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KHAMPONG NGAMPAK : BUSINESS ETHICS : A COMPARATIVE
STUDY BETWEEN UTILITARIANISM AND BUDDHIST CONCEPTS. THESIS
ADVISORS: WAREEYA BHAVABHUTANANDA NA MAHASARAKHAM,
M.A., BOON KETUTASSA, M.A., SARINTHIP SATHILASILAPIN, M.A. 105 p.
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Business ethics are business principles which reflect duties and responsibilities of business entities towards society, whereby its mission is not only profit motivated. The business entities seek to adopt and implement business ethical principles to enhance the business profession as a valued entity towards society. Business ethics are principles to be practiced in order to enhance the successfulness of business.

The aim of this research is to analyze and study the ethical principles and attitudes of Utilitarianism and Buddhism towards the concept of business.

This thesis will attempt to conduct qualitative research utilizing comparative theoretical methods being applied to the attitudes towards the business ethical principles of Utilitarianism and Buddhism. The Theravada Buddhist Tipitaka has been critically surveyed, together with the western ethical theory, various intellectual publications on ethics, intellectual papers and academic research.

From the research, it can be concluded that both Utilitarianism and Buddhism view business ethics as a necessary ingredient in conducting a successful business. Furthermore, the practice of ethical business principles will be of benefit to society in the field of environmental protection, the efficient utilization of natural resources to produce the highest possible output. In addition, the business corporation can play a vital role in providing a service in promoting knowledge and social welfare, for the purpose of enhancement of the well-being of the general population with regard to the hopes and aspirations of the individual.

Utilitarianism views that the conduct of business is to enhance materialism which shall lead to the greatest happiness to the greatest number according to the Greatest Happiness principle. Buddhism views that business entity has the duty to enhance the material goods for the purpose of ameliorating the quality of life and the well-being of the general people, according to the principles of right livelihood and the middle path. Both Utilitarianism and Buddhism stress the importance of interdependence of living beings.