Pathos for ethics, leadership and the quest for a sustainable future

By Anthony E. Gortzis

Abstract

The aim of the European Business Ethics Network (EBEN) is to look critically at recent developments in the field of business ethics both from a theoretical and a practitioners’ perspective.

The international economic uncertainty has a direct impact on economic structure affecting everyone’s business life. The burning question in all the member states is whether Europe can continue to be identified with democracy, with the rule of law, with a European social state that transcends the demographic and fiscal crisis. Governments need to restore trust, confidence of consumers, investors they need business ethics more than ever. Europe urgently needs to return to growth rates.

Copying some of the key messages from European Business Summit to the political leaders: less unemployment, expansion of the EU external trade, promotion of private investment, innovation and more research and development, restructure of the very big public sector, safeguarding the Euro, improvement of public finances and structural reforms, education.

EBEN aspires to play a significant role by providing support to Academia, organizations, EU, governance, professionals, in order to adapt a new management approach, with the supply of business ethics principles, research tools, and training and best practices propagation.

EBEN mission is to promote ethics and excellence in businesses, to increase awareness about ethical challenges in the global marketplace and to enable dialogue on the role of business in society.

Inspired by Aristotle, Mr. Gortzis invites to go beyond “conventional wisdom”, to think outside the box, to move beyond the codifications of the existing tools. Bringing together Europeans, enhancing the growth of cultural ties between the countries and sharing best practices in doing business in today’s globalizing environment is prerequisite. The speaker believes, that Europe is by definition a very strong brand name and therefore, we have to make the most out of it.