

Summary

“Wirtschaftsethik – Synopsis und kritischer Ausblick”

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The relation of economics, business and ethics becomes scientific relevance since the 90th of the last century. These are many different conceptions, we can list in three main categories: 1. incentive-compatible conceptions, 2. discourse-oriented conceptions und 3. even more pragmatic ones. The incentive oriented conceptions deal with institutional rules to guide behaviour; it is the most prominent approach, relating politics and economics (or, in the market field, with governance-approaches of firms). The discourse-oriented conceptions are reflecting normative constitutions of the political-economic process. The pragmatic approaches are divided in different issues: from CRS to ecological themes.

Modern societies are living with heterogenous moral resources, so we have to be aware of moral competitions and diversity of rules / institutions. The institutional approach believes in a certain homogenisation of shared mental models to install some order and regulation of behaviour. But there is no guarantee because of the floating moral communications (in society and in networks). Society is transforming form classical moral order to moral communication, with a higher ability of moral issues, but also with higher contingencies of moral sustainability. Economic ethics continues to be an open field of conceptualizations, with a certain focus on the analysis of structures of cooperative interactions. But ethics has no system; moral must be translated in economic, legal and social processes as media of moral processing.