest): “Digitalization and Social Innovation: The Case of ENVIENTA”

Rosa Fioravante and Mara Del Baldo (University of Urbino “Carlo Bo”): “Integral Human Development against Gender Inequality: Intersectional Value Creation of Veralab”

Tamas Veress (Corvinus University of Budapest): “Principles and Models of Community Economies ”

Part 3 Enabling Policies for Socio-Ecological Wellbeing

Wanna Prayukvong (Mahidol University, Nakhon Sawan), Apichai Puntasen (Rangsit University, Bangkok), and James E. Hoopes (Babson College, Boston): “The Sufficiency Economy Philosophy as an Approach to Social Innovation: Case Studies of Local Governments in Thailand”

Laszlo Zsolnai, Andras Ocsai, Gabor Kovacs, Kalman Kelemen, and Zoltan Valcsicsak (Corvinus University of Budapest): “Wellbeing Policies for Countries and Cities”



CONFERENCES & WORKSHOPS

THE 30TH ANNIVERSARY CONFERENCE OF THE BUSINESS ETHICS CENTER

On December 4, 2023, the Business Ethics Center of the Corvinus University of Budapest (<https://www.businessethicscenter.com/>) celebrated its 30th anniversary in Budapest.

In the conference Zoltan Szanto, Dean of Corvinus Institute for Advanced Studies welcomed the participants and then Mike Thompson (Anthesis, London) gave a lecture on “Wise Governance for Sustainable Performance and Stakeholder Capitalism”. The conference ended with the presentation of Laszlo Zsolnai (Corvinus University of Budapest) entitled “Interdisciplinary Business Ethics with Genuine Moral Commitment”.



Laszlo Zsolnai speaks at the 30th Anniversary Conference of the Business Ethics Center

Main research findings of the Business Ethics Center are as follows:

- (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) 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.
- (3) Spirituality can play a major creative role in the deliberation of economic decisions and actions.
- (4) Sufficiency-oriented, community-based economic models are crucial for achieving a stable Earth-Human system.
- (5) Only non-materialistic value orientation can produce real material wellbeing for people.
- (6) Flourishing of human and non-human life on Earth cannot be achieved by self-interested behavior. It requires to employ genuine, altruistic actions both in short-term and long-term.

The 30 Year Report of the Business Ethics Center can be accessed here:
<https://www.businessethicscenter.com/summary-report-1993-2023/>

PROJECTS

THE STATE OF ART OF BUSINESS ETHICS RESEARCH AND TRAINING IN HUNGARY

In 2023–2024 the International Society of Business, Economics, and Ethics (ISBEE) conducts a Global Survey of Business Ethics Research and Training. The survey covers more than 120 countries of the world. The Business Ethics Center is developing the Report on The State of Art of Business Ethics Research and Training in Hungary for the ISBEE Global Survey.

The Hungarian report provides a review of the existing literature on business ethics in Hungary since 2011. Categories include General Issues, Business and Human Rights, Business and Sustainability, Business and Wealth Creation, Corporate Governance, Digital Transformation, Corruption, Whistleblowing and Compliance, Religion and Spirituality, Diversity and Disability, Micro, Small and Medium Enterprises, and Leadership and Ethics Management.

The report discusses the main focus areas of business ethics in Hungary including corruption and crony capitalism, lack of transparency in public decisions and policies, unequal wealth creation, reindustrialization, and anti-migration. The report collects the major themes in teaching of business ethics and that of business ethics research and training.

The report highlights the main business ethics related issues that Hungary faces in the future. They are restoring democratic institutions and the rule of law, reforming the tax system, managing the energy transition, and financing sustainability transformations.

The report concludes that business ethics can be considered as a mature, well-developed discipline in Hungary. It has a well-established educational and research infrastructure. In some fields it produces internationally recognized, highly innovative outputs. However, the impact of business ethics on the current economic, social and political affairs in Hungary is low. The low impact of business ethics is partly due to the insensitivity and disinterest of the Hungarian mainstream business, political and social institutions and their leaders.



ISBEE
International Society
of Business,
Economics and Ethics

PRESENTATIONS

SPIRITUALITY IN MANAGEMENT AND SOCIETY

The Indian Institute of Technology, Varanasi organized an international workshop entitled “Building an Academic Discipline of Spirituality in Management and Society” in February 7–8, 2023.

*Indian Institute of Technology,
Varanasi*

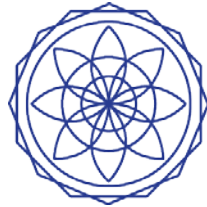


Laszlo Zsolnai gave a lecture on “Materialist versus Spiritual Value Orientation and its Consequences for Wellbeing and Sustainability” for the conference. He emphasized that materialist value orientation is dangerous because it gives priority to values such as

money, possessions, sensual pleasure, and status. Zsolnai concluded that wellbeing and sustainability requires taking an integrated approach to life, which implies nurturing nature, art, community, and spirituality.

GALILEO COMMISSION TALK

On March 23, 2023 Laszlo Zsolnai delivered a lecture on “Spirituality and Economics” for the Galileo Commission of The Scientific and Medical Network (London).



The Scientific & Medical Network

The main point of Zsolnai’s lecture was that the extension and reorientation of economics toward a spiritually informed science is required to consider humans as having both material and non-material needs and desires, to recognize that they can be driven by intrinsic motivations, and to accept that economic actions should be evaluated multidimensionally with reference to the material and non-material outcomes of actions.

Zsolnai suggested that ways to spiritually informed economics include (i) redefining economics as a science of the livelihood of people, (ii) considering the whole economic iceberg (monetary economy, social economy, and Mother Earth), (iii) acknowledging the intrinsic value of nature, (iv) giving rooms for ethics in the economic coordination, (v) reinforcing the intrinsic motivation of people, and (vi) developing holistic measures of value and wellbeing. Zsolnai concluded that capitalizing on the best of human nature, spiritually informed economics can become a force for good.

