Index

abuse of authority 383–5
accumulating savings and credit associations (ASCAs) 229
accumulation 312–13
Adam Smith Problem 286, 433, 435
adverse selection 138, 141, 228
agency problem 238
AIM (Association Internationale de la Mutualité) 242
Akerlof, G. 201
Althusius, J. 159, 256–7, 356–7
altruism 9–17, 130, 419, 435
and dictator games 108–10
distributive 435
economics of 9–10
empathy 12–13
gifts and gratuitousness 180, 183, 185, 186, 187
identification with recipient 13–14
institutional determinants 16
internal determinants 10
motivational factors 10, 16
philanthropy 254
pure and impure 10–14
reciprocal 287
social image concerns 15–16
tax compliance 11–12
trustworthiness 416, 417
virtue ethics 432–6
voluntary organizations 441–2
see also altruistic cooperation
altruistic cooperation, conditional 24–5
altruistic punishment 25–6, 329–31
altruistic reciprocity 20–40
altruistic punishment 25–6
character virtues 34–5
conditional altruistic cooperation 24–5
coopération and altruism in groups 30–32
coopération, altruistic, dark side of 37
market exchange, anonymous 22–3
norms of cooperation: cross-cultural variation 37–40
other-regarding preferences 20–22
preferences, situational character of 35–6
rationality of altruistic giving 23–4
strong reciprocity 20–22, 26–8
third-party punishment, altruistic 28–30
trust game 32–4
ambivalence in the market 7
anonymity and giving 16
anti-materialism 336–7
Aquinas, T. 79, 156–7, 159, 362
Arendt, H. 61
Aristotle 156, 362, 431–2
associations 403–4
accumulating savings and credit associations (ASCAs) 229
de facto 408–9
rotating savings and credit associations (ROSCAs) 81–2, 228–9, 240
savings and loans 242
assurance game 82, 279
attention and relational goods, similarity between 301
Augustine 156–7
Austria 211, 242
awards see prizes and awards
Bacharach, M. 205–6
balance (matching) reciprocity 185, 186
Barnard, C. 195
Becker, G. 44, 45, 337–8
Belgium 322, 323
beliefs 313
Benedict XVI, Pope 75, 214
Benefit Corporation 255
benefit, mutual 55–6
benevolence 432–6
social image concerns 313
Bentham, J. 44–5, 46
bequests 290
Bill and Melina Gates Foundation 256–7
Bimorro-Rawls egalitarian solution 390–93
Blair-Stout impartial hierarchy model 394
Bourdieu, P. 338
Bowles, S. 62–3
BRAC 230, 231
Brazil 233
Bruni, L. 54
building societies 240, 241–2
business ethics 49–56
comparative assessment 52–3
new directions 55–6
ordinary ethics 52, 53, 55
profit maximization 49–50, 52–3, 54, 55
social duty 50–52, 53, 54–5

453
Luigino Bruni and Stefano Zamagni - 9781849804745
Downloaded from Elgar Online at 08/24/2019 04:33:26PM
via free access
theoretical critique 53–5
see also ethical finance
business judgment rule 209
‘business lunch’ 291
business parks 117

Calhoun, J.C. 222
Canada 241
capability approach 368
capacity building hypothesis 149–50
capital 96–7
connective 6
financial 348–51
flow 336
material 350
organizational, spiritual capital, as part of 341–2
ownerless 64
religious 338
stock 336
see also human capital; social capital;
spiritual capital
capital-less market 64
capitalism 59–67, 73–4
definition 62–4
industrialist 62
informational 62
market economy 59–62
shared 6
capitalist and cooperative firms, comparison of 97–100
Castells, M. 62–3
Catholic Church 211
Catholic Social Teaching (CST) 69–75, 362
Benedict XVI, Pope 75
capitalism 73–4
economic activity 74
family 74
John Paul II, Pope 71–3
John XXIII, Pope 70
Leo XIII, Pope 69–70
Paul, VI, Pope 70
Pius, Pope 70
Pius XII, Pope 70
political community 74
private property 72, 74
solidarity 74
subsidiarity 70, 74
von Ketteler, W.E. (Bishop of Mainz) 69
vulnerable workers and their rights 70
Catholic social thought 77–84
economics, problems and controversies in 81–3
economics and theology of reciprocity 78–9
philanthropy 79–80
social enterprise 80–81
theological and anthropological foundations 77–8
Cattaneo, C. 6
causality 11
capitalism 11
character virtues 34–5
charitable donations 11, 251
charities 9, 14, 240
charity, cooperative 184–5
Chicago School 44
China 342
Christensen, C. 56
Church-related initiatives 403
see also Catholic social teaching
Cicero 156
civic commitment 403
civic culture, cooperatives as generator of 105–6
civic participation 161
civil economy 2, 5–8
fraternities 160, 161
