

**Laszlo Zsolnai**  
**Business Ethics Center**  
**Corvinus University of Budapest**

## **The Market Disclosure of Being**

**A Heideggerian Approach to Business**

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## **Technology or Business?**



**Despite of Heidegger's  
warning not modern  
technology  
but modern-day  
business destroys  
Being and beings.**

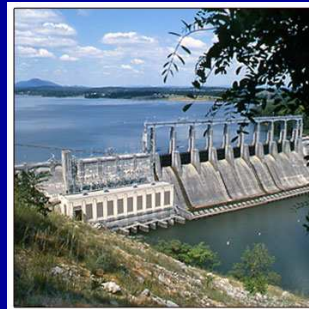
**Martin Heidegger**

## The Question Concerning Technology (1949)



gentle, non-violent  
technology

rape or violation  
of nature



## The metaphysics of modern-day business

- (i) to be is to be an item of **marketable resource**
- (ii) to be is to be either an **object** available for **productive activity** for the market or else a **subject** who **makes use** of such objects in such activity
- (iii) the only way to think is the **calculative thinking** which **considers** and **measures** every being as a marketable resource

With its exclusive focus on **profit-making** modern-day business tends to **violate** the integrity and diversity of **natural ecosystems**, the autonomy and culture of **local communities**, and the chances of **future generations** for a decent life.

## Violation is "essential" harm

women as mere  
sex objects

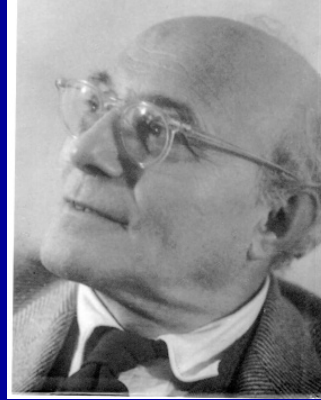


exploitation of  
forests as timber

## Substantive economic thinking

The substantive meaning of the economy stems from **human beings'** patent dependence for their **livelihood** upon nature and their fellows.

Humans survive by virtue of an institutionalized **interaction** between their **communities** and the **natural environment**.



**Karl Polanyi**  
(1886-1964)

## Gentle, careful ways of doing economic actions

- (i) having **intrinsic motivation** to serve the **greater good**
- (ii) measure **success in broad value categories** beyond money

## The World as the Face of God



Caring for things 'demands immanence in God'.  
(Schelling as interpreted by Heidegger)