

Cross-cultural entrepreneurship: Entrepreneurship at the Interface of Cultures

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Business ethics, management styles and entrepreneurship

Content

1. Examples of value related management problems
2. Values at the crossroads: past, present, inside and outside
3. Communitarianism and individualism, hierarchy and egalitarianism
4. Voluntarism, sequential time management, attitude to labor
5. Universalism and particularism
6. Civil society versus gated networks
7. Choices in doing business once again
8. The role of religion



Theoretical background: paradigm shift from Cartesian to grammatical engineering

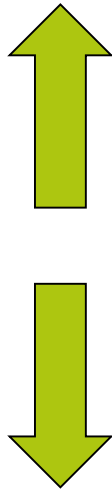
Engineering, a social science?

1. Engineering doesn't only reduce phenomena to earlier causes, but makes dead matter subservient to future imperatives.
2. It integrates dead matter into the process of life ("Matter shouldn't matter")
3. Broad (orientation on society) and deep (scientific analysis): at the crucible of both, "World creation", determining the world future generations will live in



Deep Engineering, the Cartesian model

Inside: subject, coordination, agreement, modelling



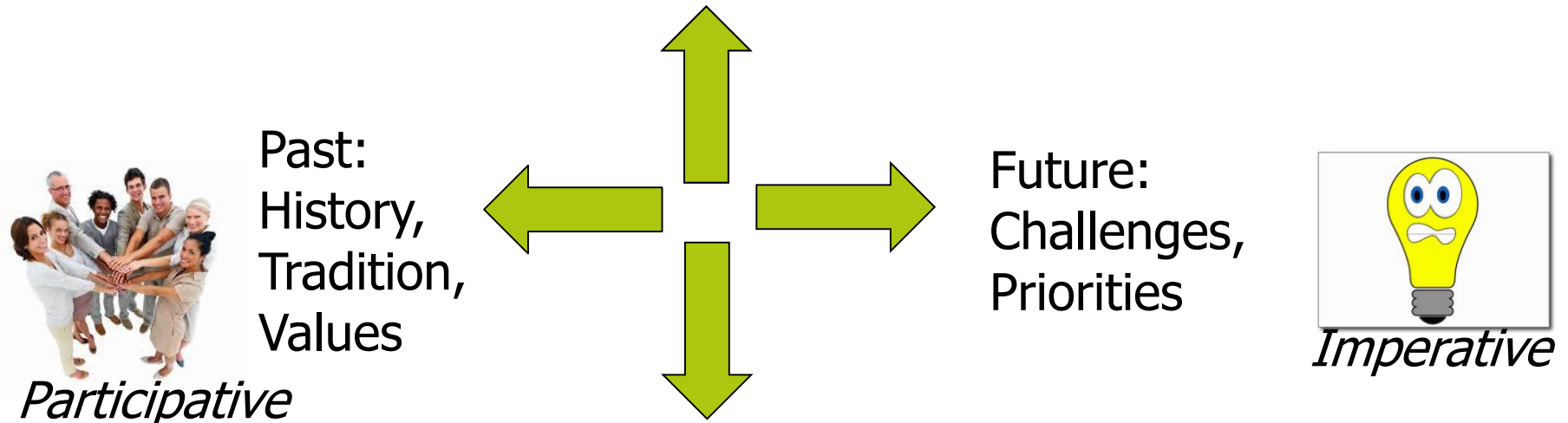
Outside: object, matter, implementation

Deep and Complete Engineering: the grammatical method



Subjunctive

Inside: subject, coordination, discussion, modelling, design proposals



Outside: object, matter, implementation, institutionalization



Indicative