

Original Paper

Business in the 2020s—Between Theory and Practice

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Abstract

*The article discusses how Business, in general, should proceed between economic theory and the daily practice of the 21st century's chaotic conditions. It has, first, to realize that this is the situation, secondly, both, economists and business men and women, should prepare and get themselves ready to act within this convoluted reality. The author follows G. Shaw's idea on "unreasonable men that bring progress" divides normal societies into similar two population groups; the majority—the **Squares** and the minority—the **Stars**. Further, the Author checks several economic undertakings and tries to understand what is the proper mix or mission for them. Further, the Author claims, while resting on the historical neglected Emotional Intelligence' teaching, that the form and the nature of future activities should change. They should be more people-oriented, more opened-minds and more creative, resourceful and flexible. The Author inquires ten major economic indicators and find out that both the traditional Capitalism and Socialism movements lost their relevancy at present. Thus, time comes to launch new sets of rules and regulations for, assisting people and organizations in their struggle to survive, prosper and flourish. In sum, the Author foresees that in the future, in parallel to the technological advancement, or together with it, public or private organizations and individuals, would be required to act and be more sensitive and more attuned to the individuals, communities and the universe's demands.*

Keywords

Economics, Business, Reasonable & Unreasonable-men, women, approach, results

1. Introduction

"The reasonable man adapts himself to the whole world;

The unreasonable one persists in trying to adapt the world to himself.

Therefore, all Progress depends on the Unreasonable Man." (George B. Shaw)

Business is a very complicated term; It means everything but also, almost nothing. In the Word's dictionary there are over twenty synonyms for this term. Because of this multitude of definitions, the number of theories and practices referring to Business is almost unmeasured. Although Business, usually is taught in Universities Schools of Economics, a paradox appears from the early days of learning. Most economists, assess themselves as logical thinkers and promoters of rational decision-making. We name them as Squares while G.B. Shaw called them Reasonable men. Many teach their students the rational way of thinking, even when it does not always fit reality, or leads to an absurd.

Business, as a profession, emerges basically from the personality of the involved individuals. It transpires from their Nature, Instincts, Drives, Impulses, Courage and Risk Taking. All are features, that spring from human inner-self urges and energies. Many of them are spontaneous, impulsive or instinctive. Therefore, we prefer to name them Stars. G. B. Shaw names them the Unreasonable Men.

Professors of economics and most practicing economists work hard to distance themselves and their teaching from such a confusing and sensual influences. Along two hundred years of teaching economics in the Academy, unfortunately, many disregarded the issue of emotions, inner drives and spontaneous wishing, as critical factors in guiding economic behavior. Henry Ford's color-black-automobile, is just a good example for such a misunderstanding.

However, as being today in the 21st century, when many former old values and behaviors are under revision, we portray hereunder our perspective on the main issue—Business in the Changing World of Today.

With the intention to clear a little the picture and offer our outlook on coming days we hereby present the following paper. We open with firstly discuss the Chaotic nature of our century, further the relevancy or irrelevancy of some of the old values, and the required changes needed, are discussed, finally the foreseen image for Post-modern Business in theory and practice, is portraited.

2. The Unexplainable Chaotic Reality of the 21st Century

Looking around, at the third decade of the 21st century, confuses thinkers. Many limps behind, because of the wish to rationally explain, the unexplainable chaotic reality of today. The picture is even worse when young fresh students query or ask their teachers about the future. It seems that the move into the Chaotic-different-order of the 21st century, has affected and even perplexed many. We dare to deal with this convoluted reality because it is presumed that the Western World still is in the middle of this confusing transition period. Since we hope that the Western Civilization can still be improved, we offer to use G.B. Shaw's jargon for studying social affairs.

According to this approach society is divided into two major groups, Squares—the reasonable or ordinary people, like most economists, who are about two third of the population. The second group are the Stars—about one third of the population, which describe many business men/women and are representing G.B. Shaw's "the Unreasonable Men". They are those who, mainly initiate changes and "bring Progress".

