

Evolutionärer Wertewandel In Einer Institutionellen Wirtschaftsethik - Jörg Viebranz

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Ausgehend von der Wirtschafts- und Unternehmensethik von Karl Homann wird mithilfe der Theorie des institutionellen Wandels von Douglass North gezeigt, wie sich informelle Institutionen (insbesondere moralische Regeln) aufgrund von (moralischen) Kostenstrukturänderungen entwickeln. Am Ende steht die Skizze einer Theorie des informellen institutionellen Wandels und der evolutionären Ethik, die z.B. im internationalen Management eine Anwendung finden kann, wenn es um Verhalten in fremden Kulturen geht. Author: Viebranz, Jörg Publisher: GRIN Verlag Illustration: N Language: GER Title: Evolutionärer Wertewandel in einer institutionellen Wirtschaftsethik Pages: 00024 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638389655 Category: Business & Economics : General

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