

Conscious Capitalism

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Conscious Capitalism

Thesis

While a company must gain and sustain a profit to survive, they should still operate in a way that is ethical, mindful and catering to the common good.

Bibliography

Antis, C. (2016). Conscious Capitalism: 4 Ways to Do Well by Doing Good. *Orange County Business Journal*, 39(42), 81.

- Antis explains that there are four major ways to create and sustain a culture of conscious capitalism. These four action items are to share stories, engage all stakeholders, look at the supply chain and find a cause that makes sense for the company. This article fits with the thesis and subject that is being covered in this bibliography. The article shows specific examples of way that companies can both operate profitably and do so in a way that is positive and mindful.

Applying 'Conscious Capitalism' to Your Mission. (2019). *New Hampshire Business Review*, 10.

- This article is among the two main articles in this bibliography that are clearly in favor of conscious capitalism. The article does explicitly admit that many believers in conscious capitalism also believe in doing well for themselves. They assert that it is possible to have a profitable business that is also of great benefit to the people in the community. The key is to have a mission that is combines the strategic efforts of the company and how that should benefit the people. This works for the thesis because there is a case being made that concurrently acknowledges the need for profit and what firms can nonetheless do to help society. Using a positive review that has balance helps the thesis.

Gray, A. (2016). Conscious capitalism: is it time corporate New Zealand stood up? *NZ Business*, 10, 8.

- This article looks specifically at New Zealand and how their corporations should be acting when it comes to the conscious capitalism paradigm. This can be useful to the thesis because it uses a specific example and part of the world. The article does seem to support the idea. However, it does so in a way that asks questions and weighs whether it is the right move. This article can be useful for the thesis and final report because it asks good questions about whether it is the right move. The article is also good in that it talks about what can go wrong if there is a dearth of the right action.

Kellner, P. (2017). Climate change demands socially conscious capitalism. *America*, 11, 10.

- This article talks about conscious capitalism as it relates to a specific realm of public policy and politics. This topic would be climate change. The article makes the case that not only should conscious capitalism be the norm, it should be done in a way that properly addresses the client. This article is useful for the thesis even though it is less impartial and open-minded than the other sources. At the very least, it can be an example of the different layers and iterations of conscious capitalism that are present in the modern paradigm. This source can be a way to show that not everyone agrees what should make up the complete list of facets of conscious capitalism.

Neely, A. N., & Boyles, D. (2020). The Conscious Capitalist and Education Policy: Southwire's STEM for Life Program. *Journal of Thought*, 1–2, 58.

- This article talks about how the thought related to conscious capitalism relates to education policy. The article observes how there is an increasing interaction between educational paradigms and corporations. Neely and Boyles make the case that education and science, technology, engineering and mathematics (STEM) need to interface with corporations in a way that defines and manifests conscious capitalism. The authors lament how current policy is too much about the status quo and not enough about advancing the ethical and career paradigms in the right way. This is great for the thesis because it can show what works, what does not work and the differing opinions that exist.

Saporito, B. (2016). The conscious-capitalism debate. *Inc*, 2, 52.

- This article takes a more neutral view when it comes to conscious capitalism. It does note that some corporations are actively joining the conscious capitalism crusade. Some are doing so in the form of advocating for a “benefit corporation”. Others are trying to couple their existing status and operating in a more progressive and ethical way. However, the article also has some questions about whether a company should do this themselves. It is useful for the thesis because it is more impartial. It asks questions that some non-academic sources might skim over or omit. It is important look at why a company really exists and where its priorities should be.