The lecture can be viewed here: <https://galileocommission.org/laszlo-zolnai-spirituality-economics/>

ART AND ECOLOGICAL REGENERATION



Laszlo Zsolnai gave a keynote lecture on “Art and Ecological Regeneration” at the Photography MA graduation of Moholy-Nagy University of Art and Design (MOME) on May 16, 2023.

He argued against the market metaphysics that dominates business and economics as well as almost all spheres of social life today. He suggested to follow the idea of “beautiful act” by Immanuel Kant which requires doing gentle, careful ways of living and acting. Acknowledging the intrinsic value of things and measuring success in broad value categories beyond money (e.g., flourishing) give a chance to regenerate and save nature in the broken world of the Anthropocene. Great projects by Sebastião Salgado and Morten Hilmer were used as examples of photography as social and environmental activism.



TEACHING BUSINESS ETHICS IN THE ANTHROPOCENE

Gabor Kovacs gave a lecture on “Teaching Business Ethics in the Anthropocene” for the international conference on “Ethics Education, Interdisciplinarity and Pluriperspectivism” in June 15–17, 2023, Zagreb, Croatia.

He emphasized that as social and economic activities have fundamental influences on planetary processes, the role of business ethics and business ethics education should be reconsidered. Now it is vital to reframe ethics education and to redefine its aims in the light of the reality of the Anthropocene era.

Gabor Kovacs argued that a new approach in business ethics education should integrate not only different scientific perspectives, but various cultural and spiritual traditions. For doing this interdisciplinarity and pluriperspectivism are indispensable. The reality of the Anthropocene urges us to reframe the curriculum of business ethics to address real world problems and to develop new models of ethics education which can respond to the challenges.



Zagreb, Croatia

GIFT GIVING IN BUSINESS

On June 26, 2023 Laszlo Zsolnai gave a presentation on “Gift Giving in Business” at the “Management & Gift workshop” of The Economy of Francesco program.

Zsolnai focused on two questions: (1) what should a leader be like and what decisions does the leader take to make a company generative? and (2) what is the spirituality that enables dialogue between poverty and management?

Zsolnai emphasized that a business leader should be genuinely altruistic, i.e., giving without expecting any return and with a deep care of the wellbeing of the receivers. Opportunistic giving does not work. It is perceived as manipulation and corruption by the stakeholders,

and they will act accordingly. Many CSR activities of mainstream business fail for this reason.

What can a company give as a gift? Any positive value that is beyond what economic rationality and market considerations demand. (It is called “supererogatory action”.) It can be extra job opportunities, extra attention and care, extra payment, extra service (e.g., food). To be gift generative the companies should develop some new business models which make gift giving a foundational aspect of their functioning, not just an add-on element. (Examples are: Leket Israel, Westmalle Brewery, Budapest Bike Maffia, Organic India, and Patagonia.)



Zsolnai also underlined that spiritual tradition of humanity require helping the poor and exercise some form of frugality, voluntary simplicity, or spiritual poverty. This is the opposite of the “greed is good” and “enrich yourself” mentality of today’s mainstream

business. For true gift giving non-materialistic value orientation (i.e., less emphasis on money, wealth, status, and recognition) and higher spiritual purpose is needed. Corporate philanthropy is not real if it is just “buying moral satisfaction”.

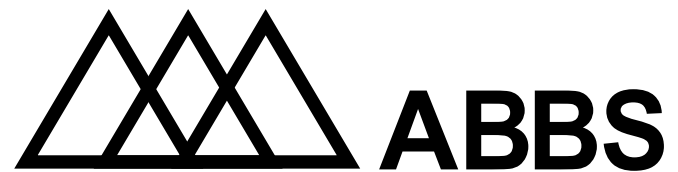
Video of the event: https://www.youtube.com/watch=LUK_7mXveEM

DEVELOPMENT AS FLOURISHING AND PEACE

Laszlo Zsolnai gave a lecture on “Development as Flourishing and Peace” for the international conference on “Peace Economics, Peace Science, Development and Conflict Management” in July 21–23, 2023 at ABBS School of Management in Bangalore.

His starting point was Amartya Sen’s conception of “development as freedom”. Sen suggests to understand development as the reduction of unfreedom (including poverty and discrimination) and growth in freedom (including political and civil liberties and human capabilities).

Zsolnai argued that “flourishing” is a central concept in development. Flourishing means a vigorous and healthy growth toward self-realization. This applies to all living systems (human and non-human beings alike). Two case studies were used from India to illustrate how human and ecological flourishing can be promoted. One case is the Piplantri village in Rajasthan where the life of girls and the natural environment are saved in a concerted way. The other case is Organic India in Lucknow, Uttar Pradesh where the livelihood and the thriving of local farmers and



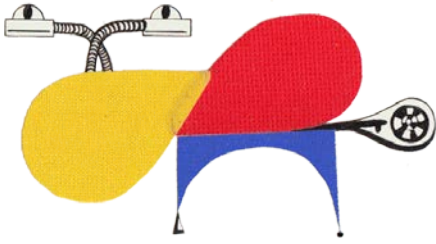
their communities is provided while the quality of the soil is increased and the natural environment is regenerated.

Zsolnai discussed the case of Costa Rica to show that peace and flourishing is interconnected. Costa Rica is the best country in the world considering human and ecological wellbeing combined. The country started to embrace peace following a civil war in 1948. Costa Rica adopted a progressive constitution that allowed the country to pursue a unique social and environmental development path by expanding military expenses on education, health care, and environmental conservation. Its “pura vida” ideal emphasizes simplicity, joy, and a pure way of life. Costa Ricans turned their country into a nature paradise.

