

A Moral Theory of the Firm?

Exploratory Research

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EXPLANATIONS?

(H) ?

- Leadership + Board

- Values (shareholders, sustainability, ...)

- Different paths

- Different / multiple stakeholders / segments (bottom of pyramid) ⇒ Growth

⇒ Comp adv ← talent

- long term ⇒ Business logic - tech
⇒ be ready

→ Foresight?

Differentiate

Success ↑

~~L.T.~~

Δ - Adapt

stakeholders

Success ↑

~~C.S.R.~~

Legitimacy

Survival

~~Agency~~

Hubris

Status

Entrenchment

Moral Theory

Insider Caring

Trading

Power

Interests

PERFORMANCE

DIS TRUST

POWER

PROGRESS

(F)

(WB)

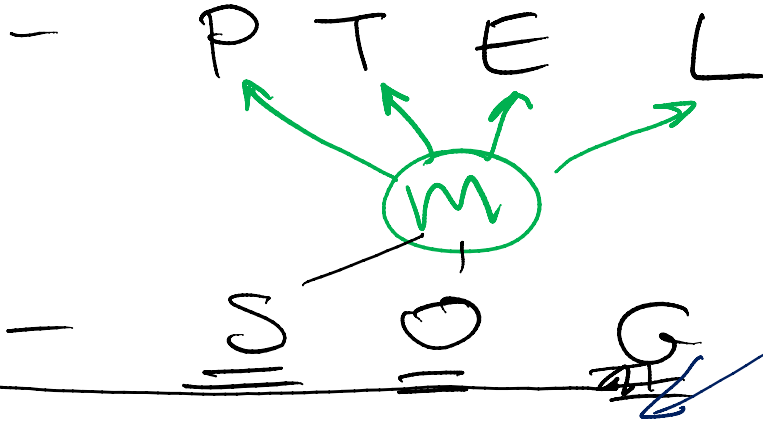
(EH)

- Inside caring

△ Aspiration - Integration → ^{P&P} Purpose

⇒ Final Ends

- God & Role



Ramon Mendicuti

Florida / Imperial
(1.18) NEW +

- Reasoning (Public)

- Philosophy ⇒ Power Obligations

Passions
(Glory)

(Property)
Interests
(Gold)

(Propriety)
Reasons
= Good?
= Right?

Economic
Capital
Output



Moral
Capital
Outcomes

Competence

Character

Contradictions

Caring

Cognitive

Courage
