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**Just War - Just Business**  
**An Inquiry into the Conditions of Legitimacy**  
**of Companies**

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## **Issues to be discussed**

**Why Just War theory is relevant for business?**

**Which criteria can define justifiability of business?**

The **Just War theory** promotes the view that a specific **war is just** if satisfactory conditions are met.

The first criterion establishing the **right to go to war** (“jus ad bellum”), the second establishing the **right conduct within war** (“jus in bello”), while the third establishing **justice about the results of war** (“jus post bellum”).

## Questions in Business Ethics

1. When it is **right to run** a business?
2. What is the **right conduct** in business?
3. How to make **justice** about the **results of business?**

Being **substantively right** business should be **ecological, future respecting** and **pro-social**.

- (1) **Business does not harm nature** or allow others to come to harm,
- (2) **Business does not violate the interest of future generations,**
- (3) **Business serves enabling people.**

Being **procedurally fair** business should treat **all stakeholders fairly**.

- (i) Business ensures a **decent livelihood** for **employees**
- (ii) Business provides **customers with real values**
- (iii) Business makes **fair trade** with **suppliers**
- (iv) Business establishes **collaboration** with **local communities**

## **Bringing justice to the business ecosystem**

- (I) Business should pay its contribution to the public good**
- (II) Business should provide transparency about its functioning**
- (III) The fruits of business activities should be distributed equitably**

If business activities are **substantively right**, **procedurally fair** and bring **justice** to the **business ecosystem** then business can get **strong legitimacy**.

This means that the “**raison d’être**” of business, the **operations** of business as well as the **results** of business are **morally justifiable**.

## **Can we say that a company is legitimate if**

**it destroys nature,  
violates the right of future generations,  
does not serve the needs of people,  
does not pay living wages,  
does not give real value for the customers,  
exploits suppliers,  
does not cooperate with local communities,  
denies paying its contribution to the public good,  
does not provide transparency and  
does not want to distribute benefits quitably?**