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THE NEOLIBERAL APPROACH TO CORPORATE SOCIAL RESPONSIBILITY AND ECONOMIC PATRIOTISM

The problem of economic security should be considered as an organized development of the economy and the need to ensure an appropriate level of enterprise efficiency and quality of life from advanced technology, intelligent technology, incoming stream, and the proper flow of information. Neoliberals can make it so that states should implement the no-disturbance principle; this will have the entrepreneurial realization effect. One needs to find out if there is still room for charity and trustees in the global world. Is it only meeting the main comments about the development of individual entrepreneurship, which comes from energy resources?

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Many events in the world, the fall of communism, the fight against the accusations of journalists, the financial crisis or the announcement of the twilight of capitalism, various discussions and considerations, including based on the intersection of ethics and capitalism. R. Legutko writes about ethics in the mind with capitalism, drawing attention to the issue (Legutko, 1994): „The standard version of the anti-capitalist and Weber's concept has been introduced, capitalism is a system that recognizes man as a being who finds identity and meaning of existence in relation to other people [...]”.

Adam Smith pointed out that he had never seen much good done by people who pretended to trade for the common good. Since people are more likely to resonate with our joy than with our sorrow, we usually display our wealth and conceal our poverty. mainly because of other people's feelings, we strive to gain riches and avoid poverty (Smith, 1999).

Andry Carnegie, an industrialist, steel magnate, philanthropist, and investor in numerous cultural ventures, wrote *The Gospel of Wealth*. He referred to the biblical foundations, showing the principle of mercy, which requires people who have achieved success – to support those who, for various reasons, may feel less happy, to support the unemployed, the disabled, the sick or seniors (Smith 1989).

In neoliberal ethics, the assumptions of libertarian ethics are adopted: the economy and the market are free from ethical evaluation; economics and ethics are integrated by the right to self-ownership and private property; what should be guided in ethics is the nature of man common to all people and the rights resulting from it (Zwoliński, 2002).

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Economics and the free market are associated with ethics, although their autonomy and independence are assumed. Economic processes are assigned an ethical value, and the free market teaches ethical principles and is ethical in itself. K. Przybyszewski proposes to take into account the following axioms of neoliberal theory (Przybyszewski, 2005):

1. The market activates individuals, enhances their resourcefulness and ingenuity, which contribute to multiplying the assets of individuals and, at the same time, to the growth of the national wealth.
2. The market is a natural mechanism for the promotion and development of the most talented and socially effective individuals.

1. POLEMICS AROUND CORPORATE SOCIAL RESPONSIBILITY

It is also worth referring at this point to the views of Milton Friedman, the guru of neoliberalism, whose opinion is very often quoted, namely: “the sole social responsibility of an enterprise is to use resources and energy to increase profits, provided that it plays by the rules, i.e. participates in free competition, without resorting to trickery or deception” (Friedman, 1970). The sole purpose of the entrepreneur is to maximize profits for the sake of obligations to their shareholders (Friedman, 1962). Friedman writes about corporate social responsibility as follows: “what does it mean to say that the director of a corporation has “social responsibility” as a businessman? If it is not a purely rhetorical statement, it must mean that he is expected to act in some way that is not consistent with the interests of his employers” (Friedman, 1999).

Let us also mention the view that philanthropy is irrational as a corporation pays taxes to the state, and the state deals with the redistribution of funds, e.g. for social purposes, and “Giving away” is unjustified because companies do not have the knowledge or competence to properly assess common needs. In addition, social involvement gives an opportunity to dominate the environment, and by strengthening the position of managers, it leads to inevitable and constant conflicts. It is also worth noting that in this line of reasoning, CSR, if it already exists, refers to doing good at one's own expense; with the principles of free enterprise and voluntary, not prescriptive responsibility. The most frequently cited arguments against social responsibility are (Griffin, 2004; Rudnicka, 2012):

- an enterprise is like a machine whose task is to achieve previously set goals. People in the organization should not be guided by personal moral values, but pursue goals that serve the organization,
- social responsibility is a tool only to improve the image,
- enterprises were not established to solve social problems,
- CSR is perceived as an additional cost and burden for enterprises,
- interference in a sphere not directly related to the functioning of enterprises may give rise to additional ethical dilemmas or the possibility of a conflict of interest.

