TABLE OF CONTENT

GENERAL INTRODUCTION

0.1 Ethics as Central to Human life .................................................................2
0.2 Ethics as integral to Business and Trade ..............................................3
0.3 A Study in Applied Ethics .................................................................4
0.4 An Inter-Disciplinary Approach: Blending of Philosophy and Business ....6
0.5 Choice of the Theme: Business and Trade ..........................................7
0.6 Choice of the Philosopher: Immanuel Kant ........................................8

CHAPTER ONE

REVIEW OF LITERATURE, OBJECTIVES, METHOD AND DETAILED RESEARCH PLAN

1. A Survey of Pervious Work done in the Research Area and the
   Need for further Research (Review of Literature) ..............................12
1.2 Relevance, Significance and the Newness of My Research ..................18
1.3 Research Problem .................................................................................19
1.4 The Aims and Objectives of the Research ...........................................19
1.5 Research Concerns / Questions ..........................................................20
CHAPTER TWO
AN OVERVIEW OF KANT’S MORAL PHILOSOPHY

2.1 The Fundamentals of Kant’s Moral Philosophy ...........................................26
   2.1.1 Method of his Moral Philosophy .........................................................26
   2.1.2 Objectives of Kant’s Ethics ..............................................................29
   2.1.3 Possibility of Pure Ethics ..................................................................30

2.2 Principal Themes of Kant’s Moral Theory ....................................................33
   2.2.1 Primacy of Good Will ....................................................................34
      2.2.1.1 Good Will as good without qualification .......................................37
      2.2.1.2 Good Will as Supreme Good .......................................................38

   2.2.2 Duty as Act of Obligation .................................................................41
      2.2.2.1 Perfect Duties as Mandatory .......................................................42
         2.2.2.1.1 Perfect Duty towards Ourselves .............................................43
         2.2.2.1.2 Perfect Duty towards Others ...............................................44
            2.2.2.2 Imperfect Duty as Voluntary ...............................................45
               2.2.2.2.1 Imperfect Duty towards Ourselves .................................45
               2.2.2.2.2 Imperfect Duty towards Others ....................................46

   2.2.3 Good-Evil Dichotomy in Kant’s ethics .................................................47

   2.2.4 Principles of Moral Obligation ..........................................................51
      2.2.4.1 Autonomy of the Will .................................................................53
      2.2.4.2 Heteronomy of the Will .............................................................55
CHAPTER THREE

DEVELOPMENT OF BUSINESS ECONOMIC THOUGHT AND THE THEORIES AND ISSUES IN BUSINESS AND TRADE: A KANTIAN APPROACH

3.1 Business Economic Thought in the Modern Period: Ethical Focus ..............63
   3.1.1 The Classical Economic Views of Hume .........................64
   3.1.2 Adam Smith and Development of Business Economic Thought .......67
   3.1.3 Business Economic Trends in Malthus’ Theory .....................72
3.2 Business Theories in Practice ..................................................76
   3.2.1 Utilitarianism as the customary Ethical Approach in Business ..........77
   3.2.2 Egoistic Pleasure as the Ethos at Work in Business .......................81
   3.2.3 Two Diverse Ethical Approaches: Relativism and Absolutism ...........85
3.3 The Predominant Business Issues .................................................89
   3.3.1 Profit Maximisation: Legal or Ethical .............................90
   3.3.2 Immorality of Illegitimate Advertising .............................93
   3.3.3 E-Business and Ethical Implications ...............................97
   3.3.4 Environmental Responsibility of Trade and Business:
       From a Kantian Paradigm ..................................................101
CHAPTER FOUR
KANT’S THEORY OF VIRTUES AND DOCTRINE OF RIGHTS
SANCTIONING FAIR BUSINESS AND TRADE

