



The Humanistic Management Network
and the

University of Regensburg

invite to the following conference.



MORAL AND PHYSICAL HEALTH

HUMANISTIC ETHICS IN THE AGE OF GLOBALIZATION



The conference will take place on December 12th-14th
in Regensburg, Dollingersaal, Zieroldsplatz 1.





PROGRAM ON FRIDAY

15.00-16.00 **Champagne Reception**

16.00-16.30 **Opening Address**

(Claus Dierksmeier, Regensburg, Germany)

I) Religious and Cultural Bases of Humanism

16.00-17.00 **The Humanistic Core of Jewish, Christian, and Muslim Monotheism**

(Kurt A. Richardson, Toronto, Canada)

17.00-17.30 **Humanistische Werte in indischen und chinesischen Traditionen**

(Monika Kirloskar-Steinbach, Constance, Germany)

17.00-18.00 **Coffee break**

18.00-18.30 **Ethics of Humanity in African Philosophy**

(Kai Kresse, Berlin, Germany)

18.30-18.40 **Conclusions**

(HUMANISTIC MANAGEMENT NETWORK)

18.40-19.00 **Discussion**

19.30-21.00 **Dinner**

21.00 **Cocktails**





PROGRAM ON SATURDAY

II) Antique and Medieval Humanism

09.30-10.00	Aristotle's Teleology of Human Life (Heiko Spitzeck, Cranfield, Great Britain)
10.00-10.30	Stoic Humanism (Maximilian Forschner, Erlangen, Germany)
10.30-11.00	Coffee break
11.00-11.30	Economic Thoughts in Medieval Times (Helmut Braun, Regensburg, Germany)
11.30-11.40	Conclusions (HUMANISTIC MANAGEMENT NETWORK)
11.40-12.00	Discussion
12.00-13.30	Lunch break

III) Modern Humanism

13.30-14.00	Kant's Humanistic Foundation for Business Ethics (Claus Dierksmeier, Regensburg, Germany)
14.00-14.30	Humanistic Values in German Idealism and Humanism (Richard Fincham, Cairo, Egypt)
14.30-15.00	Coffee break
15.00-15.30	Karl Marx' Humanistic Vision (Ulrich Steinvorth, Ankara, Turkey)
15.30-15.40	Conclusions (HUMANISTIC MANAGEMENT NETWORK)
15.40-16.00	Discussion
16.00-16.30	Coffee break

IV) Contemporary Humanism

16.30-17.00	Humanistic Ethics in the Philosophical Anthropology of Plessner and Gehlen (Günter Fröhlich, Regensburg, Germany)
17.00-17.30	Human Dignity and Gen Tech (Nikolaus Knoepffler, Jena, Germany)
17.30-18.00	Coffee break
18.00-18.30	The Human Being and its Capabilities: Nussbaum versus Sen (Benedetta Giovanola, Macerata, Italy)
18.30-18.40	Conclusions (HUMANISTIC MANAGEMENT NETWORK)
18.40-19.00	Discussion
19.30	Dinner
21.30	Sight-seeing tour



PROGRAM ON SUNDAY

V) Humanism and Medical Ethics

- 9.30-10.00 **Justice in Public Health Systems**
(Norbert W. Paul, Mainz, Germany)
- 10.00-10.30 **Ethik und Information. Gesundheitsentscheidung in der Arzt-Patientenbeziehung**
(Prof. Dr. David Klemperer, Regensburg, Germany)
- 10.30-11.00 **Coffee break**
- 11.00-11.30 **Integrity in Biomedical Cooperation**
(Minou Friele, Düsseldorf, Germany)
- 11.30-11.40 **Conclusions**
(HUMANISTIC MANAGEMENT NETWORK)
- 11.40-12.00 **Discussion**
- 12.00-12.30 **Farewell Address**
(Rektor Alf Zimmer, Regensburg)
- 12.30-13.30 **Lunch**





RATIONALE

The Challenges of Globalization

With astounding speed the global exchange of products and services is transforming the natural and cultural face of the earth. Biological systems vanish, customary rules of behavior fade, legal frameworks dissolve, languages die out, and many traditional religions are on the wane. In their stead, driven by an exponential increase in information exchange, novel forms of interaction are taking hold. Various new ways of life are quickly spreading, from their origins in the remotest localities on earth and from cyberspace, to everywhere all around the globe. Unprecedented wealth has been created for many; likewise, unacceptable destitution persists for others.