humanistic management 192
subsidiarity 357, 360
civil peace 435
doctor-deetermination model 374, 390, 394
doctor-partnership 64
Coleman, J. 338
collective intentionality theory 205–6, 281
collectivism 363
command and control regulations 55
common good 78, 362–70
capability approach 368
communitarianism 367–8
conceptions 365–7
in history of thought 362–3
philosophical and political liberalism 367
and private goods 365
role 368–70
and sociability 363–4
totalitarianism 368, 369
welfare liberalism 367
commons property 65
Commonwealth 357
communitarianism 3, 367–8
commutative justice 431–2
Condorcet, S. de 189
communities of interest 386
conformism 419
consequentialism 283
conspicuous generosity model 15
contractarian theory 51
contracts 62
cooperation 7, 104, 308, 388–9
altruistic 21, 30–31, 37
altruistic punishment sustaining 329–31
conditional altruistic 24–5
emergence of 96–7
free-riders undermining 328–9
mutual 11, 328
norms of: cross-cultural variation 37–40
symmetrical 389–90
trust 413
voluntary organizations 445–9
cooperative charity 184–5
axiological interdependence 104
banks 88, 90, 91
and capitalist firms, comparison of 97–100
challenges 102–5
cooperation, emergence of 96–7
credit 229
credit unions 86
democratic stakeholding 103–4
econometric case studies 91
efficiency 100–102
employment and output 87
farmer producer 88
financial 86, 88
as generator of civic culture 105–6
incentives and performance 87–8
investment and finance 87
Mondragon 86
neo-institutional and transactional approach 100–101
networks 90
objective function 97
ownership structures 88–9
producer 95
rationality 279
recent work and future directions 89–91
scarcity 87
social 95, 318, 322
strategic interdependence 94, 104
subsidiarity 360
technological interdependence 94
types and incidence 85–6
underinvestment 98
voluntary organizations 442, 443
worker 86–8, 90
coordination 104
corporate economics see spiritual humanism and corporate economics
corporate governance 209
corporate social responsibility (CSR) 51–2, 135–6, 254–6, 372–96
abuse of authority 383–5
additional approach 376–8
behavioral model 375
Blair-Stout impartial hierarchy model 394
co-determination model 374, 390, 394
conflicts of interest 386
constitutive view as multi-fiduciary model of corporate governance 378–80
cooperation 388–9
cooperatives 91
corporate philanthropy 373
distributive justice principle 375
fairness 375
feasibility condition 392
fiduciary duties 374–5, 379, 380, 385–6, 394–5
heterodox law and economics model 374
human capital 382, 386
impartial mediation 385, 386
impartiality 390, 391–2
impersonality 390, 391–2
instrumental approach 376–8
law and religion 211
management model (Japan) 374
maximin principle 390–91, 393
moral management 376–7
Nash bargaining solution (NBS) 392
as new competitive dimension 148–9
new institutional economics 374, 378, 380–81
opportunism 386
privileged relation 386
repeated game 387–8
reputation effects 384
social norms 373–5
stakeholder approach to corporate governance 379–85
sympathy 390
trust, asymmetrical relation of 386
veil of ignorance 375, 386, 390, 393, 396
vulnerability 386, 395
‘warm glow’ 376–7
see also social contract
corruption 292
cost-of-effort schedule 27
credit cooperatives 229
credit unions 86
crowding-out 10
de facto associations 408–9
deep ecology 351
defection and strong reciprocity 21
Delors, J. 354
development economics 88
dictator games
altruism 10–11, 13, 14, 16, 108–10
altruistic reciprocity 20–30, 33–4, 36
experimenter demand effects (EDE) 109–10
purely cognitive 109
social 109
social preferences 332–3
standard ultimatum game 108
dignity 78, 188
distributive justice principle 375
division of labour 61
double auction 23
Drucker, P. 52, 53, 55, 195–6
Durkheim, É. 45
economic activity 74
economic (allocative) efficiency 244–5
economic development 5
economic model 44, 45
economic theory 47
economics and human nature 189
economics and identity 201–2
economics, problems and controversies in 81–3
economics of reciprocity 78–9
Economy of Communion (EOC) 112–20
Brazil 114–15
business parks 117
businesses 116
concepts 116–17
economic actors, relations with 118
economic change and technological development 118
economic resources, relations to those without 118
equality and redistribution 112
