

DAVID O'BRIEN CENTRE FOR SUSTAINABLE ENTERPRISE AT THE JOHN MOLSON SCHOOL OF BUSINESS

IN COLLABORATION WITH THE JOHN MOLSON SUSTAINABLE BUSINESS GROUP (JSG) FOR THE
BUSINESS BEYOND TOMORROW CONFERENCE

presents

DR. LASZLO ZSOLNAI

**PROFESSOR AND DIRECTOR BUSINESS ETHICS CENTER CORVINUS UNIVERSITY OF BUDAPEST, HUNGARY
AND**

**VISITING INTERNATIONAL SCHOLAR JEPSON SCHOOL OF LEADERSHIP STUDIES UNIVERSITY OF RICHMOND,
VIRGINIA, USA**

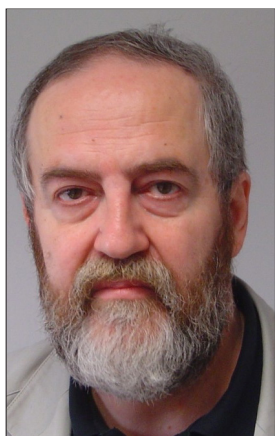
Friday, March 15, 2013

3:20-4:40pm

Concordia University MB.TBA
1455 de Maisonneuve Blvd. West

ECOLOGICAL SUSTAINABILITY AND COLLABORATIVE BUSINESS

Buddhist economics is a major alternative to the Western economic mindset. Instead of maximizing profit, human desires, market transactions and self-interest Buddhism suggests to minimize suffering of human and non-human beings. The Gross National Happiness framework of Bhutan as well as Western alternative business models show the viability of compassionate economics.



Laszlo Zsolnai is Professor and Director of the Business Ethics Center at the Corvinus University of Budapest. Currently he is Visiting International Scholar at the Jepson School of Leadership Studies, University of Richmond, Virginia, USA. He is Chairman of the Business Ethics Faculty Group of the CEMS – The Global Alliance in Management Education. He serves as Editor of the “Frontier of Business Ethics” book series at Peter Lang Publishers in Oxford. He is Co-founder of the Buddhist Economic Research Platform. Laszlo Zsolnai’s most recent books include “Responsible Decision Making”, “The Palgrave Handbook of Spirituality and Business”, and “Ethical Principles and Economic Transformation: A Buddhist Approach”. His academic website: <http://laszlo-zsolnai.net>

This event is free. Please mention at the JSG conference registration desk that you are attending Dr. Laszlo Zsolnai’s lecture/panel.

For more information, please contact:

Andrew Ross

David O’Brien Centre for Sustainable Enterprise

John Molson School of Business

aross@jmsb.concordia.ca

514-848-2424 ext 5433



**David O’Brien Centre
for Sustainable Enterprise**