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**Christian Business Values
in an Intercultural Environment**

Edited by

Norlin Rueschhoff and Konrad Schaum



Duncker & Humblot · Berlin

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Begründet von Prof. Dr. Dr. h. c. J. Broermann

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CHRISTIAN BUSINESS VALUES IN AN INTERCULTURAL ENVIRONMENT

Norlin Rueschhoff and Konrad Schaum, editors

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PART A. INTRODUCTION

Chapter I.

Global Values, Institutions and Policies: A Conceptual Framework

Clemens-August Andreae and Roger Skurski

Prologue

Western Europe has suffered through a decade-long period of economic and social malaise which some have called Eurosclerosis or Europessimism. At the same time, Japan and the United States, at least the Sunbelt, have enjoyed a more prosperous period, although growth and prosperity in the United States have still left many behind. More recently, the European trend has somewhat reversed. The key question is what accounts for these differences and changes among the "developed" societies of Europe and the Pacific Rim? Is it the role of government, management, and labor; is it old versus new institutions and policies; is it basic values; or is it all of these and more?

A project to analyze such questions would necessarily be cross-cultural and interdisciplinary and thus involve joint research by scholars in arts and letters as well as in business administration. Scholars in theology and literature may be as important to this undertaking as those in the social sciences and business. Furthermore, it would entail scholars from the United States, Europe and elsewhere.

In order to coordinate such a project, interested faculty and administrators from the University of Notre Dame's College of Arts and Letters and College of Business Administration were gathered together in the fall of 1985. The group met and developed a program entitled Values, Institutions, and Policies, or VIP, organized under the auspices of the Center for the Study of Contemporary Society at the University of Notre Dame. Initial efforts entailed preparing papers and conducting a planning workshop on the University of Notre Dame campus in January 1986. This workshop included seven

presentations of a general, explorative nature from several disciplines, with formal comments prepared by discussants as well as general remarks by Dean Frank Reilly of the College of Business Administration.

The workshop set the direction for the research, stimulating definite ideas and topics to be researched at Notre Dame and in Europe. Some identified issues were included in the Fourth Congress for Young Economists and Business Scholars held in Innsbruck in May 1986. Other efforts included writing of the proposal for funding and formalization of the project and consultation with representatives from the friendship universities, especially the University of Innsbruck and the University of Notre Dame.

The January workshop also served as springboard for the conference held at the University of Notre Dame Center for Continuing Education in September 1988. With the encouragement of University of Notre Dame President Edward A. Malloy, supplementary funding was sought and obtained through the generosity of the German Marshall Fund of the United States. The University of Notre Dame's Business Partners Program of the College of Business Administration, the Institute for International Peace Studies, and the Center for the Study of Contemporary Society as well as the University of Innsbruck all participated. The papers presented at the conference are included in this collection.

Conceptual Framework for the Research

This collection of papers is intended to stimulate research on comparative value systems in order to enhance the utilization of societal institutions for human and resource development in a manner that serves distributive justice in a global society. Such studies are expected to analyze policies as well as values and institutions. Because of the complexity and interrelationships among the elements of this project, a simplified conceptual framework for the research has been developed. The institutional infrastructure is the central element in the conceptual framework.

Within a national or international institutional infrastructure, institutional actors establish policies for developmental action. These policies are affected by the value system of the actors. The intricacies of these values that form socioeconomic decisions are quite complex. A cause and effect relationship is assumed. This relationship is depicted in Exhibit I below. Values affect institutional actors who, in turn, establish development policies which affect the socioeconomic performance. Several dimensions are inherent in this framework.

Exhibit I

CONCEPTUAL FRAMEWORK FOR DEVELOPMENT ISSUE ANALYSIS