Focolare Movement 112–16, 119
goals 114–15
goods, communion of 113–14
Lubich, C. 112–15, 119
new businesses 116
philosophical and spiritual roots 112–14
profit sharing 117
providence 113
reformed businesses 116
trade, finance and industry 118
wealth and possessions 118
work 118
education and educational institutions 82, 424
efficiency of enterprises 97
efficiency and prices 188
egalitarian solution (Binmore-Rawls) 390–93
egalitarianism 218–19
egotism: social preferences 121–32, 188–9
commitment/interest divide (Sen) 122–5, 126
critique of Sen 125–7
distinction among types of action 127–8, 131
goal commitment 122, 126, 127–8, 129–31
inequality aversion 124
interest (wellbeing) 122, 127–8, 129–30
multiple-self approach 125–6
obligatory commitment 122, 126, 127–8, 129–31
optimal/suboptimal distinction 131
over-consumption 130–31
precommitment 127–8
prudence 125–6, 129–30
rational choice approach 121, 122–3, 129, 132
self-interest 125–6, 129–30
self/other divide 131
shame 124–5, 126
taxonomy 129–31
tenacity 128, 129–30
under-consumption 130–31
emotional factors and non-selfishness 12
empathy 12–13, 179, 189, 220
empathy-altruism hypothesis 13
enforcement and reciprocity 81–2
enterprises, ownerless 64
entrepreneur-innovator 5
entrepreneurship 340–41
environmental responsibility 254–5
equality 238
norm 29
Erikson, E. 201
esteem and relational goods, similarity between 301
ethical finance 134–42
adverse selection 138, 141
banks 136–7
corporate social responsibility (CSR) 135–6
group lending with joint liability 138, 140–41
investment funds 135–6
moral hazard 138, 141
notional collateral 138, 141–2
progressive individual loans 138
screening 135
shareholder advocacy 135
strategic default 138, 141
see also microfinance
ethics
ordinary 52, 53, 55
see also virtue ethics
Europe 145, 166–7, 197, 211, 241, 242
social enterprise 319
third sector 403, 405
European Union 249
poverty 261, 263, 265–6
subsidiarity and new welfare 354–5, 358–9
executive pay 292
Experimental Labor Market Game 26–7
exploitation 222
extended reciprocity 180

Luigino Bruni and Stefano Zamagni - 9781849804745
Downloaded from Elgar Online at 08/24/2019 04:33:26PM
via free access
fair trade 144–51
contagion effects: corporate social responsibility as new competitive dimension 148–9
contract-theoretic model 147
downstream price distortion 147
empirical literature 149–50
fair trade initiative 144
International Fair Trade Association (IFAT) 144
literature 146
role 144–6
standard purchase+charity 147
theoretical debate 147–9
fairness 34, 375
family, kinship and childrearing 74, 289–90
family and personal/caring services 403
Fayol, H. 193
federalism 354
feticism 60
fiduciary duties 374–5, 379, 385–6, 394–5, 380
fiduciary interaction 412–14
fiduciary phenomenon 411, 419
finance see ethical finance; microfinance
Focolare Movement 112–16, 119
folk theorem 416
Follett, M.P. 194–5
Ford, H. 208
France 86, 211, 241, 404, 449–50
fraternities 4, 153–61, 238, 240
canon law and civil law 154
Christianity and the Church 154, 157
civil economy model 160, 161
constitutional status 155
contemporary debates and policy issues 160–61
eytymology and meanings 153
friendship 156–8
guilds 157–8, 159
historical origins and evolution 154–6
illicit 154
justice and charity 154
key thinkers and seminal texts in antiquity and middle ages 156–8
licit 154
medieval 155
political role 155
virtue 156–7
free will 220–21
free-riding behaviour altruistic reciprocity 38
social preferences 330
undermining cooperation 328–9
voluntary organizations 446, 447, 448–9
French Revolution 155
Friedman, M. 49–50, 253
Friedrich, C. 159
friendly societies 240
friendship 156–8
game theory assurance game 82, 279
experimental labour market game 26–7
investment game 415
public goods game 30–31, 37, 38–9, 330
ultimatum game 25–6, 327, 328
see also dictator games; Prisoner’s Dilemma
Gantt, H. 193
general and generalized reciprocity 180
generosity 11
Genovesi, A. 159–60
Germany 211, 229, 241, 242, 340, 342
gifts and gratuitousness 21, 26, 46–8, 179–90, 290–92
actions and sentiments, giving and altruism 180
consequences 189–90
economics and human nature 189
giving and empathy 179
joint giving and public transfers 181–7
cooperative charity 184–5
