



PALGRAVE STUDIES IN SUSTAINABLE BUSINESS
IN ASSOCIATION WITH FUTURE EARTH

Caring Management in the New Economy

Socially Responsible
Behaviour through
Spirituality

Edited by
Ora Setter · László Zsolnai

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Palgrave Studies in Sustainable Business
In Association with Future Earth

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Through Spirituality

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Editors

Ora Setter
Tel Aviv University
Tel Aviv, Israel

László Zsolnai
Business Ethics Center
Corvinus University of Budapest
Budapest, Hungary

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Preface

The book presents selected papers from the international conference entitled *New Economy, Old Traditions: Caring Entrepreneurship* held in Tel Aviv on September 4–6, 2017. The conference was jointly organized by The Coller School of Management of Tel Aviv University, the European SPES Institute, Leuven, and the Business Ethics Center of Corvinus University of Budapest.

Practical wisdom from the Jewish and other faith traditions suggests that enterprises with a spiritual value orientation can flourish and serve the interests of business and the wider community better than conventional enterprises that adhere to a narrow financial-bottom-line approach. The papers in this book argue that a *new ethos* of *entrepreneurship* needs to be developed, in which caring for fellow human beings, future generations and nature play an elemental role.

The last public words of Hans Jonas were as follows:

It was once religion which told us that we all are sinners because of original sin. It is now the ecology of the planet which pronounces us all to be sinners because of the excessive exploits of human inventiveness. It was once religion which threatened us with a last judgment at the end of

days. It is now our tortured planet which predicts the arrival of such a day without heavenly intervention. The latest revelation (...) is the outcry of mute things themselves that we must heed by curbing our power over creation, let we perish together on a wasteland of what was creation.

These are rather dramatic words. But in contrast to the rapidly deteriorating Earth–Human system, our book represents the hope that “what was creation” can be repaired and healed through the *genuine care* of creative people and progressive entrepreneurship.

Tel Aviv, Israel
Budapest, Hungary

Ora Setter
László Zsolnai

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Notes on Contributors

Luk Bouckaert is a Professor Emeritus at the Catholic University of Leuven, Belgium. He is a Philosopher and an Economist by training. His research and publications fall within the fields of business ethics and spirituality. In 1987 he founded the Centre for Economics and Ethics at the Catholic University of Leuven. In 2000 he started the SPES Forum (Spirituality in Economics and Society) and in 2004 the international European SPES Forum which he chaired as president until 2014. He wrote several books in Dutch. His recent publications in English include: *Spirituality as a Public Good* (co-edited with L. Zsolnai, 2007), *Frugality. Rebalancing Material and Spiritual Values in Economic Life* (co-edited with H. Opdebeeck and L. Zsolnai, 2008), *Imagine Europe* (co-edited with J. Eynikel, 2009), *Respect and Economic Democracy* (co-edited with Pasquale Arena, 2010) and *The Palgrave Handbook of Spirituality and Business* (co-edited with L. Zsolnai, 2011).

Pavel Chalupnick studied economic policy at the University of Economics in Prague (Ph.D. 2009), and theology at Charles University in Prague (B.A. 2012) and at Catholic University in Leuven (M.A. 2014). He taught courses on economic policy, economics of religion and economics of the non-profit sector. Currently, he is a Ph.D. student