Besides, among the arguments: against, CSR can be seen as a procedure, a PR – marketing ploy and so-called “pulling the wool over the eyes” of consumers and contractors. These activities can be treated as facade, cynical and instrumental, especially when very fashionable terms related to human rights in the broadest sense appear. Economist Witold Kwaśnicki, during a debate in November 2011 in Kraków on CSR, asked representatives of companies building an image of socially responsible business and participating in “Mleczny start/Partnerstwo dla zdrowia” (“Milk Start/Partnership for

Health”) program whether they earn a lot on this activity, the answer was clear: “yes, quite a lot, otherwise we would not support this program”.

Neoliberal Janusz Korwin-Mikke is against mixing business with charity and lists further arguments against CSR (nczas.com, 2013):

- “Corporate social responsibility” does not exist. There is only the social responsibility of individual people. And not as businessmen as a person running a business should only care about making as much money as possible. When he earns it, then – as an individual – he can spend his money on various useful purposes. And this includes his social responsibility. By contrast, when he works as a businessman, his responsibility is to maximize profits, to be a predatory entrepreneur.
- Corporate social responsibility, which is occurring as a kind of social movement, is [...] a disturbing phenomenon. [...] There are plenty of examples of what useful things very rich people have done. And such people spend money more sensibly. A person who makes a lot of money knows other people, so that he doesn't give money to spendthrifts, but to those who really need it”.

From the opposite point of view, namely trade and marketing, CSR is important because there are consumers who choose to purchase a service or a product of an enterprise having positive information about that enterprise. There are also consumers in the market who criticize the enterprise in conversation with others because of its activities, and are even willing not to buy a service or a product because of a bad opinion of the enterprise. For instance, Starbucks, which is known for violating labor rights, unfair competition and contributing to environmental devastation, conducts a number of promotional campaigns, engaging in rainforest protection (krytykapolityczna.pl, 2015). As Slavoj Žižek very aptly notes, the consumer will gladly pay the few tens of cents extra for each cup of coffee so that Starbucks can contribute to the fight for the good of the environment without jeopardizing its profits (krytykapolityczna.pl, 2015).

Among the voices supporting corporate social responsibility, it is worth noting Elizabeth Warren's speech in the US Congress, who pointed out that there was no one in that country who had come to wealth alone. You built a factory - that's great. But let's face it, you hauled goods over roads that the rest of us paid for. You employed workers who were educated with our money. You were safe in your factory, because you were watched over by police and firefighters with our money. You had a great idea, something wonderful came out – God be with you. Take a piece of the pie for yourself. But part of the social contract is that you will give the rest to the next child who wants to follow in your footsteps.

Corporate social responsibility expects personal contributions to the rule of law of its employees. A highly ethical attitude also sets the corporation's expectations of its suppliers. It is expected that in the course of its business, it should comply with applicable laws and ethical conduct, in particular; do not employ minors, do not discriminate against your employees for any reason, especially on the basis of gender, age, race, nationality, political beliefs or religion, comply with legal requirements for minimum wages and working hours, comply with environmental regulations, provide employees with safe and healthy working conditions, comply with competition and consumer protection regulations, comply with restrictions established in international trade and diligently maintain business records, comply with the requirements related to cooperation with state administration, both government and local government, do not do business with criminal suspects, including those suspected of money laundering or terrorist financing, respect the intellectual property

rights of third parties, comply with accounting regulations and standards and reliably maintain financial records, develop and implement a policy of compliance with professional ethics. In "A Future Perfect" we read about the success of Silicon Valley, one of whose successes is its propensity to share wealth, at least within the company. When Kingston Technology was sold to Softbank for \$1.5 billion in 1996, its founders set aside \$100 million to be divided among the company's employees (Micklethwait, Wooldridge, 2003). Like many software companies, Kingston offers employees full health care, free lunches and generous pensions (Micklethwait, Wooldridge, 2003).