external preferences for lower contributions 183, 186
fair matching 184–5
implicit agreement 184, 186
joint private and public transfers paradox 181–2
Kantian reasoning and conduct 184–5, 186, 187
large societies 183
non-altruistic gifts 187
rebate and matching-grant neutrality or dual effects (cost or benefit) 185–6
‘warm glow’ and contradictions 182–3, 186, 187
markets and egoism 188–9
prices and efficiency 188
reciprocity and mutually induced gifts 180–81
scope of gratuitousness 187–8
globalization 3
goal commitment 122, 126, 127–8, 129–31
Gold, L. 213
Gouldner, A. 45
Grameen Bank 137, 229–30, 255
Guanxi (China) 291
Guardian venture capital fund (Brazil) 255
guilds 157–8, 159, 222, 239
guilt-aversion 418
Handbook on the economics of reciprocity and social enterprise

Halévy, É. 45, 46
half-reciprocity 180
happiness 11, 12
Hawthorne studies 193
Hayek, F. von 253, 358
hierarchy of needs 194
Hippo, Bishop of 157
Hirschman, A. 424–7
homo oeconomicus 44, 45, 47
honesty 34, 35
human capital 247, 311, 337–8
  corporate social responsibility (CSR) 382, 386
relational goods 298–9
social and civil capital 311
spiritual capital as part of 338–40
spiritual humanism and corporate economics 348–9
human reason 77
human rights 368
humanistic management 191–8
  contemporary tendencies 196–7
Drucker, P. on human management 195–6
  limits and future research 197–8
  organizational-culture approaches 195
  productivity-centred approaches 193
psychological approaches 193–4
  work-satisfaction-centred approaches 194–5
identifiable victim effect 13, 14
identity 201–7
  categorical social 203–4
  collective intentionality theory 205–6
  and economics 201–2
  personal 204, 206–7
  and reciprocity 202–4
  relational personal 205–6
  relational social 203–4
  social 201–2, 205–6
  social distance 203, 205–6
image (signalling) motivation 15
imitation and innovation 5
impartial director 390–91
impartial hierarchy model (Blair-Stout) 394
impartial mediation 386
impartial spectator 433–4
impartiality 390, 391–2, 394
  open 4
impersonality 390, 391–2
India 233
individual life and statistical life, distinction between 13
individual preferences 16
individualism 3, 218–19, 355
industrial district model 3
industrialism 62
inequality aversion 21, 24, 25, 124, 416–17, 419
informationalism 62
innovation 6, 340–41
instrumentally rational or conditional reciprocity 206
integral human development principle 78
Integrative Social Contracts Theory (ISCT) 51
intelligence and creativity 6
intercooperativism 101
interest (wellbeing) 122, 127–8, 129–30
Investment-Game 415
Iran 86
Israel 291
Italy 291
Japan 241
Jenni, K. E. 13
John Paul II, Pope 71–3, 81, 112
John XXIII, Pope 70, 79
justice 254
Kant, I. 188, 221
Kantian deontology 433
Ketley, R. 241
Ketteler, W. E. von (Bishop of Mainz) 69
Kirman, A. 12
Kranton, R. 201
lateral reciprocity 184, 186
law and religion 208–14
  profit-maximization 208–10
  religion as cultural driver for social enterprise 211–13
  shareholder primacy 208–10
  social enterprise 208, 213–14
Leo XIII, Pope 69–70, 81
Lévi-Strauss, C. 46
liberalism 217–25, 357–8
  alternative genealogies 222–4
  atomistic 223
  classical 218
  competing accounts 217–18
  economic 224
  etymology 218–19
  free will 220–21
  illiberal 224
  individualistic 363
  key liberal thinkers and seminal texts 219–22
Index

modern 218
neo-liberalism 224
philosophical 367
political 224, 367
progressive 224
proto-liberalism 223
recent and current debates 224–5
rights and free will 219–20
self-preservation and self-interest 220
social 224
social contract 220
utilitarianism 221–2
welfare 367
liberty 238
liking reciprocity 185
Liu, P. 146
Locke, J. 219–20
Loewenstein, G. 13
loyalty 35, 291
Lubich, C. 112–15, 119
McGregor, D. 194
Machiaveli, N. 223
malevolence 435
Maritain, J. 365–6
market economy 59–62
market exchange, anonymous 22–3
market theory 53
Marshall, A. 96
Marsilius of Padua 223
Marx, K. 59–62, 64
Maslow, A. 194
material capital and rational intelligence (IQ) 350
Mauss, M. 44, 46, 47, 48
Mayo, E. 193–4
Melé, D. 195, 196
Mexico 231
Michels, R. 1
microfinance 137–42, 227–34
accumulating savings and credit associations (ASCAs) 229
asymmetric information 228–9
base benchmark, departures from 140–42
classic Grameen scheme 230