ABBS School of Management in Bangalore



INTERNATIONAL DEGROWTH CONFERENCE



**Planet,
People,
Care:
It Spells
Degrowth!**

Tamas Veress participated in the “9th International Degrowth Conference” in August 29–September 2, 2023 in Zagreb, Croatia.

In his presentation on “Principles and Models of Community-based Organizations in the Anthropocene” Tamas Veress shared the results of a qualitative multi-case study research, where 20 community-based organizations (CBOs) were analyzed regarding their approach towards meeting basic needs in the diverse fields of everyday reality, such as housing, healthcare, technological innovation, food, currency, and mobility.

*Participants of the
Degrowth conference*



The main research question was: what practices and enabling conditions are present in the sampled organizations that direct collective action toward societal wellbeing and ecological restoration rather than towards contributing to economic growth (and/or individual wealth accumulation)? The sampled organizations are community-based in the sense that they are open to a wide range of stakeholders to have a genuine ability to influence the given organization. CBOs this way are vehicles to collect information on local issues, and spaces to organize around those issues for positive social change. This ability to influence daily livelihood issues meaningfully provides individual and organizational level autonomy. CBO models present a set of organizational models where the focus is on needs and not on growth.

BUSINESS SCHOOLS IN THE ANTHROPOCENE

Laszlo Zsolnai was keynote speaker at the “EDAMBA Annual Meeting & General Assembly” on September 5, 2023 in Budapest. EDAMBA is the European Doctoral Association in Management & Business Administration.

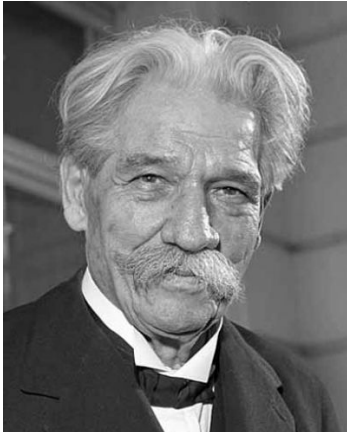
He presented the grand challenges of the Anthropocene (climate change, biodiversity loss, ecosystems collapse, global inequality, welfare deficiency, social unrest, and artificial intelligence) and argued that business schools should become the place of transformative learning to create new things with positive impact on nature, society, and future generations.

In the new reality of the Anthropocene the main functions of the business school should be redefined.



In Zsolnai’s view these functions include (1) generating universal orientation across cultures and disciplines, (2) assisting the whole person development of students and faculty, (3) creating new forms of knowledge, (4) bringing forth responsible practitioners, (5) enhancing the problem-solving capabilities of society, and (6) catalyzing progressive social change in human-earth systems. In summary, business schools should do different things and should do things differently to adequately respond to the grand challenges of the Anthropocene.

THE ALBERT SCHWEITZER SYMPOSIUM



Laszlo Zsolnai and Andras Ocsai gave a presentation on “Schweitzer and Life-affirming Economics” at the Albert Schweitzer Symposium of the European SPES Institute in September 15–18, 2023 in Climont, France.

Zsolnai and Ocsai argued that acknowledging the intrinsic value of nature is a necessary quantum leap for humanity. The reverence for life requires developing new business, economic, and social models. The survival and flourishing of humanity much depends on ecological regeneration of nature.

Albert Schweitzer (1875–1965)



PUBLICATIONS

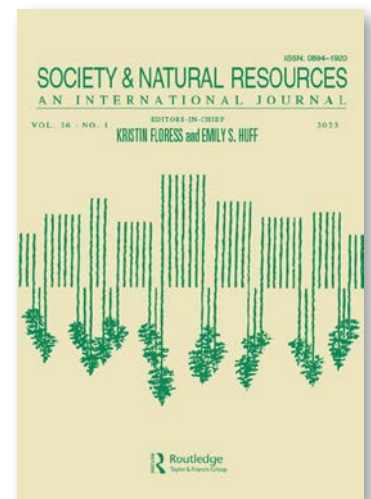
URBAN COMMUNITIES FOR TRANSITION

Together with Gabriella Kiss and Agnes Neulinger, Tamas Veress published a paper on “Urban Communities for Transition toward Sustainable Behavior in the Context of Authoritarianism: Analysis of Non-Profit Community-Based Organizations in Budapest, Hungary” in *Society & Natural Resources: An International Journal* 36(5) (2023).

The paper argues that communities can play an important role in the transition toward sustainable living; however, a meso perspective bridging individual behavior and social context has rarely been applied. To address this issue, the study introduces the broad landscape of nonprofit community-based organizations as meso-level entities whose activities relate in one way or another to sustainability. Through an exploratory study relying on in-depth interviews, we examine the meaning of community and the role of sustainability in the operation of these communities. The emergence of a new authoritarianism in Hungary gives a special context for the study and enables identification of the characteristics of urban communities from “illiberal democracy.”

The findings of the paper indicate the presence of five different types of community-based organizations with sustainability-related activities. The authors argue for the analytical usefulness of a meso-level perspective and for the importance of researching how community-based organizations help individuals in transition to a more sustainable lifestyle.

<https://doi.org/10.1080/08941920.2023.2175282>



ACCESSIBLE TOURISM

With his colleagues Jacint Farkas published a paper on “The Dialectics of (Deep) Accessible Tourism and Reality—Hermeneutics of a Journey to Madrid” in *Sustainability*, 15(10) (2023).

The authors have made an attempt in this case study for the separation of technical accessibility and fundamental or ‘deep’ accessibility—in both interpretation and application—and then to reconsider these concepts in their special philosophy-centered study, which is at the same time built on empirical inquiries and analyses. This is in line with a series of their publications in high-class periodicals. The authors are aware and understand at first sight that this hybrid analysis method has several shortcomings concerning objectivity expected by the academic community, and also concerning the verification of the findings with exact data.



