

Entrepreneurship From a Broader Perspective

**BUSINESS ETHICS IN TIMES OF GLOBAL
UNCERTAINTY**

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Entrepreneurs and Times of Change

- Humanity in this 2020-2021 has undoubtedly changed in every aspect. I had the opportunity to visit and work in countries like Poland, Spain, Czech Republic, Peru, Mexico and USA during 2018-2019.
- If someone had told me that the world was about to change as it has changed at the beginning of 2020, I would surely have denied it. I think that not only me, but the great part of politicians, intellectuals and academics would have agreed with my answer.

- In this presentation I want to talk about several points that we can expect for the life that awaits us after this pandemic.
- I will speak specifically about business and social aspects, but you will see at the end of the presentation that all these areas are intertwined. Particularly with Entrepreneurship.
- Ugly Duckling

Inequalities

- Abigail Disney, the granddaughter of the Co-founder of the Walt-Disney Company, is cited on an editorial from the New York Times strongly criticizing Bob Iger who was the CEO of Disney from 2005-2020.
- She asks: How long are we going to endure the culture of letting the blue-collar workers sink lower and those at the top continue to take home ridiculously millionaire sums?
- <https://www.nytimes.com/2022/01/23/business/media/abigail-disney-documentary.html>

Outrageous

- **“These are salaries that are indecent.”**
- Bob Iger in 2019 earned 65 million dollars.
- To give you an idea, this is 1,400% more than an average worker in the company.
- In 1978 the salary difference was only 38% difference.

The Economic System

- The economy is going to take time to get back to what it was. (The Pandemic, The War in Ukraine) These have been heavy blows on the economy as we were accustomed.
- What we must learn is that this Capitalist-Liberal system does not work well for all. “Saving Capitalism: For The Many, Not The Few”.
- The current events like the Pandemic and the ongoing war have questioned the system like we had not seen since WWII.
- Example of the United States --- Since before the pandemic, 63% of North American families did not have access to 500 Dollars in cash. Now, it is estimated that the number has increased to about 73%.

Opportunities for Entrepreneurs

- Did you know?
- The educational system – Schools became a hub for disease. Nobody saw this coming.
- Almost all systems want or talked about online education.
- But what about children who do not have access to a computer or the internet?
- According to the World Bank only 1/5 of the world is considered developed, what about the others?
- How do invite THE OTHERS into the game?

Responsibility of an Entrepreneur

- The great power that the big communication companies have acquired. Twitter, Facebook, Instagram among others Interaction in social networks - personal relationships.
- However, there is also the opportunity to empower the individuals.
- Social Entrepreneur Colombian Example
- Muhammad Yunus and the Grameen Bank
- Yuval Noah Harari Speaks of a Balance

- There are individuals who are a little more relaxed than others, but it is very clear that many people are afraid, and very afraid. This is with good reason.
- What is true is that the greatest invasion that exists in humanity at this moment is uncertainty.
- What I do want to declare is that many of us will survive. Those of us who remain here should learn from these experiences and create a new world that is better for the Many and not Few.

Thank You Very Much

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