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# **Business within Limits**

**Deep Ecology and Buddhist Economics**

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1

**Business within Limits**  
*Deep Ecology and Buddhist Economics*

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Peter Lang

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The book aims to explore the **Deep Ecology** perspective and **Buddhist Economics** for **transforming business** toward a more **ecological and human form.**

Today's business model is cultivates narrow **self-centeredness.** This lead to **destruction.**

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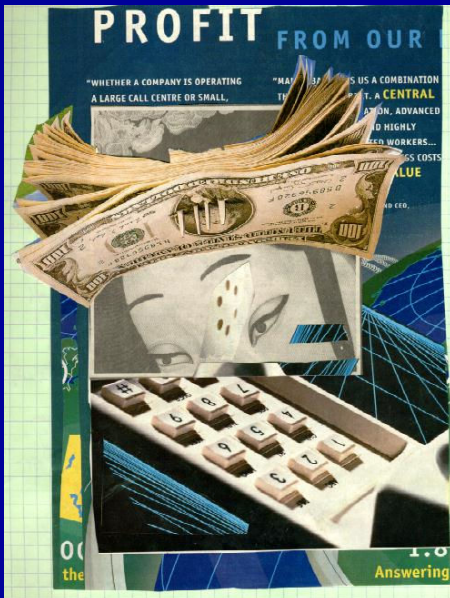
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**With its exclusive dependence on profit,  
business today behaves  
like alcoholics.**



**Business organizations,  
require treatment and  
recovery. Disease is a loss  
of meaning and purpose.**

**(1) Human beings, through their materialism and greed, are directly responsible for most of the unsustainable practices that we have. If there is to be a real move toward sustainable development, change has to occur within people and especially within us who live in the West.**

(2) In **Western economies**, people believe that the pursuit of **money** and **material possessions** is the path toward greater happiness, satisfaction and contentment. **Buddhism** points out that the **ego mindset** cannot be fulfilled and its greed for more satisfaction and recognition becomes the source of its **own destruction**.

**(3) The Buddhist approach suggests that as people become **detached** from **desires**, their levels of happiness will increase. It is an opportunity for businesses to concentrate more on providing **essential goods** and **services**. Business will then become less exploitative and damaging. Buddhism is more consistent with **protecting nature** and **caring** for the **environment**. There is a need to move away from mass-consumption economies toward a more environmentally **restorative** one.**



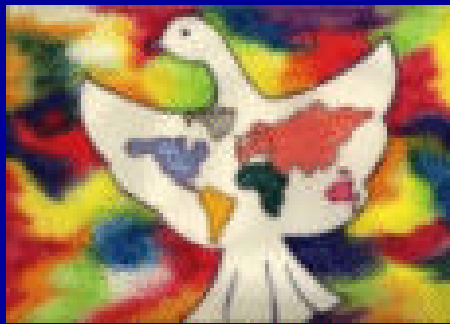
(4) While Western economics emphasizes **self-interest** and **material development**, Buddhist economics stresses “**inner development**.” It also place an emphasis on **culturally appropriate** economic approaches. Buddhist economics sees no problem with activities that are **beneficial to oneself** but only in the case of **non-harmfulness to others**. Non-harm means respecting all human beings and all other creatures and developing a sense of **respect for all life**.

**(5) Buddhist economics is based on a concept of the “middle way.” Moderation reflects the knowledge that “things” and consumption are not the root of happiness and contentment. Reaching happiness and contentment requires that we spend less time consuming and more time contemplating.**

**Buddhist economics is founded on changes at the individual level. Rather than waiting for radical change through the democratic process, each of us can begin that change. In developing a spiritual attitude of caring and compassion we can improve our own lives, the lives of others and the planet as a whole.**

# New Ways of Doing Business

We need to find ways that respect the **ecological** and **ethical limits** of business activities.



Acting within limits can contribute to the **preservation** and **enrichment** of the **world**.