



# Lecture series: The Humanism in Business Book Series

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[Online lecture description](#)

## Context and aims

The Humanism in Business Series at Palgrave Macmillan is a series of books that aim to further our knowledge and provide a collaborative platform for research into humanistic management. To date, well over one hundred scholars from around the globe have written in the seven volumes of the series jointly progressing on our shared research agenda in service of a more humanistic economic model. Further information and downloadable content on all books can be found under [http://humanisticmanagement.org/knowledge\\_center/books](http://humanisticmanagement.org/knowledge_center/books). The seven volumes of this globally unique book series are:

- *Integrity in Organizations*: This volume (Amann & Stachowicz-Stanusch Eds., 2012) moves beyond the normative call for more humanistic management in the aftermath of a series of corporate scandals, recent financial crisis as well as the increasingly questioned one-dimensional profit maximization paradigm as the sole compass for companies.

It sheds light on how we can build more humanistic organizations with the help of integrity. The authors cover topics such as leadership, governance, personal development and further implementation issues when companies aim for more humanism in business and management. Various international case studies illustrate the presented frameworks and recommendations.

- *Human Development in Business* (Mele & Dierksmeier Eds., 2012): A significant voice in encouraging the theoretical development and practical implementation of humanistic management is Pope Benedict XVI. In his Encyclical Letter *Caritas in Veritate* published in 2009, he proposed a new humanistic synthesis to realign the economy with its social purpose. The aim of

this book is to interpret, comment and develop aspects of the Encyclical Letter which are significant for economic and business activity and contribute to humanistic management. The authors, specialists in their different fields, provide an interdisciplinary dialogue between their respective areas and the Encyclical.

The first, theoretical, part of the book focuses on the relationship between ethics and economics to advance towards a holistic view of business and managerial activity. The second part is oriented more towards the practical and managerial aspects, and discusses how the Encyclical can contribute to more humanistic ways of management.

- *Banking with Integrity*: This book (Spitzeck et al Eds., 2011) tells the stories of banks which were doing well during the financial crisis of 2007-2010. While other banks went bankrupt, were nationalized, or struggled for survival, some of our featured cases increased their market share, attracted more customers and avoided home evictions of their clients. By looking at the healthier population of financial services firms we explore what management approach made these banks 'immune' to the financial crisis.

We find that these banks had stronger ties with the society around them contributing both to financial as well as human development. By staying close to clients and stakeholders, involving them in corporate governance mechanisms and exercising strict risk management practices, most of our cases avoided the negative consequences which other banks experienced. Adopting some of the lessons from these banks might serve as a 'vaccine' to avoid the impacts of any future financial turmoil.

- *Business Schools Under Fire* (Amann et al Eds., 2011): In a time of ecological, social and financial crisis, trust in managers is very low. Management education in general is being scrutinized for its impact on society and business schools have been described as 'silent partners in corporate crime.' This book outlines how business schools can get out of the line of fire by presenting the cornerstones of a humanistic business education. As with any cure, it starts with an in-depth analysis of the root causes and then with a humanistic management education model details more promising ways forward. It outlines the

implications of this next generation management education model for the administration of business schools as well as their core tasks of research and teaching.

- *Humanistic Ethics in the Age of Globality* (Dierksmeier et al Eds., 2011): Through ongoing globalization managers today are faced with an array of values and codes that claim to be of relevance to their daily practice. Cultures and moral expectations differ around the globe resulting in the management of corporate responsibility becoming increasingly complex. Is there, however, a humanistic consensus that can bridge cultural and ethnic divides and reconcile the diverse and contrary interests of stakeholders world-wide?

The authors of this book discuss this question by exploring the rich traditions of humanistic ethics. They operate from the assumption that a concentration on the nature and the well-being of the human person could provide the requisite focus for an inter-cultural debate around normative ideals that could help both clarify and improve the often tense relationship between business and society.

- *Humanistic Management in Practice: This Volume* (von Kimakowitz et al Eds., 2011) is centered on a collection of business cases from all corners of the globe, in a variety of industries and sizes. What unites this group of businesses is that all of them are highly successful market actors in a competitive environment and yet they consider their ultimate raison d'être as the generation of societal benefit rather than maximum profit. These companies are managed as an integrated and responsive part of society and complement theoretical arguments on a humanistic management approach with proof of concept. They demonstrate that managerial freedom includes the option to align social purpose and business success.

Through their global coverage these cases demonstrate that in the context of cultural diversity and varying moral perceptions across the world, universal values no less prevail and are a main driver for the cultures in these business organizations

- *Humanism in Business: This Volume* (Spitzeck et al Eds., 2009) asks some very foundational questions. What is the purpose of our economic system? What

would a more life-serving economy look like? There are many books about business and society, yet very few of them question the primacy of GDP growth, profit maximization and individual utility maximization.

Humanism in Business does just that and investigates the possibility of creating a human-centered, value-oriented economy based on humanistic principles. An international team of academics and practitioners present philosophical, spiritual, economic, psychological and organizational arguments that show how humanism can be used to understand, and possibly transform, business at three different levels: the systems level, the organizational level and the individual level.

## **Lecture methodology**

While we strongly believe that classroom interaction and the integration of participants and faculty to form a joint learning environment is very valuable there are also types of content that are best presented in a lecture before digging deeper within a more interactive framing. Introducing scholarly books, which is the intention of this lecture series is one example where a lecture serves best. However our lectures do include multimedia content, we love being interrupted for questions, the audience will play some active role, and ample time for Q&A is desired.

After all, a lecture doesn't have to confine the audience to listening to someone reading a paper out loud for 90 minutes.

## **Time frame**

The time frame on this lecture series is flexible. It can range from a two hour lecture on the entire book series to individual lectures on all or selected volumes of the series. In addition workshop formats can be offered to complement the lectures and provide a more interactive framing for examining the merits of the Humanism in Business book series.

## Faculty Contact

Dr. Ernst von Kimakowitz is Director and co-founder of the Humanistic Management Center ([www.humanisticmanagement.org](http://www.humanisticmanagement.org)), an independent think-tank, learning institution and non-profit advisory firm. He is also a lecturer in leadership skills at the University of St Gallen, Switzerland, a director of the Humanistic Management Network, co-editor of the Humanism in Business book series at Palgrave Macmillan, advisor to the Impact Investing Platform in São Paulo, Brazil and senior ambassador of the UK based Globalization for the Common Good Initiative (GCGI). Ernst's specializations include corporate responsibility, business and economic ethics, development theory and impact investing.



Ernst von Kimakowitz holds a M.Sc. from the London School of Economics (LSE), UK and has worked in strategy consulting with a leading management consulting firm based in London, England. Subsequently he went to the University of St Gallen in Switzerland where he earned an award winning Ph.D. from the University's Institute for Business Ethics.

Ernst frequently speaks at conferences, lectures at universities around the world and is consulting businesses as well as international organizations on questions regarding corporate social responsibilities, stakeholder engagement and development-conducive business conduct.

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