Nevertheless, they are convinced that in today’s world of transdisciplinarity, subjective and objective viewpoints are no longer dimensions mutually excluding each other in research. Accordingly, the ‘artificially’ created boundaries between ontological and epistemological philosophical approaches are not of substantial character either. In fact, their very necessity and even their existence can be questioned at certain types of applications (e.g., hermeneutical and Buddhist analytics). The experiences gained and analyses made by the authors make it clear that technical

accessibility, and the interpretation and implementation of fundamental accessibility, as well as the control of these by the actual users, are still hindered by several obstacles. Additionally, the existence or lack of fundamental accessibility is a more significant issue than the mere fact of providing accessibility by technical solutions. Last but not least, it should be remarked that it is just the spirit of fundamental accessibility and its implementation in the real world that is capable of mostly meeting the personal needs for accessibility, which seems to be partially impossible.

The paper is accessible at <https://www.businessethicscenter.com/wp-content/uploads/2023/08/Accessible-Turism.pdf>

THE APPLICABILITY OF GROSS NATIONAL HAPPINESS

The paper by Gabor Kovacs on “The gross national happiness concept of Bhutan and its application in Hungary at the Attila Jozsef Residential Area, Budapest” was published in *Tér és Társadalom* 37(1) (2023) in Hungarian.



The paper introduces the concept of Gross National Happiness (GNH) of Bhutan. Furthermore, it summarizes a qualitative explorative research that aimed at applying GNH on the level of the local community at the Attila József residential area in Budapest. The introduction expounds the history of happiness research in Hungary, and the appearance of ‘well-being’, ‘happiness’, and ‘quality of life’ in the international discussion to develop alternative development indicators. The first and second chapters summarize the nine dimensions (psychological well-being; health; education; cultural diversity and resilience; time use; good governance; community vitality; living standards; and ecological diversity and resilience), and the operationalization of GNH in Bhutan, and the attempts of applying the

concept outside of the country and on different socio-economic levels. The results of the action-oriented, explorative research show that action plans can and need to be introduced in the Attila József residential area in three dimensions of GNH, which are community vitality; living standards; and ecological diversity and resilience (by creating closed community spaces, utilizing the opportunities of community planning, consciously preparing for the renovation of apartment buildings, improving the cleanliness of public spaces, and protecting the neighboring public forest, etc.) that can contribute to improving the residents' quality of life.

<https://doi.org/10.17649/TET.37.1.3363>

RADICALLY NEW BUSINESS MODELS



In May 2023 the Conscious Consulting Group, Vienna produced a podcast and a video with Laszlo Zsolnai on Radically New Business Models. Zsolnai argued that the ethical foundation of modern-day business is flawed. To be fruitful for society business should follow other ethical principles than materialistic egoism. Business ethics as a discipline studies the preconditions and possibilities for a more ethical functioning of business. We need truly innovative, conscious, spiritual-based business leaders who can catalyze progressive changes in the economy. The role of business education and that of the business school is crucial to promote a new view that management is not just about making money, people are not necessarily greedy and opportunistic, and ethics is more than materialistic self-interest.

<https://ccg-group.eu/2023/05/why-we-need-radical-new-business-models/>

SOCIALIZING SUSTAINABLE BEHAVIOR

Together with Gabriella Kiss and Agnes Neulinger Tamas Veress published a paper on “The roles of community-based organizations in socializing sustainable behavior: Examining the urban case of Budapest, Hungary” in *Environmental Policy and Governance* (June 29, 2023).

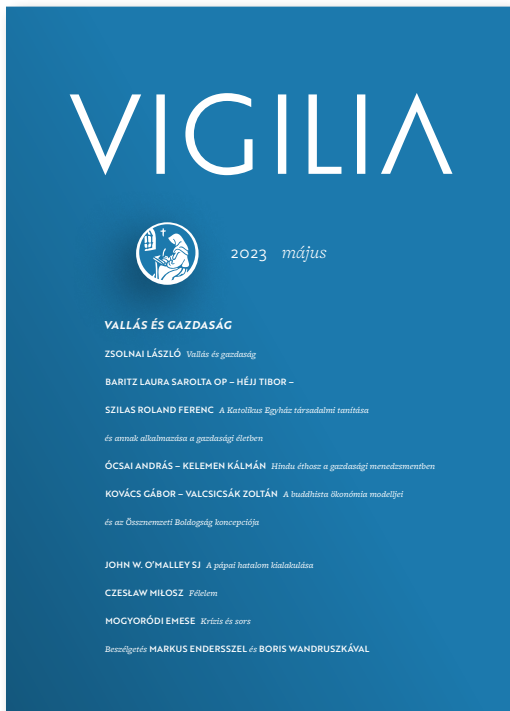
This research supports the argument that community-based organizations (CBOs) can be effective vehicles to shift societal norms and expectations in order to facilitate co-creation and acceptability of new and sustainable ways of living. CBOs are conceptualized as meso-level entities where sustainable behavior can be socialized through not-for-profit and socioecological-oriented approaches, a unique position in a market society. To learn what roles CBOs fulfill when providing space for peer interactions influencing sustainable behavior, a qualitative research study was carried out based on 21 interviews with key stakeholders from CBOs working in different sustainability-related fields in the urban context of Budapest, Hungary.

The grouping and interpretation of interview data show that the sampled urban CBOs can impact sustainable behavior through (i) raising members' awareness; (ii) influencing everyday practices; and (iii) providing space for non-consumerist peer interactions. These impacts can be exercised through the three roles of translation, reinforcement, and contribution. Translation covers the practical-cognitive (why it is important and how to do it) dimensions of peer interactions, while reinforcement and contribution are psychological-emotional factors, the former being directed toward adopting individual practices (through positive reinforcement), the latter pointing to the collective, the common good to which one feels one is contributing. These results imply that sustainability-oriented policymaking could support the sustainability transition by co-designing systems of provisions together with the affected communities.