2. PRIVATE ENTREPRENEURS AND ECONOMIC PATRIOTISM

The situation of entrepreneurs in times of transformation is still associated with the previous political and economic system. The reign of the imposed system in Poland after 1944 led to the almost complete destruction of the business class. The private sector was liquidated by economic and administrative methods. The elimination of entrepreneurs was carried out by the communist authorities mainly using the fiscal system. Entrepreneurs more and more often ceased their activity due to the unprofitability of production. Many ended up in prisons and forced labor camps for "sabotage", "embezzlement", and "speculation". The penalties for forfeiture of property and fines were very severe, and a state official could punish for the so-called "External Signs of Wealth". In order to survive in competition with state-owned factories, a few small entrepreneurs often joined the party. The children of entrepreneurs were not admitted to studies, and the sons of craftsmen were forcibly conscripted into the army. In 1946, a law was introduced on the nationalization of companies that employed over fifty employees. In Art. 1 of the Act emphasized that the takeover of enterprises by the state takes place "for the planned reconstruction of the national economy, ensuring the state's economic sovereignty and increasing the general welfare" (Act of January 3, 1946 on the takeover of basic branches of the national economy into state ownership).

In total, the authorities took over 6,000 private companies. Laws were also introduced "on fighting high prices and excessive profits in trade", "on civic committees and social inspectors" and the Price Bureau was established, which set margins and fees. In 1947, there were 134,000 shops in Poland, and two years later there were 78,000. As a result of such actions, private entrepreneurs were exterminated, and all economic life was in the hands of the state, managed by an army of party bureaucrats (Ostaszewski, 2003).

In the People's Republic of Poland, the hatred of so-called "privatizers", "speculators", "upstarts" and "greengrocers" was also part of official socialist propaganda, hostile to the market and entrepreneurs. Neoliberal Jan Fijor notes that the situation is still the case because in the arduous work of perpetuating the anti-entrepreneur stereotype, politicians are bravely assisted by the media, which, instead of educating people about entrepreneurship and showing its benefits, are more willing to engage in a campaign of reprimand against rich, active, enterprising people. In the press or on the radio, one is more likely to encounter advice on "how to get social assistance" or other benefits than "how to start your own business or increase production". J. Fijor in the article "Bogaty, czyli Zły" (fijor.com, 2004). "In Poland, poverty, mediocrity, blandness are still valued more than wealth and entrepreneurship. Living on someone else's account is not condemned in our country, the approval of poverty and contempt for entrepreneurship has become a stereotype". He accuses those in power; of lacking the goodwill to change and stand up

for hard-working citizens rather than the bureaucracy, and furthermore, entrepreneurs are to continue to be treated as outlaws.

Kazimierz Ostaszewski of the Catholic University of Lublin, based on calculations from; the Ministry of Family, Labor and Social Policy, the World Bank, the Supreme Administrative Court and the Ministry of Finance, described the anguish of entrepreneurs in numbers (kul.pl, 2016):

- 980 days one waits for civil court case to be resolved,
- US\$925 – this is the cost to start a business,
- 90% – this is the average burden of tax and social security on net wages social security,
- 55 – the number of laws prescribing taxes, fees and duties (plus a difficult to determine number of implementing acts),
- 54 days – this is how long, on average, it takes to register with the National Court Register,
- 50 years a company must keep the personnel files of its employees,
- 46 weeks is the duration of administrative proceedings related to obtaining permits and decisions on a planned investment,
- 40 – this is how many different institutions control the entrepreneur (competencies often overlap),
- 31 days – the time it takes to completely register a company,
- 31 days – the average period of recovery of overdue payments,
- 15 days – that's how long it takes on average to deal with one case at the office,
- 12 pages of documents for the Social Insurance Institution must be filled out each month by a business person,
- 11 offices must be visited by a person who wants to open a business,
- 1 hour and 20 minutes are spent by entrepreneurs per day on various official clerical formalities.

The integrity of entrepreneurs has been studied since the early 1990s. An interesting study on self-employed people was conducted by G. Matuszczak. It resulted from them (Matuszczak, 1994):

- one in four believed in honesty and legality in conducting private business,
- 34 percent of those surveyed thought it was possible to do business legally and honestly, 19 percent that it was not possible, and 31 percent that it depended on circumstances.

