

Laszlo Zsolnai
Corvinus University of Budapest &
European SPES Institute, Leuven

Zoltan Valcsicsak
Hungary-Bhutan Friendship Society

Business for the Greater Good: GNH Rating for Enterprises

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The Materialistic Management Model



Homo Oeconomicus:
materialistic and
individualistic model
of man

Lessons from Business Ethics and Corporate Social Responsibility

**opportunistic initiatives are
not just ineffective but also
counter-productive**

The GNH Framework



Proposed Rating Scheme for GNH Performance of Enterprises

GNH* rating means that the given enterprise satisfies criteria of environmental conservation. **GNH**** rating means that the given enterprise satisfies the criteria of environmental conservation and equitable socio-economic development. **GNH***** rating means that the given enterprise satisfies the criteria of environmental conservation, equitable socio-economic development, and good governance. **GNH****** rating means that the given enterprise satisfies the criteria of environmental conservation, equitable socio-economic development, good governance, and cultural preservation.

Buddhist Values in Business (1)



Buddhist Values in Business (2)



Conclusion

GNH implies a **new business culture** where **profit** and **growth** are not final ends, but only **elements** of a **broader set** of material and non-material **goals**. Similarly, **cost-benefit calculations** are not the only means by which to make managerial decisions, but are **integrated** into a more **comprehensive** scheme of **wisdom-based management**.

Thank you!