<https://doi.org/10.1002/eet.2069>



RELIGION AND THE ECONOMY



Laszlo Zsolnai edited a thematic issue on “Religion and the Economy” in Hungarian in the Catholic journal *Vigilia*, 88(5) (2023).

The issue of “Religion and the Economy” was brought to the fore by Max Weber’s landmark works “The Protestant Ethic and the Spirit of Capitalism” (1904–1905) and “The Economic Ethics of World Religions” (1920). Weber and many sociologists and economists after him studied how different religious systems affect economic development. The connection is not entirely clear, but it is certain that the ideas of the great world religions played a significant role in the development of various versions of capitalism.

How religious and/or spiritual ideas influence the functioning of the economy at the level of economic organizations and individuals is an under-researched area. Is it an advantage or a disadvantage if economic organizations and their managers and employees take into account religious and/or spiritual values during their operations – in addition to the requirements of economic rationality? The thematic issue of *Vigilia* reflects on these problems in the case of Christianity, Hinduism, and Buddhism.

Papers of the thematic issue include:

- Sarolta Laura Baritz OP, Tibor Hejj, and Roland Ferenc Szilas: “Catholic Social Teaching and its Applications in Economic Life”
- Andras Ocsai and Kalman Kelemen: “Hindu Ethos in Business and Economic Management”
- Gabor Kovacs and Zoltan Valcsicsak: “Models of Buddhist Economics and the Conceptions of the Gross National Happiness”

EXISTENTIAL DISABILITY AND DEEP ACCESSIBILITY

Jacint Farkas’ paper on “Existential Disability and Deep Accessibility or Philosophy as a ‘Subjective’ Science” was published in *Fogyatékoság és társadalom*, 2023(1).

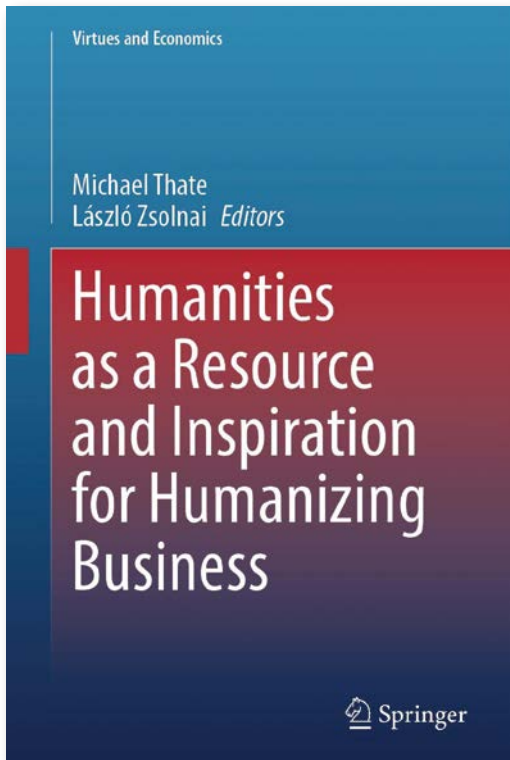
The focus of the paper is to show the subjective nature of philosophy and to present the new “paradigm” of existential disability and deep accessibility. The study is an eclectic snapshot, a “sketch map” of the journey to the origins of these two concepts.

The paper is related to and develops further the author’s PhD thesis, defended in 2021 at Corvinus University of Budapest entitled “Existential disability opportunities – Insight into the world of meaning of the concept”. In the paper the author undertakes a subjective and eclectic enquire – implicit from the congenital mobility disability using our knowledge as a „resource” – and emphasizes that this personal nature can be authenticated his philosophical conceptualization and interpretation of the human existence practice.

<https://doi.org/10.31287/FT.hu.2023.1.8>



ELTE
EÖTVÖS LORÁND
UNIVERSITY



Michael Thate and Laszlo Zsolnai edited the book *Humanities as a Resource and Inspiration for Humanizing Business* published by Springer in 2023.

The book is based on a collaborative project of Princeton University Faith & Work Initiative and the Business Ethics Center of the Corvinus University of Budapest. It offers novel insights into the applicability of humanities and humanistic values in today's business and management. It presents new ideas for ethical and humanistic management and leadership, and facilitates the dialogue between humanities and business disciplines on renewing business and management theories, models, and practices.

The book highlights the relevance of the grand traditions of the humanities as an untapped resource for business-world problems. In a time where the humanities are viewed as in decline or in threat of collapse altogether, this book enacts and extends the best of the humanities toward prevailing challenges within the complex realities of our current cultural moment. The book presents how the humanities can contribute to humanizing business and management. It explores and discusses various ways to integrate the views and

approaches of the humanities in business and management research, practice, and education responding to the unprecedented challenges of the Anthropocene. The relation between humanities and social sciences is also discussed, as models and theories of business and management are based on insights of social sciences.

Contents of the book are as follow:

1. Introduction

- Michael Thate (Princeton University): *The Humanities, Business, and the Question of Relevance*

2. The Culture of Business

- Predrag Cicovacki (College of the Holy Cross, Worcester): *Two Scales and Two Orders of Values*
- Pietro Lanzini (Ca' Foscari University of Venice): *The Ethics of Sustainability: Lessons from the Classics*
- Stephan Rothlin SJ (Macau Ricci Institute, University of St. Joseph, Macau): *Discovering elements of Confucian Ethics through a Narrative Approach to Asian Films*
- Anderson Blanton (Yale Divinity School, Yale University): *Incite Artifacts: Human-Centered Design in Healthcare*

3. Leaders of Business

- Knut J. Ims (NHH Norwegian School of Economics, Bergen) and Laszlo Zsolnai (Corvinus University of Budapest & Blackfriars Hall, University of Oxford): *Self-Realization in Business*
- Devin Singh (Dartmouth College, Hanover): *Leadership Obligation: Labor, Reciprocity, and Care*
- Madhumita Chatterji and Kshitiz Sharma (ABBS School of Management, Bangalore): *Spiritual Leadership*
- Knut J. Ims (NHH Norwegian School of Economics, Bergen) and Eleanor O'Higgins (University College Dublin): *Progressive Business Leaders' Inner World*