Prof. Juliusz Gardawski, head of the Department of Economic Sociology at the Warsaw School of Economics, recalls that “In the early 1990s, there was a clear aversion to them. The average worker believed that the emergence of the “middle class” would push him into the “lower class”. Entrepreneurs were said to be [...] thieves, because how else could they get rich quickly? This has changed, the traditional class divisions between wage earners and owners are less often cited as an axis of conflict. Many workers, while expressing outrage at the rich, do not feel resentment toward the private employer. Demonstrating symbols of material position is irritating. Keep in mind that egalitarianism is still dear to most working people. Residents of blocks of flats see plowed estates, some workers irregularly receive salaries, and families of business owners drive luxury cars. In contrast, the private entrepreneur in my workplace is “ours”, peculiar, especially if one does not “elevate” oneself with wealth” (Gardawski, 2006).

Irena Reszke, on the other hand, examined the stereotypes of private entrepreneurs in Poland. The study was to resolve whether and what kind of correlations exist between the degree of approval of systemic transformations in Poland and the assessment of the impact of these transformations on the personal situation of the respondent and the type of stereotype of the private entrepreneur. If respondents treat the development of the private sector in the economy as an important element of the systemic transformation, and private entrepreneurs as representatives of this sector, then such correlations should occur. It turned out that those accepting the transformation and assessing its outflow on their personal situation as favorable more often than others themselves expressed a positive stereotype of the owner of a private business, while those reluctant to the transformation and assessing the changes in their lives caused by it as unfavorable more often revealed a negative stereotype.

She further determined (Reszke, 1994):

1. Among those who hold a negative view (stereotype) there are relatively more men, and fewer women than among those who hold a positive view.
2. Among those with a negative attitude toward "privatizers" there are relatively more people with the least education (only elementary school) than among those with a positive attitude.
3. Those with negative attitudes are, on average, slightly older than those with positive attitudes (The Center for Public Opinion Research conducted a survey, which showed that the prevailing belief among Poles is that there are currently rather good conditions for the development of entrepreneurship in Poland).

It is noteworthy that among those who are self-employed, positive assessments of the conditions for the development of entrepreneurship are more frequent than on average among the general public (Komunikat badań CBOS, 2010). Running your own business is the most attractive career path for at least half of young and middle-aged people. For those over fifty, working in a state-owned enterprise is generally more attractive. Nearly one in two respondents believe they have the right aptitude to be self-employed, but more than half as many are thinking about starting their own business in the future.

The latest 2015/2016 survey of Polish entrepreneurs shows the following results: (Prepared in-house on the basis of TNS Poland research for Reliable Company and the publication "Wizerunek Przedsiębiorcy" by the Civic Development Forum (FOR), as part of the Polish Business Roundtable's Polish Entrepreneurship Promotion program):

- "Entrepreneurs are respected by the Poles, they are attributed the following qualities: high education, hardworking and caring for the environment.
- Young, affluent and well-educated people most often attribute positive qualities to entrepreneurs.
- Contradictions are also noticeable, with entrepreneurs being necessary on the one hand, and not necessarily honest on the other.
- In the question about "Your employer", the results obtained were much better than in the questions about "Employers in general". The resulting situation is due to the negative opinions about entrepreneurs in mass - media coverage and the prevailing stereotype in part of society.
- 73 percent of respondents agreed with the statement that entrepreneurs build the strength and quality of the domestic economy.

- Nearly 3/4 admitted that it is thanks to the taxes they pay that the government has funds for health care, education, police, military, road investments, etc. It must have taken more than a quarter of a century for the public to begin to understand that it is not the government that gives jobs and finances the operation of many spheres of public life, but private entrepreneurs.
- There is still a strong belief that a successful business man can be dishonest. More than half of those surveyed, as many as 62 percent, believe that they are trying to cheat the system in order to pay lower taxes.
- Respondents also negatively assessed the competitiveness of Polish companies. 58 percent believe that entrepreneurs are building a strong economy, but are less competitive than foreign companies.
- There is also a perception that it is difficult to make a living and make a career in a private company. And 4/5 believe that salaries in this sector are too low.
- The global financial crisis has not caused a significant deterioration in the image of entrepreneurs in Poland. Such deterioration took place, among others, in a number of countries of the “old” EU (countries of the South, the Netherlands, Belgium, France, Sweden). [...] Poland's different institutional history, especially the memory of the time of the Polish People's Republic, to some extent protects [...] against the spread of some of the existing populist anti-market attitudes in the West”.