4.1 Kant’s Description of Virtue as Moral Strength of the Will ......................111
  4.1.1 Corruption as Unethical Trade Practice Contrary to Virtuous Living .................................................................114
  4.1.2 Virtuous Business and Trade Practices as Conformity to One’s Conscience .................................................................121
  4.1.3 Benevolent to Others as being Fair in Trade Transactions ..............124
  4.1.4 Virtue as Fulfillment of Trade and Business Duties ......................129
    4.1.4.1 Virtue as Duty towards Oneself in Business ....................132
    4.1.4.2 Duties of Virtue towards Others in Trade ......................134
  4.1.5 Vices: Non-Virtuous Practices in Business and Trade ..................138

4.2 Kant’s Doctrine of Right as the Pedestal for Fair Trade and Business ........140
  4.2.1 Kant on the Rightful Possession of Things or Commodities ..........142
  4.2.2 Rationality of Contract Rights in Business and Trade .................145

CHAPTER FIVE
AN APPLICATION OF THE CATEGORICAL IMPERATIVE FOR BUSINESS & TRADE

5.1 One Imperative with Multiple Perspectives: Viabilities to Business..........150
5.1.1 The First Formulation and its Emphasis on Human Autonomy ……151

5.1.1.1 Autonomy of Business Decisions in the First Formulation …………………………………………………153

5.1.1.2 Testing the Maxim of a Lying Promise in Business and Trade …………………………………………………157

5.1.1.2.1 Does insolvency of a Company Justify a Lying Promise? …………………………………………………161

5.1.1.2.2 Impact of Lying Promise on Business and Trade ………………………………………………………………164

5.1.1.2.3 Test of this Formulation: Fair Play in Business and Trade …………………………………………………168

5.1.1.2.4 Significance of Trade Contracts in the First Formulation …………………………………………………175

5.1.1.2.5 Promotion of Democratization in Business ………176

5.1.2 The Second Formulation as Upholding the Dignity of Human Person …………………………………………………177

5.1.2.1 Placing Stakeholders before Trade Benefits …………………179

5.1.2.2 Physical Wellbeing of Those in Trade and Business ………183

5.1.2.3 Ensuring a Salary Sufficient for Respectful living ………186

5.1.2.4 Ends in Themselves: Treating Consumers with Dignity and Respect ……………………………………………189

5.1.3 The Third Formulation as Envisioning the Legislator of the Moral Community ………………………………………191

5.1.3.1 Profit-making Firms and Their Duty of Beneficence to the Community ………………………………………192

5.1.3.2 Kingdom of Ends: The Business Firm as a Moral Community …………………………………………………195

5.2 Implications of Categorical Imperative for Business Organization …………198

5.3 Unfeasibility of the External Norms and the Exigency of the Internal Moral Law ………………………………………200
CHAPTER SIX

RELEVANCE OF KANT’S ETHICS TOWARDS A JUSTIFIABLE BUSINESS AND TRADE PRACTICES: ENVISAGING A HUMANITARIAN SOCIETY

6.1 Social responsibility of Business Corporations: A Kantian Standpoint …………206

6.2 Kantian Code of Ethics for Business and Trade ………………………………..211

6.3 Purity of Motive of Business Corporations for a Humanitarian World: Good Will ………………………………………………………216

6.4 Social Responsibility and Kantian Path to profit ………………………………..221

6.5 Moral Decisions vs. Beneficial Decisions: Kantian Preference ………………. 227

6.6 Kantian Ethics as Obligatory …………………………………………………...232

6.7 Authentic Happiness of Humanity: Ultimate Vision of Kantian Morality ……234

6.8 Kantian Ethics: Operational Philosophy for Human Enhancement …………..238

6.9 Kingdom of Ends as Kantian Cosmopolitanism: Credo of Business and Trade ……………………………………………………………………242

GENERAL CONCLUSION

7.1 Kant’s Passion for Humanity’s Wellbeing ………………………………………249

7.2 Kant’s Contribution to Business and Trade ………………………………………250

7.3 Moral Dilemma of Kant’s Ethics: Ends Justify Means in Business? …………. 251

7.4 Revisiting Kant’s Ethics of Duty in a Business-Context …………………………253

7.5 Emphasis on Moral Law: Kant’s Strength …………………………………………257