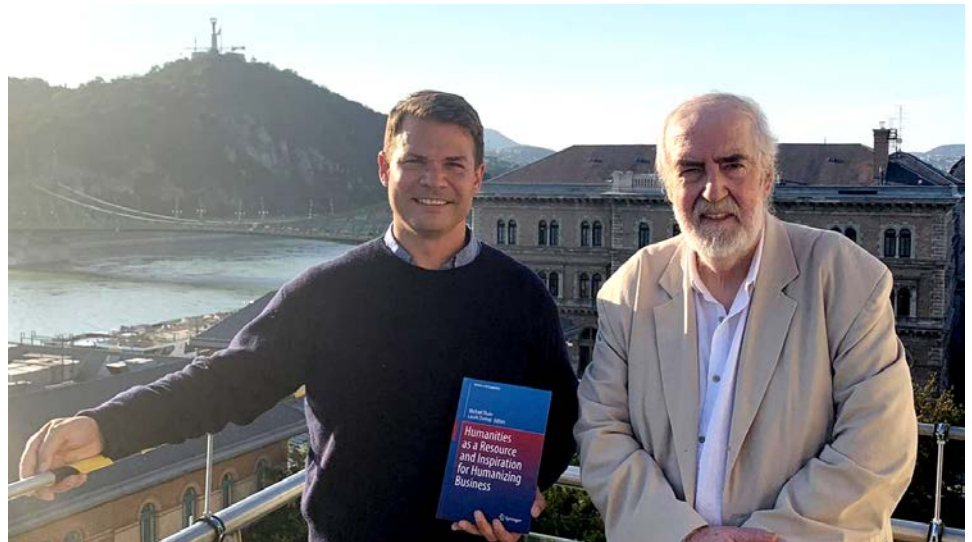
4. Art for Business

- Kevin Jackson (Fordham University, New York): *Music as Sapiential Capital: Harmonizing Faith-Based Business and Musical Transcendence*
- Janalyn Kidd (ClearEdge Marketing, Philadelphia): *Imagination as Essential Work*
- Jonathan Cook (Independent Expert, USA): *Ritual Commerce*
- Laszlo Zsolnai (Corvinus University of Budapest & Blackfriars Hall, University of Oxford): *Poetic Dwelling Models for Business*
- Margot Esther Borden (Integral Perspectives, Mumbai) and Oona Shambhavi D'mello (Conscious Development, Mumbai): *Transcending the Black Swan: From Self to System*
- Sanjoy Mukherjee (Indian Institute of Management, Shillong): *Towards Human Excellence and Creativity in Management Education: A Personal Voyage*

5. Conclusion

- Laszlo Zsolnai (Corvinus University of Budapest & Blackfriars Hall, University of Oxford): *Ways forward in Humanizing Business and Management*

Michael Thate and Laszlo Zsolnai, editors of the book



Webpage of the book: <https://link.springer.com/book/10.1007/978-3-031-33525-9C>

ACCESSABILITY DIMENSIONS OF TRAVELING



The book by Jacint Farkas, Zoltan Raffay, and Tibor Gonda on *The Science of Traveling: Accessibility Dimensions* was published in Hungarian at the Akadémiai Kiadó in 2023 in Budapest.

The book is a philosophical and at the same time empirical investigation of the accessibility problematic of the tourism industry. It aims to develop a theory of accessible tourism which is sensitive to the deeper existential aspects of traveling and to the operational aspects of traveling with disabilities.

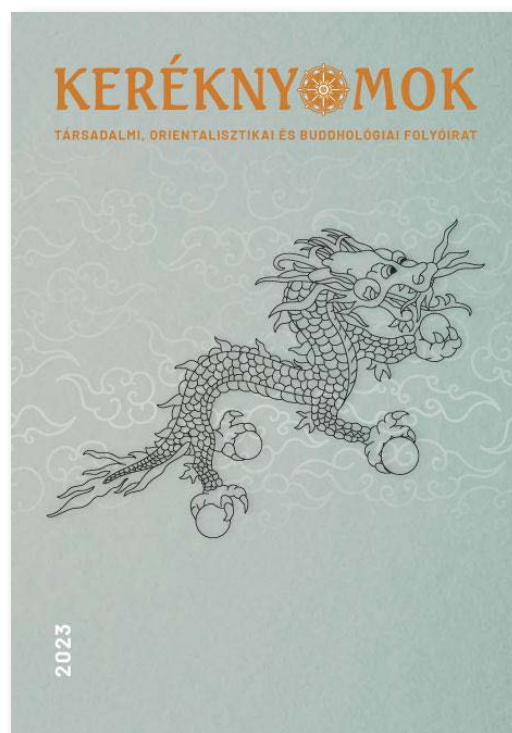
Webpage of the book: <https://mersz.hu/farkas-raffay-gonda-utazastudomany-akadalymentessegi-dimenziok/>

BHUTAN, THE LAND OF GROSS NATIONAL HAPPINESS

Zoltan Valcsicsak and Laszlo Zsolnai edited a thematic issue on “Bhutan and Gross National Happiness” in Hungarian for the journal *Keréknymok*, 15 (2023) of the Gate Dharma Buddhist College of Budapest.