Surrounding the discussion of entrepreneurs, there has been a discussion of the need for economic patriotism – that is, decisions of an economic nature (that is, for example, selling, buying), made consciously and taking into account its positive impact on the socio-economic environment (i.e., if only the country or the local community). However, one should not forget about the environment of the modern world, namely globalization and the accompanying changes and trends, which become apparent in the sphere of consumption mainly through (Włodarczyk-Śpiewak, 2009):

- 1) the initiation of new forms of consumption and consumption behavior,
- 2) creation of new products, new outlets and new needs,
- 3) changing modes of consumption, trends and lifestyles,
- 4) increasing consumer activity in the market,
- 5) increasing competitiveness and entrepreneurship of consumers.

In response to new challenges in 2013 the Ministry of Economy made efforts to debate the topic of economic patriotism. Since information about the origin of a product from Poland is specifically highlighted, only in one in four manufacturers (information about the country of origin or symbols associated with Poland). Polish consumers declare ethnocentric attitudes towards domestic products and one can see elements of consumer patriotism in the declarations. However, the results of the declarations obtained in the surveys do not show the true purchasing actions of market consumers.

The position on this issue was taken by the Union of Entrepreneurs and Employers focusing on foreign competition, suggesting that they are supporters of the free market, free trade and enemies of state protectionism. On one condition - that foreign corporations also pay taxes and do not transfer all profits outside Poland.

We can also use the example of Asseco S.A., which appears as a leading CSR leader on social and business grounds.

One of the main ideas of the company's founder and president of Asseco Poland Adam Góral is the slogan of “economic patriotism”. Explaining and characterizing this concept, let's list the following:

- capital has nationality, and privatization should not take place without Polish capital,
- Polish companies should support each other, and businessmen should pay taxes in Poland, in this way we can support our economy. It is the tax revenues that support the development of the country and local communities,
- the choice of a Pole, if there is such a possibility. If, for example, I have several contractors to choose from and a Pole guarantees me a good price and quality, I prefer them, and I am not ashamed of it,
- a patriot can also be in a corporation. Such a person should constantly think in their work how to draw their corporation into investing money in Poland,
- the goal must be sustainable development. If the economy is handled by decent people, then we have a guarantee that they will make sure that everyone gets rich along with them.

Economic experts from the Adam Smith Center in Poland, on the other hand, argue that it is better for an entrepreneur to operate in the UK than in Poland (wolnosc24.pl, 2017): “If the government does not make better conditions for small businesses in particular, then talk of economic patriotism will be just annoying empty words. The Poles locally and those who have emigrated must have competitive conditions. with business costs of 1/3 of revenue, a Polish entrepreneur must give back to the state as much as 83% of the money earned, more than five times as much as a British one. This results in many people not starting a business at all. The middle class, which is the engine of economic development, therefore has no chance to develop as it does in Britain”.

In a neoliberal tone, Jan Fijor in the conservative-liberal “Najwyższy Czas” disapproves of economic patriotism (Fijor, 2004):

- “In economics, the only criterion for economic efficiency is the ability to manage resources better than others. Nationality is not a guarantee of such skill, just as skin color, nose shape or height is not.
- Using an unnatural and inadequate criterion forces one to use violence, that is, to give up the basic condition for economic efficiency, which is freedom of choice.
- Patriotism as an economic criterion leads to statism, socialism, and these, as we know, lead to poverty.
- The national interest in the economy does not exist. The nation does not have one common interest even in political issues.
- “Nation” is a convenient political construct used by interest groups to run the nation i.e. millions of citizens. The main benefit of the “national interest” goes to pressure groups, interest groups or the group holding power. The national interest, is their interest.
- Patriotism is very often a denial of individualism. A doctrine very convenient for those who, in the name of enigmatic national interests (read: self-interest), want to grab the nation by the face and use it for themselves.
- The United States, one of the wealthiest countries in the world, was built on non-national interests. And that's why that's where all those who export their wealth for fear of the defenders of national interests are investing, to keep it safe”.

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