It is open to debate what these developments carry out for the moral and physical health of human beings. Are we heading toward a paradise of freedom and autonomy where all human needs are met or are we facing endless war, civil strife, environmental destruction, and cultural poverty? Are we nearing one global culture or ‘multiple modernities’?

Two complexes of questions concern almost everyone:

(1) What will be the future role of the corporations? Will they become an integral part of a global civic society, and close ranks with the various non-governmental organizations that work toward the betterment of human life? Or will business impede the advancement toward a more humane society? In brief, will corporations foster or hinder human progress?

(2) How is the human being faring in terms of health and physical well-being in the years to come? Will the enhanced technical possibilities to manipulate biological life contribute to a more humane life on part of the individuals or will the human being fall victim to a self-objectification in the name of aesthetic and functionalistic perfectionism?



Both questions are interrelated. The dynamic shifts we have seen in recent years both on the drug and pharmaceutical markets and in the sector of public health care are inexorably intertwined with an overall move towards market liberalization, political deregulation, and privatization.

So far the outcomes of these policies are mixed. Globalization in its emerging form surely has sharpened the competitive environment for companies. Greater connectivity and the speed at which the global integration of business occurs have increased the number of relationships, multiplied the amount of available information, but done nothing to give managers more time to interpret and manage the information. Tougher competition for companies and their managers might signal the dawn of an era where managers lose track of the moral and social repercussions of their actions. The global business community risks an overemphasis on financial results only – to the detriment of both society and the long-term interests of business.



Medical and pharmaceutical business practices are a case in point. They can serve as an exemplar of a shift away from notions of objective human needs to subjective wants as, e.g., in the transition from the production of life-saving drugs to life-style drugs, or in the growing field of plastic surgery and cosmetic treatments within clinical facilities. The rarely questioned supremacy of subjective preferences over objective needs that rules pharmaceutical and medical markets these days has led to a questionable increase in inequality in basic health care provisions and to failures in public health services.

The Need for Humanistic Ethics

On a very basic level, the main problems as well as their likely solutions seem clear: humanity can halt the current “race to the bottom” of ever lower basic standards (social, environmental, medical, cultural, etc.) only through implementing global guidelines for business. Hence we need agreement on a normative framework for economic practice. The problem, however, is that virtually none of the traditional values offered by religions and customary ethics are uncontroversial or universally accepted. With every advance of globalization came a reduction in the power and effectiveness of traditional ethics to regulate the practices of business.

From an attempt to find a common moral rationale for all humans, academics all around the world have recently given humanistic ethics increased attention. The parsimonious and agnostic foundations of its approach to ethics make the humanistic philosophy an attractive candidate for advancing positions that can legitimately claim to be of common concern for all of humanity. Humanism promises to provide an ethics that caters to the nature of the human being, and thus it offers a platform to address the moral and physical health of human life in conjunction.

Hence, at our conference, we are bringing together the expertise of a number of leading scholars on the history of humanism in order to work out a concise conceptual framework that can provide orientation for further research in the field. Our foremost purpose is the development of actionable guidelines for questions of ethical management in times of change and challenge.



TRANSPORT

When arriving by plane, use the Shuttle Munich – Regensburg „Airportliner“. You need to book a seat ahead of time; by phone: 0941 / 22 22 0, or on the web: <http://www.airportliner.com>. **Upon arrival by car,** take the exit „A 93 Regensburg Prüfening“ and head for Regensburg „Zentrum“. For parking we recommend „Bismarkplatz Parkhaus“. From there, follow signs to „Altes Rathaus“, and for further directions use map below. **When arriving by train,** follow „Maximilianstrasse“ until you see signs to „Altes Rathaus“, then continue according to the map below.