The thematic issue contains the following papers:

- Karma Phuntsho (Loden Foundation, Thimphu & University of Cambridge): “Traditions of Bhutanese Buddhism”
- Françoise Pommaret (Royal University of Bhutan): “Empowering Religious Women Practitioners in Contemporary Bhutan”
- Dasho Karma Ura (Centre for Bhutan & GNH Studies, Thimphu): “The Conception of Gross National Happiness”
- Zoltan Valcsicsak (Hungary-Bhutan Friendship Society & Corvinus University of Budapest): “Bodhisattva Entrepreneurs in Bhutan”



Webpage of the journal: <https://www.tkbh.hu/foiskola/tudomany-es-innovacio/kereknyomok/kereknyomok-15-2023/>

NEWS

DANIEL ARENAS' VISIT



In February 2023 Daniel Arenas, Professor of Society, Politics, and Sustainability at ESADE Business School in Barcelona was visiting fellow at the Corvinus Institute for Advanced Studies and collaborated with the Business Ethics Center.

Daniel Arenas presented his paper on “The role of experts in deliberation within and among organizations” in our Ethics Research Seminar.

“MÁLTAI TANULMÁNYOK”

Laszlo Zsolnai became member of the Editorial Advisory Board of *Máltai Tanulmányok*, the Hungarian journal of the Hungarian Charity Service of the Order of Malta. *Máltai Tanulmányok* is a peer-reviewed social sciences journal created in connection with the Hungarian Charity Service of the Order of Malta. It publishes studies in the fields of mental health, psychology, sociology, social work, social policy, social geography, pedagogy, history, education, as well as international relations, and international aid. Its aim is to reflect on the implementation of charitable practice, the defining results and events of the helping profession, with scientific rigor and theoretical insight.



OVE JAKOBSEN'S VISIT



In May and June 2023 Ove Jakobsen, Professor of Ecological Economics at Nord University in Bodo, Norway was visiting fellow at the Corvinus Institute for Advanced Studies and collaborated with the Business Ethics Center.

During his stay in Budapest he worked with Andras Ocsai on a joint paper on “Developing Locally-based Collaborative Networks for Achieving Sustainability” and discussed the participation of the Business Ethics Center in the Bodo Cultural Capital of Europe project in 2024.

ACADEMY RESEARCH FELLOWSHIP



Tamas Veress received a research fellowship at the Economy of Francesco Academy for 2023–2024. He will work on community economy models under the direction of Laszlo Zsolnai.



INTERNATIONAL JOURNAL OF ETHICS AND SYSTEMS



In May 2023 Laszlo Zsolnai became member of the Editorial Advisory Board of *International Journal of Ethics and Systems*.

The *International Journal of Ethics and Systems* is a multidisciplinary journal publishing peer-reviewed research on ethics and morality in organizations, institutions, and economic, political, and social systems. Its objective is to focus on international ethics-related research that assists academics, ethics scholars, business managers, public administrators, and scientists in their research and ethical decision making in business and politics. All papers in the journal must have an underpinning of aspects related to ethics, responsibility, and legitimacy of systems.

CORVINUS RESEARCH EXCELLENCE AWARD

Laszlo Zsolnai received the Corvinus Research Excellence Award for his scientific achievement in 2022. In 2022 he published two books, one special issue, and seventeen papers of which thirteen are in English and four are in Hungarian.



THE ECOLOGICAL PERSON

Luk Bouckaert's book entitled *The Ecological Person. Disclosing Nature as Thou* was published by Yunus Publishing in June 2023.

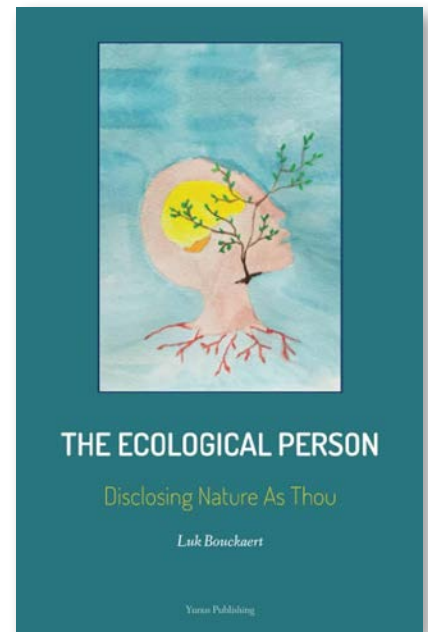
Laszlo Zsolnai wrote a preface for Bouckaert's book. Zsolnai emphasized that Bouckaert makes a compelling case for renewing personalist philosophy in the context of the current ecological, social, and ethical crisis. He suggests that the classical form of personalism represented by Jacques Maritain, Emmanuel Mounier and others does not work in era of the Anthropocene characterized by climate change, biodiversity loss, ecosystem collapse, welfare malaises, and global inequalities. The ecological extension and reinterpretation of the concept of the person requires new answers to the question "What it means to be human?" The central problem of Luk Bouckaert's book is how to reconcile ecological thinking and personalism.

Bouckaert argues that we must change our relationship with our planet and this requires the restoration of the spiritual bond with nature. The book develops a philosophical position that takes the personal responsibility towards the other seriously and does justice to nature as a source for creation of meaning.

Bouckaert suggests that we must experience our relationship with nature in face-to-face, personalized forms, something as the "I-Thou" relationship described by Martin Buber. In this way our encounter with plants, animals, and other things of nature can be deeply personal and meaningful interactions.

As a basis for his eco-personalism Bouckaert uses Albert Schweitzer's eco-philosophical principle of reverence for life ("Ehrfurcht vor dem Leben"). Although Schweitzer was a Christian theologian, his principle of reverence for life is compatible with Hindu philosophy. The famous formulation of his principle "I am life that wants to live, in the midst of life that wants to live" can be a quote from a Vedantic text too. Modern biological research also supports Schweitzer's eco-philosophy. The so-called Santiago theory developed by Humberto Maturana and Francisco Varela discovered that living organisms are self-making ("autopoietic") systems which follow their own "telos" in creating and maintaining themselves in interaction with their environment. So the concept of wellbeing or flourishing is applicable not only for human beings but also for non-human beings.

Eco-personalism presents a new hope for integrating humanism and ecology on the ground of spirituality. Luk Bouckaert's book is a welcome contribution to philosophy which can induce progressive changes in social practices in many fields of life.



