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**Love in Business:  
Sentimentality or the Ultimate  
Virtue?**

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# Central Proposition

On the basis of **calculative self-interest** **business cannot regain trust** from the public and cannot get deep support from its stakeholders. For re-establishing trust and getting **deep support** business should show that it **loves** and **serves** its all **stakeholders**.

# Virtues in Business

The **virtue ethics** literature in business focuses mainly on the **cardinal virtues** and disregards the role of the **theological virtues**. But without the foundational role of the **virtue of love**, the cardinal virtues have a limited role in **transforming businesses into high purpose organizations**.



IN GOD WE TRUST

# REDEEMING CAPITALISM

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FOREWORD BY MIROSLAV VOLF

# Capitalism

- “A subject, not an object”
- “The capitalism we have is the capitalism we’ve chosen
- The evolution of Capitalism (Traditional, Modern, Postmodern)
- Postmodern capitalism: “devoid of a moral compass and resistant if not impervious to ethical constraint”
- Replace or redeem?

# A Model of Redemption

- Biblical Precedence
- Theological Precedence
- Common Grace
- Wisdom
- Cardinal Virtues
- **Theological Virtues (faith, hope and love)**

# The Theological Virtues: Faith

- “*Confidence in what we hope for and assurance of what we cannot see*” (Hebrews 11:1)
- Trust in something outside ourselves
- “Knowledge applied” (Packer)
- Is possible *remoto Dei*
- For Christians it is rooted in the *imago dei* and the *missio Dei*
- “Ultimate concern” (Tillich)

# The Theological Virtues: Hope

- Positive and forward looking (“Kingdom focused”)
- Optimistic but not naïve
- Mission oriented
- Requires endurance
- Requires patience
- Requires confidence
- Need not be “passive”
- “Concern for the future”



# The Theological Virtues: Love

- *“Love is patient, love is kind. It does not envy, it does not boast, it is not proud. It does not dishonour others, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. Love does not delight in evil but rejoices with the truth. It always protects, always trusts, always hopes, always perseveres. Love never fails. But where there are prophecies, they will cease; where there are tongues, they will be stilled; where there is knowledge, it will pass away...And now these three remain: faith, hope and love. But the greatest of these is love.” (1Cor. 13 sel.)*
- “Concern for the Other”

<b>Driver</b>	<b>Traditional</b>	<b>Modern</b>	<b>Post-modern</b>	<b>Virtuous</b>
<b>Purpose</b>	subsistence	acquisition	consumption	well-being / flourishing
<b>Capital</b>	means	credit	debt	thrift
<b>Nature of Work</b>	class	calling	professionalism	spiritual / work as worship
<b>Method of Work</b>	rhythmic	regimented	compartmentalised	holistic
<b>Ethic</b>	orthodoxy	“in” the world	“of” the world	common grace
<b>Accountability</b>	God is watching	self monitoring	no one watching	Covenantal / mutuality
<b>Ontology</b>	saved by works	pre-destined	temporal	imago / missio Dei
<b>Theology</b>	God is remote	God is active	God is dead	God is present / accessible
<b>Geography</b>	local	international	global	think globally / act locally
<b>Epoch</b>	agrarian	industrial	Informational	Inter-connected
<b>Output</b>	necessities	products / services	brands / images	added-value
<b>Sociology</b>	homogenisation of cult & culture	homogenisation of cult / marginalisation culture	marginalisation of cult / homogenisation of culture	harmonisation of cult & culture