
Biznes, kryzys, etyka. Zło gospodarcze jako przedmiot nazywania

Autor: Przemysław Rotengruber

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Business, Crisis, Ethics. Economic Evil as a Subject to be Called

Author: Przemysław Rotengruber

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Przemysław Rotengruber

Uniwersytet im. Adama Mickiewicza, Poznań

e-mail: proten@amu.edu.pl

Business, Crisis, Ethics. Economic Evil as a Subject to be Called

Facing the economic crisis (began in 2007) managers and political leaders pay more attention to the postulate of socially responsible business. The axiological turn gives new possibilities to implement ethical standards in the sphere of economy. Alas, at the same time, this task evokes the following problems. Firstly, as social researchers, we need to know how to compose heterogeneous axiological systems (to join rules of ethics with the imperative of economic efficiency). Secondly, as market participants, we have to find the formula of mutual understanding (being seen as precondition of our ethical claims).

Key words: *business, crisis, ethics, economic evil*