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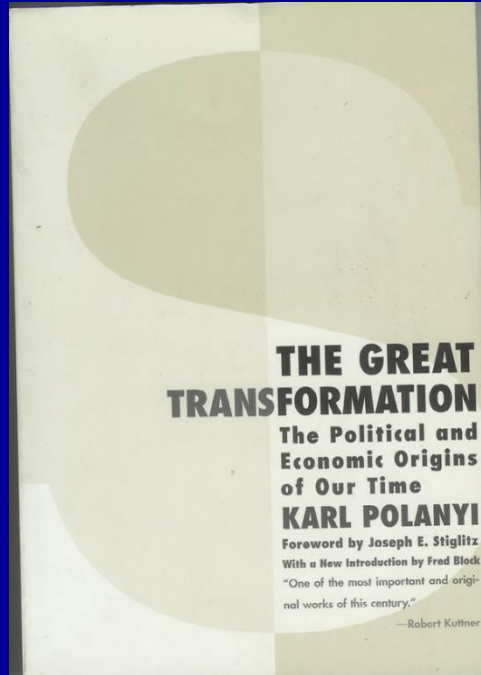
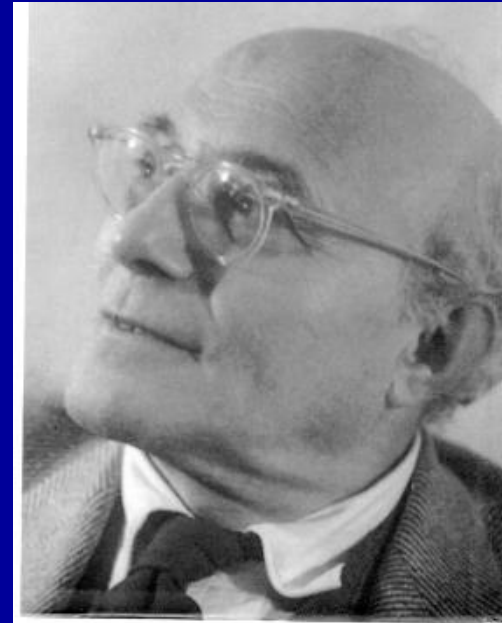
# **The Awakened Brain in Business Education**

**Awakened Brain & Awakened Campus Worksop**  
**Budapest, July 8, 2024**

# **Famous Hungarians at Columbia University**

# Karl Polanyi (1886-1964)

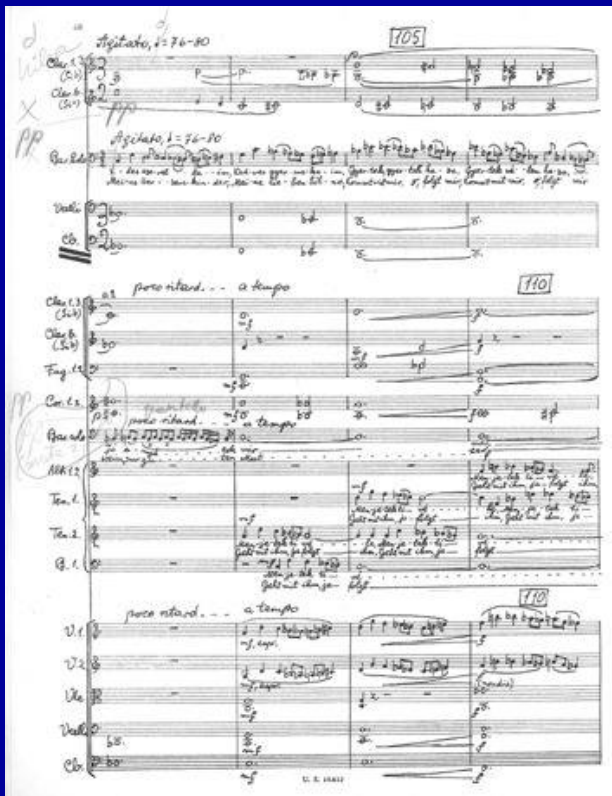
**Economic anthropologist,**  
professor at Columbia University



Studied economics in substantive terms, and suggested re-embedding the economy in society.

# Béla Bartók (1881-1945)

Composer, and  
ethnomusicologist



His **Cantata Profana**  
shows the accordance  
of **dignity and rightness**  
to a **natural** as opposed  
to a **civilized state**.

# **Lisa Miller: Two Modes of Awareness**

**Achieving awareness** is that our purpose is to **organize and control our lives**. “How can I get and keep what I want?”