STRONG SUSTAINABILITY BY DESIGN

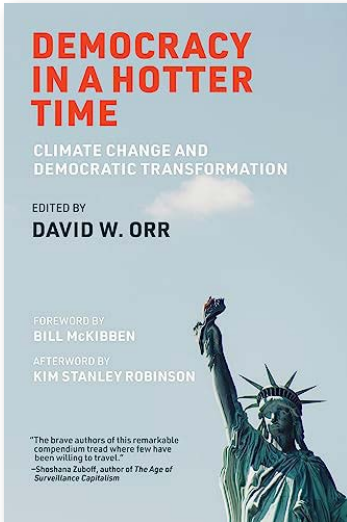


In 2023 Jozsef Veress and Laszlo Zsolnai participated in the Strong Sustainability by Design Project of the New Jersey based Institute of Electric and Electronic Engineers (IEEE).

As part of the the Planet Positive Initiative, the Strong Sustainability by Design Project has brought together a globally diverse and open community of experts to chart a sustainable path for all people to achieve a flourishing future for 2030 and beyond.

The resulting report can be accessed at <https://globalpolicy.ieee.org/promoting-strong-sustainability-by-design/>

DEMOCRACY IN A HOTTER TIME



David W. Orr's book on *Democracy in a Hotter Time: Climate Change and Democratic Transformation* was published by MIT Press in September 2023.

David W. Orr is Professor of Environmental Studies and Politics Emeritus at Oberlin College, and Professor of Practice at Arizona State University in the USA. In his decades long work he demonstrated how institutions of higher learning can teach ecological literacy while practicing sustainable design and encouraging more eco-friendly lifestyles on campus. Orr proposed ways in which education should evolve to emphasize sustainability, not only in the narrow parameters of ecology-based programs, but in wider curricula, from political science and economics to liberal arts.

Laszlo Zsolnai wrote an endorsement for the book in which he emphasized that David W. Orr's book is a novel contribution to the theory of democracy in relation to climate change. It convincingly argues that we should build a fair, decent, and effective democracy fitted to a planet with an ecosphere. Otherwise our democracies may not survive the climate crisis. The means to fix democracy include forums and formats of open democracy, the renewal of civic culture, constitutional reforms and other legal innovations, and ecological education for all. The book on *Democracy in a Hotter Time* is a welcome step in this direction.



MICHAEL THATE'S VISIT



In September 2023 Michael Thate (Princeton University Faith & Work Initiative) was visiting fellow at the Corvinus Institute for Advanced Studies and collaborated with the Business Ethics Center.

During his stay in Budapest Michael Thate was working on his paper "The Value of a Life: Legal, Ethical, and Economic Perspectives" and participated in the book launch of *Humanities as a Resource and Inspiration for Humanizing Business* that he edited with Laszlo Zsolnai.



**PRINCETON
UNIVERSITY**

MIKE THOMPSON'S VISIT



In November 2023 Mike Thompson (Anthesis Group, London) was visiting fellow at the Corvinus Institute for Advanced Studies and collaborated with the Business Ethics Center.

During his stay Mike Thompson was working on his research project on "Wise Governance for Sustainable Performance in the Emerging World of Stakeholder Capitalism" and has taught classes on sustainable value creation in the masters and MBA courses of Corvinus University.



CONSCIOUS CONSULTING GROUP



In December 2023 Laszlo Zsolnai became member of the Advisory Board of the Conscious Consulting Group (CCG) in Vienna. The Conscious Consulting Group aims to drive the Conscious Business Revolution. CCG achieves this by helping Conscious Leaders build Conscious Businesses, educating Conscious Consultants, and providing a global platform for Conscious Consultants.

THE 20TH ANNIVERSARY CONFERENCE OF THE EUROPEAN SPES INSTITUTE

The Business Ethics Center organizes the The 20th Anniversary Conference of the European SPES Institute entitled “Spirituality & Business in the Anthropocene Era” in Budapest in June 20–22, 2024. Co-organizing partners of the conference are the Free University of Amsterdam – Faculty of Religion and Theology; Nyenrode Business University; the UNESCO Chair for a Culture of Economic Peace, Grenoble School of Management; ABBS School of Management, Bangalore; S.P. Jain Institute of Management and Research, Mumbai; and the Macau Ricci Institute, University of St. Joseph, Macau.

In 2024 the European SPES Institute celebrates its 20th anniversary. It is a good time to reflect on the prospects of spirituality in business and society as the new reality of the Anthropocene emerged in the form of multiple crises.

The dramatic symptoms of the Anthropocene – climate change, biodiversity loss, the collapse of the ecosystems, wellbeing deficiencies, raising global inequality, and migration – indicate that humanity may approach a point of no-return where the survival of our civilization is at stake.

What is the role of spirituality in such an unprecedented situation and what can business and other social institutions do to avoid further catastrophes? What should responsible professionals do? What is meaningful action today? How should we change our way of life? These and similar questions constitute the grand themes of the conference.



SPONSORS

In 2023 the projects and members of the Business Ethics Center received financial or in-kind support from the following institutions: Corvinus Institute for Advanced Studies, Corvinus University of Budapest, Economy of Francesco Academy – Assisi, Dharma Gate Buddhist College of Budapest, Princeton University Faith & Work Initiative, European SPES Institute – Leuven, European Doctoral Association in Management & Business Administration – Brussels, ABBS School of Management – Bangalore, Moholy-Nagy University of Art and Design – Budapest, Galileo Commission of The Scientific and Medical Network – London, Indian Institute of Technology – Varanasi, International Society of Business, Economics, and Ethics (ISBEE), Concordia University – Montreal, and Pennsylvania State University.



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CORVINUS INSTITUTE FOR ADVANCED STUDIES
CORVINUS UNIVERSITY OF BUDAPEST
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