credit cooperatives 229
empirical evidence 142
financial exclusion 228–9
financial sustainability 232–3
formula for success 229–31
Grameen Bank 229–30, 231
Grameen Generalized System 231
group lending 139
group lending practices 230–31
individual lending 231
individual lending with liquidation 138–9
individual lending with monitoring 139
innovations 232–3
mission drift 232
regulation 232–3
relational credit 228–9
rotating savings and credit associations (ROSCAs) 228–9
smart subsidies 232–3
solidarity group methodology 230
trade offs 232–3
village banks 230
Millbank, J. 158–9, 223
Mill, J.S. 6–7, 45, 96, 221–2
Mitchell, L.E. 212
moral hazard 138, 141, 228, 248
moral management 376–7
moral norms 183
moral sentiments 189
Münsterberg, H. 193
mutual obligation 292
mutual societies 403, 405, 406
mutual-aid groups 408
mutualism 161, 238–43
Association of Mutual Insurers and Insurance Cooperatives in Europe (AMICE) 241
building societies 240, 241–2
charities 240
collegia opificum (ancient Rome) 239
cooparatives 240, 241
de-mutualization 242–3
definition 238–9
developments of after welfare state 241–3
dowry fund of Bologna 239
fraternities 240
guilds 239
historical background 239–40
hybrids 241
International Cooperative and Mutual Insurance Federation (ICMIF) 241
mutual benefit societies 240, 242
mutual insurance companies 240, 241
Pawn banks (Italy) 239
savings and loans associations 242
tontine 239–40
welfare interventions 239
Napoleoni, C. 64
neo-institutionalist theory of property rights 62
neoclassical economics 22
Netherlands 239
networks, cooperative 90
new institutional economics 374, 378, 380–81
New Zealand 85–6
Nietzsche, F. 45
nominalism 219, 222
non-profit sector 400–403, 405–6
obligatory commitment 122, 126, 127–8, 129–31
opportunism 386
Ordoliberalismus 358–9
organizational isomorphism 103
Ostrom, E. 338
other-regarding preferences 20–22, 278, 284
Pantaleoni, M. 2
Parsons, T. 45
Paul VI, Pope 81, 83, 114
pecuniary externalities 101, 244–9
allocative function of market price 245
best interest 246
contributory negligence 246
corrective justice 247
distributive function of market price 245
economic (allocative) efficiency 244–5
human capital 247
mitigation of 246–7
moral duty to prevent harm 247
nature of 244–6
pollution 244
practical difficulties 247–9
risk-sharing 247
personalism as humanism of the other 346–8
philanthropy 3, 79–80, 251–8, 403
Benefit Corporation 255
Bill and Melina Gates Foundation 256–7
Catholic social thought 82–3
collective action 257–8
communities 256–8
conflicts of interest 256–7
corporate 373
corporate, paradox of 252, 253–5, 256
corporate socio-environmental responsibility 254–6
free softwares 252
Grameen Bank 255
Guardian venture capital fund (Brazil) 255
interests 256–8
justice 254
power 256–8
and reciprocating behaviour, preferences for 278–81
Sawayaka Welfare Foundation 257
self-interest 254
Time Banks 257
‘warm glow’ 254
Wikipedia 252
see also philanthropy, cultural
philanthropy, cultural: collaboration with
granting foundations 163–78
aims and areas of activity 169
budget and financial planning 175
choice of foundation 169–70
competitor activity 170
concluding document 176
definition of granting foundations 168–9
drafting funding application 173–4
financial issues 169
financial resources 173
financing plan 175
funnel method 169
goals of founders 170
grant-making, grant-seeking and pro-social
dimension of culture 176–8
grant-seeker’s organization 174–5
information collection, efficiency of 171
institutional philanthropy 163–5
international context 166–8
key information on foundations 172–3
methods used to grant contributions 173
necessary information, provision of 171–2
new media 164
personal relations network 169–70
private patronage 164–5
professionalization of granting foundations 167
project’s goals 175
public patronage 164–5
public policies 165
results audit 176
return 176
screening phase 169
social challenges 165–6
state cultural policies 164
structural difficulties in performing research
and addressing foundations 170–71
territorial sphere 169
pity 220
Pius, Pope 70
Pius XI, Pope 81, 355–6
Pius XII, Pope 70
Plato 156
Polanyi, K. 46
political community 74
political economy 224
poverty 261–8
absolute standard 264–5, 266
alleviation 181–2, 186
