



ECONOMICS WITH A BUDDHIST FACE

The First Conference of the Buddhist Economics Research Platform

August 23–24, 2007, Budapest, Hungary

The Business Ethics Center of the Corvinus University of Budapest and the East–West Research Institute of the Budapest Buddhist University organizes the 1st Conference of the Buddhist Economics Research Platform under the title “Economics with a Buddhist Face.”

The Buddhist Economics Research Platform aims to connect people and institutes engaged in developing Buddhist economic theory and practice and to spread ideas and working models of Buddhist economics and management to the general public.

The “Economics with a Buddhist Face” conference got sponsorship from the Business Ethics Society, the Ferencváros District of Budapest, the Fair Trade Center, the Diamond Way Buddhist Center, and the “Green Point” Human Ecology School.

**The website of the Buddhist Economics Research Platform can be found at
http://ethics.bkae.hu/html/buddhist_index.htm**

Program

“Economics with a Buddhist Face”

The 1st Conference of the Buddhist Economics Research Platform
August 23–24, 2007, Budapest, Hungary

Venue:

“Kőrösi Csoma Sándor” School (Budapest, IX. Ifjúmunkás st. 13)

August 23 (Thursday)

12.30–14.00 Registration and Lunch

14.00–14.15 Opening Addresses

14.15–15.00 ▶ Laszlo Zsolnai (Corvinus University of Budapest, Hungary):
Western Economics versus Buddhist Economics

15.00–15.15 Break

15.15–16.45 ▶ Peter Daniels (Griffith University, Brisbane, Australia):
Buddhism and Sustainable Development—Shaping Economic Systems

▶ Apichai Puntasen (Ubon Rajathance University, Thailand):
Why Buddhist Economics is Needed as a New Paradigm towards Happiness

16.45–17.00 Break

17.00–18.30 ▶ Bronwen Rees (Anglia Ruskin University, Cambridge) &
Tamas Agocs (East–West Research Institute, Budapest Buddhist University):
*The East–West Crucible: Exploring the Application of Buddhist Theory and Practice
in the Modern Organization*

▶ René Brohm (Free University of Amsterdam, The Netherlands) &
Heidi Muijen (Thymia, The Netherlands):
The Art of Living in Organizations: Organizing as a Dance

20.00–22.00 Visit to the Diamond Way Buddhist Center (1074 Budapest, Budapest Huszár st. 7–9.)

Panel Discussion: Buddhists in Business

Moderator: Ferenc Antal Kovács (Energy Efficient Technologies)

Panelists: JoZach Miller (Euronet Worldwide),
Miklós Kiskovács (tax consultant),
Béla Bócsi (Personnel Development Professional),
Botond Fehér (Hypo Investmentbank AG),
Roman Laus (Diamond Way Buddhism Association Czech Republic)

Reception

August 24 (Friday)

9.00–9.15 **Meditation**

9.15–10.45 **Economics**

- ▶ Knut Ims (Norwegian School of Economics and Business Administration, Bergen, Norway) & Ove Jacobsen (Bodo Graduate School of Business, Norway):
“Quality of life”—The Golden Mean between Materialistic Consumerism and Spiritual Existentialism
- ▶ Colin Ash (University of Reading, UK):
Happiness and Economics: A Buddhist Perspective

10.45–11.15 **Break**

11.15–12.45 **Asoke and Entrepreneurship**

- ▶ Kanoksak Kaewthep (Chulalongkorn University, Bangkok, Thailand):
A Radical Conservative Buddhist Utopia: The Asoke People
- ▶ Yulianti (Syailendra Buddhist College, Indonesia):
Crossing the Crisis: Success Story of Progressive Indonesian Buddhist Entrepreneurs

12.45–14.00 **Lunch**

14.00–15.30 **Development**

- ▶ Linda Eggleston Nowakowski (Ubon Ratchathani University, Thailand):
Parallel Developments in Sufficiency Economy Concepts
- ▶ Suntharee T. Chaisumritchoke (Chulalongkorn University, Thailand):
Sufficient Economy, the King’s Philosophy: An Application of Buddhist Economics to Develop Thai Local Pharmaceutical Industries for Sustainable Well-Being

15.30–16.00 **Break**

16.00–17.30 **Business**

- ▶ Joel C. Magnuson (Portland Community College, Oregon, USA):
Mindful Economics: Integrating the Core Values of Buddhist Economics into the Community Corporation
- ▶ Wanna Prayukvong (Ubon Ratchathani University, Thailand):
An Overview of A Buddhist Economics Approach to Corporate Social Responsibility

20.00–22.00 **Buddha in Budapest**

- ▶ Visual Presentation and Reception by Tamas Ortutay at the “Green Point” Human Ecology School (1025 Budapest, Túrista st. 35.)

Farwell Reception



Buddhist Economics

The Buddhist Economics Research Platform is a continuation of the cooperative work of 12 scholars from Europe, Asia, Australia and North America which resulted in the book *"Business within Limits: Deep Ecology and Buddhist Economics"* (edited by Laszlo Zsolnai and Knut Johannessen Ims, 2006. Peter Lang Academic Publishers, Oxford).

The book explores the Deep Ecology perspective and Buddhist Economics for transforming business toward a more ecological and human form. It argues that ecology and ethics provide limits for business within which business is legitimate and productive. By transgressing ecological and ethical limits business activities become destructive and self-defeating.

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