In **awakened awareness** we see a **bigger picture of reality**, and perceive ourselves as **seekers on our own path**. “What is life showing me now?”

# Today's business education



**promotes  
achievening  
awareness and does  
not provide room  
for developing  
awakened  
awareness.**

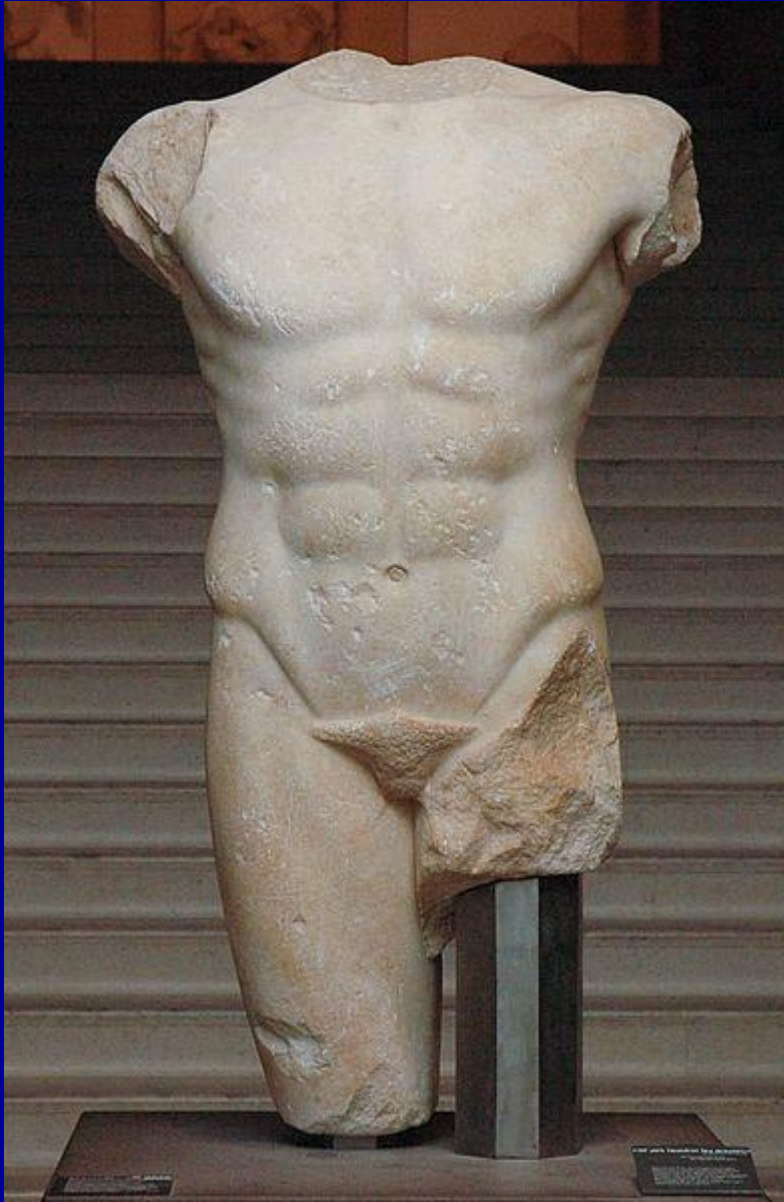
# **Business schools promulgate (Mitroff 2004)**

- a **distorted view of human nature** (humans are motivated solely by greed and purely opportunistic),
- a **narrow and outdated notion of ethics** (materialistic egoism),
- a **limited definition of management** (management is about making money and can be captured solely in economic terms).

**The extreme materialistic value orientation of economics and business cannot help students to find deeper meaning and higher purpose in their profession.**



# Rainer Maria Rilke (1907)



**The Archaic Torso  
of Apollo:**

**“You must change  
your life”**

**(„Du mußt dein  
Leben ändern”)**

# **Business education for the future**

**We should redesign our curriculum, renew our teaching methods, and introduce meaningful extra-curricular activities for transformational learning of students and faculty.**

**To solve the messy, wicked problems of the Antropocene we need economic actors who can integrate achievening awareness and awakened awareness in making decisions and executing actions to serve the common good of humanity and nature.**

# Enlightened Homo Economicus



Going beyond greed and self-interest and embracing wholeness and oneness.

# Earth is now our only shareholder



**Yvon Chouinard,  
Founder and Former  
CEO of Patagonia**



**Thank you!**

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