asset poverty 262–3
bivariate deprivation indicator 268
Index 461

putative reciprocity 185
Putnam, R. 338
quasi-public organizations 408
rational actor or choice theory 35–6, 44, 45, 46–7, 347
egotism 121, 122–3, 129, 132
identity 203
rational market behavior 434
rational or unilateral reciprocity, non-instrumental 206
rationality 277–84
assurance game 279
bounded 282–3
collective or ‘we’ intentionality 281, 418
consequentialism 283
cooperatives 279
evolutionary model 282–3
instrumental model 281–4
material pay-offs 280
philanthropy and reciprocating behaviour, preferences for 278–81
Prisoner’s dilemma 278, 281, 283
psychological pay-offs 280, 281, 283
rational choice/utility maximisation model 277
reason 283
‘rules’ or ‘norms’ 282
shared rule 282–3
sympathy 279–80
Rawls, J. 45, 221
reference group effect 14
regard 285–93, 301
bequests 290
‘business lunch’ 291
corruption 292
economically ubiquitous 288–93
economy of 286–8
executive pay 292
family, kinship and childrearing 289–90
gifting 290–92
Guanxi (China) 291
impartial spectator 285–6
loyalty 291
mutual obligation 292
reciprocal altruism 287
self-interest 285, 292
self-worth 286
socially ubiquitous 288
sympathy 285–6
unpaid care 290
‘warm glow’ 286
see also self-regard
reification 60
capability approach 263–4
equivalence scale 264
FGT univariate index 267–8
focal variables 262–4
income and consumption expenditure 262, 263–4, 266
income-net worth measure 263
indices 267–8
intersection principle 268
multidimensional indices 267–8
one-dollar-a-day poverty line 264–5
Pigou-Dalton transfer principle 267
policy-based standard 266
relative standard 265–6
schooling deprivation 266
subjective evaluation 266
thresholds 264–6
trap prevention 427–8
union principle 268
univariate indices 267
US official poverty line 265
welfare units and reference units 261–2
power in enterprises 62
precommitment 127–8
preferences, situational character of 35–6
preferential option principle 78
Prisoner’s Dilemma
altruistic reciprocity 24–5, 29–30
Catholic social thought 82
rationality 278, 281, 283
social preferences 328, 329
spiritual capital 338
private goods 365
private property 72, 74
right to 81
prizes and awards 271–5
characteristics 272–3
importance 273–5
literature 272
role 275
profit maximization 49–50, 52–3, 54, 55, 208–10
profit sharing 117
promise keeping 34
prudence 125–6, 129–30
psychological needs 194
psychological well-being 11
public goods 365, 369
Public Goods Game 30–31, 37, 38–9, 330
punishment 37
altruistic 21, 25–6
altruistic, sustaining cooperation 329–31
altruistic third-party 28–30
antisocial 38–40
symbolic 331–2
relational goods 295–303
  attention 301
  authenticity 300–301
  capital goods 299
  capital, relational 301, 303
  choices 302–3
  consumption goods 298
  empirical investigation 301–2
  employee satisfaction 303
  encounter model (personalized interaction) 297–300
  esteem 301
  excludability 297
  human capital 298–9
  non-rivalry 296–7
  organizational effectiveness 303
  productive process 299–300
  public policy 303
  regard 301
  social capital 301
  willingness to pay (WTP) 301
  relational theory and subsidiarity 355
  relative equality principle 78
  religion see law and religion
  reverse reciprocity 180–81
  reward-related neural activity 11
  rewards, symbolic non-monetary 15
  rights and free will 219–20
  Roemer, J. 64–5
  Roethlisberger, F. 193
  rotating savings and credit associations (ROSCAs) 81–2, 228–9, 240
  Rousseau, J.J. 220–21
  ‘rules’ or ‘norms’ 282
  Russia 86, 291–2

  Sacconi, L. 66
  Salamon, L. 400–401
  satisfaction ratings 11
  savings and loans associations 242
  Sawayaka Welfare Foundation 257
  Schein, E. 194, 195
  Schultz, T.W. 337
  Schumpeter, J. 4–5, 6, 431–2
  Scotus 223
  self-actualization 194
  self-awareness 339
  self-centred competition 360
  self-commitment 340
  self-control 339–40
  self-esteem 419
  self-help groups 408
  autonomous 54, 55
  enlightened 416
  philanthropy 254
  relational 55–6
  virtue ethics 432–6
  self-preservation 220
  self-regard 20, 21–2, 24, 25, 34
  self-worth 286
  self/other divide 131
  Sen, A. 54, 55, 122–7, 201, 262, 368
  Seneca 8
  shame 124–5, 126
  shareholder primacy 208–10
  Shaw, G.B.: The Devil’s Disciple 123–4, 125, 130
