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Business Performance
in
Multiple Value Perspective

Doer

action

Observer

Receiver

Business:

goal performance

social performance

ethical performance

**The ethical performance
of business**

seeing **business activities**
(A1, ..., Ai, ..., Am) from
the perspectives of the
applying ethical norms
(D1, ..., Dk, ..., Dp)

**The social performance
of business**

**pay-offs of business activities
(A1,...,Ai,...,Am) for the
stakeholders (S1,...,Sq,...,Sr)**

**The goal performance
of business**

**achieving its own goals
(G1,...,Aj,...,An) by business
activities (A1,...,Ai,...,Am)**

Success of business

**converging positive
ethical, social and goal
performances.**

**Business should
fit in its multi-value,
multi-stakeholder
„niche“.**