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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Foreword,- Chapter one: the theoretical base of moral capital -- 1.The economy is indeed the economy integrated morality -- 2.Moral objective: Spiritual or material.- 3.The virtue of economy and its function -- 4.Pareto optimality and its moral base -- 5.The economic values of morality -- 6.Moral profit and moral materialization are not one thing -- Chapter two: the basic principle of moral capital -- 1.The conception of moral capital and its value realization -- 2.The dependency and independence of moral capital.- 3.An economic interpretation to moral capital -- 4.The historical interpretation and contemporary thought of the conception and function of moral capital -- 5.Moral capital and its cultivation.- 6.The basic forms of moral capital.- 7.In what sense morality is capital -- 8. How can morality be capital -- Chapter three: moral effect during the corporate operation as capital factor -- 1.In what sense morality is spiritual productive force

-- 2.The base and standard of productive force level of morality -- 3. Integrity is the core-competitiveness for economic development -- 4. Corporate integrity and realization mechanism -- 5.The moral situation and strategy analysis for contemporary corporate development in China.

Sommario/riassunto

This book promotes the original concept of “Moral Capital” as the key to analyzing the nature and function of morality in economic activities. The book is divided into three major sections. In the first, the author argues that the logical connections between morality and economy and those between morality and profit provide a concrete theoretical basis for the concept of moral capital. In the second, the author elucidates the concept, the form and the functional mechanism of moral capital. In the third, the author describes the economic ethics of traditional Chinese intellectual history, especially the main idea of morality's role in economics, which shows the historical narrative of this concept and provides resources on ideological history, helping businesses to establish their own moral capital approaches and accumulate moral capital. In the fourth, the author explores the special economic role of morality, and proposes an evaluation index system for assessing moral assets in enterprises, demonstrating the concept of moral capital's significance from both a theoretical and application-oriented standpoint.