  simple mercantile production 59
  Singapore 86
  Smith, A. 102, 189, 432–3
  business ethics 53
  interest and commitment, distinction between 125–6
  liberalism 222, 224
  mutual obligation and self-interest 292
  political economy 159–60
  regard 285–6
  self-aggrandizement 121
  sympathy 279–80
  see also Adam Smith Problem
  sociability and common good 363–4
  social capital 301, 338, 411
  accumulation 312–13
  cooperatives 90
  and emotional intelligence (EQ) 350
  spiritual capital as part of 341–2
  spiritual humanism and corporate economics 349, 352
  see also social and civil capital
  social and civil capital 306–14
  accumulation 312–13
  beliefs 313
  cooperatives 308
  critiques 308–10
  definitions 306–10
  effects 311–12
  family connections 308
  financial development and trade 311
  human capital 311
  inter-firm linkages 308
  measures 310–11
  social networks 307, 308, 309, 310, 312
  social norms 307, 308, 309, 310, 312, 313
  social skills 307–8
  trust 307–8, 309, 310–11, 312–13
  values 313
  social contract 220, 385–95, 435
  Binmore-Rawls egalitarian solution 390–93

  Luigino Bruni and Stefano Zamagni - 9781849804745
  Downloaded from Elgar Online at 08/24/2019 04:33:26PM
  via free access
challenges 385–6
derivation of multiple fiduciary structure 393–5
foundation 375
as impartial board of directors’ mode of reasoning 386–7
liberal 435
theoretical frame and objective function 387–90
social distance 14, 203, 205–6
social duty 50–52, 53, 54–5
social economy 400, 403–6
social enterprise 4–5, 80–83, 95, 208, 211–13, 318–26
collective dimension 323
definition 319–21
economic-entrepreneurial dimension 319
evolution and diffusion 321–2
fields of activity 323
interaction with legal structures 213–14
interpretation 323–5
legal recognition 322–3
ownership-governance dimension 320
participatory dimension 323
social business (social business enterprise) 319
social cooperatives 318, 322
social dimension 320
social entrepreneurs/entrepreneurship 318–19
social frames 36
social image concerns 15–16
social networks 47, 307, 308, 309, 310, 312
social norms 16, 28, 36, 183, 307–10, 312–13, 327, 373–5
social origins theory 403
social preferences 278, 284, 327–34
altruistic punishment sustaining cooperation 329–31
dictator game 332–3
free-riders 328–9, 330
mutual cooperation 328
prisoner’s dilemma 328, 329
public goods game with punishment 330
rationality 332–3
social norms 327
strong reciprocity 327–8
symbolic punishment 331–2
transitive preferences principle 333
ultimatum game 327, 328
‘warm glow’ 327
see also egotism: social preferences
social pressure 16
social skills 307–8
sociality 47
solidarity 74, 78, 79–80, 161, 363
and business, link between 3
Spain 273
Spencer, H. 45
spiritual capital 336–42, 347–51
anti-materialism 336–7
capital flow 336
capital stock 336
definition 336
entrepreneurship 340–41
human capital, as part of 337–40
innovation 340–1
objections and policy implications 342
organizational capital, as part of 341–2
Prisoner’s Dilemma situations 338
religion capital 338
religious meditation/meditative experience 339
self-awareness 339
self-commitment 340
self-control 339–40
social capital, as part of 338, 341–2
and spiritual intelligence (SQ) 350
spiritual humanism and corporate economics 344–52
corporate spirituality 349–50, 351
deep ecology 351
financial capital to spiritual capital 348–51
human capital 348–9
liberal arts 344
material capital and rational intelligence (IQ) 350
personality as humanism of the other 346–8
postmodern forms 345
rational choice 347
renaissance movement 344
secular humanism 344–6
social capital and emotional intelligence (EQ) 349, 350, 352
social trust 349
spiritual capital and spiritual intelligence (SQ) 347–8, 350, 351–2
stakeholder theory 50–1
stakeholding, democratic 103–4
statalism 62
stationary state 4–5
stewardship principle 78
stockholder theory 50
Stolper-Samuelson theorem 245
strong reciprocity 20–22, 24, 25, 26–8, 327–8
Sturzo, L. 225
Suárez, F. 159
subsidiarity 70, 74, 78, 83, 161, 354–61, 403
Catholic Church 355, 358, 359
civil economy 357, 360
Commonwealth 357
coopertives 360
distinctions 355
federalism 354
historical roots 355–8
horizontal 355, 356, 358–60
lateral (circular) 355
