
Kim jest postmodernistyczny homo oeconomicus, czyli pytanie o współczesne relacje pomiędzy rodziną a rynkiem

Autor: Michał Michalski

Artykuł opublikowany w „Annales. Etyka w życiu gospodarczym” 2011, vol. 14, nr 1, s. 141-156

Archidiecezjalne Wydawnictwo Łódzkie

Stable URL: http://www.annaesonline.uni.lodz.pl/archiwum/2011/2011_01_michalski_141_156.pdf

What Kind of Man is Postmodern Homo Economicus? – Question in Context of Contemporary Relations between Family and Market

Author: Michał Michalski

Source: 'Annales. Ethics in Economic Life' 2011, vol. 14, nr 1, pp. 141-156

Published by Lodz Archdiocesan Press

Stable URL: http://www.annaesonline.uni.lodz.pl/archiwum/2011/2011_01_michalski_141_156.pdf

© Copyright by Uniwersytet Łódzki, Łódź 2011

© Copyright by Michał Michalski

Michał Adam Michalski

Uniwersytet im. A. Mickiewicza w Poznaniu

e-mail: mmichal@amu.edu.pl

What Kind of Man is Postmodern Homo Economicus? – Question in Context of Contemporary Relations between Family and Market

This article undertakes the question of „economic man” in context of postmodern philosophy. The purpose of it is to analyze current understanding of man in market surrounding and his family relations.

In the beginning the genesis of *homo economicus* model is presented and attempt is made to find answer to the question of its contemporary meaning and “family situation”. Then the article shows why we should resign from using this model and substitute it with *homo socioeconomicus*.

The very concept of *homo economicus* – well known and often discussed – although reduces human being, in the light of postmodern thinking seems to relive. That is why it is necessary to reflect if there is similarity between “economic man” and the vision of man preferred by postmodernism. One of the proofs for it may be current situation of family which is not supported by postmodern *homo economicus* concept. It seems to be logical consequence when we realize that individualism of “economic man” is strengthened by postmodern antipathy towards social institutions.

Key words: *homo economicus, market, family*