latter-day concept and uses 358–61
liberalism 357–8
Ordoliberalismus 358–9
relational theory 355
self-centred competition 360
vertical 354, 355, 358–9
Sugden, R. 54–5, 296
sustainability 166
sympathy 22, 279–80, 285–6, 390, 433
tax compliance and altruism 11–12
tax morale 9, 12
Taylor, F. 193
tenacity and egotism 129–30
Teschl, M. 12
theology of reciprocity 78–9
Theory X and Theory Y 194
third sector 400–409
associations 403–4
community involvement 408–9
conceptualization tools 406–7
coopertives 403–4, 406
de facto associations 408–9
diversity in logics and behaviours 408–9
market 408
mutual societies 403, 405, 406
mutual-aid groups 408
non-distribution (of profits) constraint 401
non-profit sector 400–403, 405–6
public authorities 408
quasi-public organizations 408
self-help groups 408
social economy 403–6
social origins theory 403
state involvement 408
tax exemption 401
welfare mix 406–9
Thomism 363
Time Banks 257
tipping 11
totalitarianism 368, 369
transaction costs 228
transparency and accountability 210
trust 35, 307–13, 349, 411–19
altruism 419
asymmetrical relation of 386
conditional gain 412–13
conformism 419
cooperation 413
experimental evidence 414–15
exposure 412–13
fiduciary interaction 412–14
fiduciary phenomenon 411, 419
game theory 32–4, 38, 414
guilt-aversion 419
inequality-aversion 419
institutional planning 419
Investment-Game 415
reciprocity 419
responsiveness 418–19
self-esteem 419
self-interest 419
social and civil capital 309, 312–13, 411
temptation 412–13
see also trustworthiness
trustworthiness 35, 413, 415–19
altruism 416, 417
collective rationality 418
enlightened self-interest 416
equitable pay-off 417
folk theorem 416
guilt-aversion 418
inequality-aversion 416–17
psychological game theory 417
reciprocity 417
voluntary organizations 444
Uhlaner, C. 295–6
Ultimatum Game 25–6, 327, 328
United Kingdom
Community Interest Companies (CICs) 214
liberalism 222, 224
mutualism 239, 242
poverty 262, 264
regard 290, 291
social enterprise 322–3
third sector 405
United States
coopertives 86
ethical investment funds 135
gifts and gratuitousness 186–7
law and religion 208, 209–10, 211, 214
mutualism 240, 241, 242
philanthropy 251, 252, 256–7
poverty 261, 262, 265–6
prizes and awards 271
regard 290, 291
social and civil capital 307
social enterprise 319
spiritual capital 342
subsidiarity and new welfare 354
third sector 400, 401, 402–3
voluntary organizations 450
universal transaction 63
universalism 218–19
utilitarianism 44–6, 221–2, 433–6

values 313
values based organizations 421–8
conflicts 424, 426
core members 423–4, 426–7
definition 422–4
educational institutions 424
ethical values 423
ideal quality 426–7, 428
identity 423, 426–7
loyalty 426–7, 428
poverty trap prevention 427–8
price competition 425
quality competition 425–6
vocation 423–4, 428

veil of ignorance 375, 386, 390, 393, 396
virtue 156–7
character 34–5

virtue ethics and economics 430–38
altruism 435
commercial chrematistics 431
commutative justice 431–2
competitive equilibrium 432
demand, law of 434
distributive benevolence and concerns 435
economics as moral science 430–32
homo oeconomicus as analytic device 434–6
impartial spectator 433–4
irrationality 430
Kantian deontology 433
liberal social contract 435
market failure 432
money 431
rational market behavior 434
self-interest, benevolence and altruism 432–6
separability property 435
social contract 435
speculation 430
sympathy 433
utilitarianism 433–6
voluntary transfers 436
vividness and identifiable victim effect 13–14
voluntarism 11, 219, 222
voluntary organizations 403, 441–50
altruism 441–2
club or toll goods 445–6, 447
common pool resources 445–6, 447–8
cooperation 445–9
cooperatives 442, 443
definitions and classifications 442–3
evolution and theory 443–4
free-riding behavior 446, 447, 448–9
private goods 446
public goods 448–9
purely private goods 445–6
purely public goods 445–6
quasi-public goods 445
trustworthiness 444
vulnerability 386, 395

Ward, B. 97
‘warm glow’
altruism 10
corporate social responsibility (CSR) 376–7
gifts and gratuitousness 182–3, 184, 186, 187
philanthropy 254
regard 286
social preferences 327
Weber, M. 336–7
Welfare State 3
Wicksteed, P. 421–2
William of Ockham 222–3
willingness to pay (WTP) 301

Yunus, M. 229, 231