A real good business man/woman, must be a little different from the general public. They should be a little Unreasonable, doubtful, daring, exceptional, unconventional and risk-taker. It seems that the 21st century's Chaotic perception, would be a good environment for them. Following this perspective, it seems that G.B. Shaw's words on the unreasonable man, who brings progress to the world were referred to them.

As we live in a confused or a less-ordered period, we assume that an unreasonable approach may better assist us in running life today. Generally, this expression is perceived as related to uncommon, unusual, or unexpected behavior. We all have to realize that although all people are equal before the law, they differ in their mind-set and on their personal capacities. There is nothing in these words, that indicates on their merit or worth, hat they just describe a mind-set or a mode of thinking that fit Businessmen and women, but do not describe orthodox or regular economists. Our main point is very simple—all people over the globe, look differently, thus, their inner-self and mind, as their external physiognomy, differs. Their internal world varies as their exterior appearance does. They are not equal. They are not the same.

Although, they have equal rights and obligations they have different capacities, talents and aspirations. Thus, every woman and man should pursue a society or an organization that enables them to attain their objectives and accomplish their goals of life. Hence, an advanced heterogeneous society should join-up different individuals, of all talents and capacities, who are determine to establish and maintain together a social structure that is committed to “secure the Blessing of Liberty”. (Note 1)

Based on the above diversity between individuals, it is understandable that their social and cultural structures vary also along the time. Thus, it is right to say, that at present, Post-modern societies are becoming more Heterogeneous in their nature and character.

Since it is quite complicated to inquire this type of populations or societies, we find it necessary to add some advanced tools for the study.

For studying the Nature of the Heterogeneous Society of the 21st century, we use two theoretical guidelines for leading the analyses of population’s issues. First is the Normal Distribution Theorem, which is the major method for analyzing and describing human societies.

The second mode is, the use of a Scale of Values, instead of the digital, or binary methods, which count only two options (0-1), (+) or (-), or Good and Bad. The Scale of Values mode use to count minimum five grades, like the following examples: 0,20,30,40,50, or Very High, High, Ordinary, Low, and Very Low. For more precise requirements, some may count seven or even nine values. The use of the above two methods enables us to better analyze and measure heterogeneous societies of the 21st century. They also improve the study of dispersion of talented, competent and able individuals, who are “Normally distributed” in population, rather than equally dispersed, as conventionally is claimed. It is so, because in reality people differ. In every field, some are more talented than others. We come back to this issue, later, when offering future changes.

3. The Expiration of Major Economic Indicators

Ten major economic indicators are shortly inquired for understanding the changes that lead the economy at the move from the former old status at the Past, onto the Post-modern state at the 21st century. These changes are further discussed and later summed up and presented in Table 1.

3.1 Scarcity—The Hypothesis That Led Economic Activities in the Past

For over two hundred years Social Scientists and economists claimed that there is a lack of means and a shortage of goods and materials for fulfilling the Population’s needs. The mission of Economics, therefore, is to teach and instruct, people and governments, how to overcome this growing shortage.

Thus, Scarcity was used for describing this situation, as said by Paul Samuelson (1915-1990), one of the prominent professors of Economics.

“[Economic scarcity] refers to the basic fact of life that there exists only a finite amount of human and nonhuman resources, which the best technical knowledge is capable of using o produce only a limited maximum amount of each and every good, as shown by the p-p frontier. And thus far, nowhere on the globe is the supply of goods so plentiful or the tastes so limited that the average family can have more than enough of everything it might fancy.” (Samuelson, 1973, Chapter 2, p. 23).

However, only few in time were able to realize and foresee how significant will the technological advancement be during the second half of the 20th century. This sophisticated technology combined with the significant political and social changes, occurred in the second half of the 20th Century, basically, changed the situation. It increased production and manufacturing in many industrial Nations, as well as in the Less Developed World.

The TV, the computer and the mobile phone became a live demonstration of the new status of progress affluence and prosperity. Advance technology was also the main reason for unpredictable manufacturing increase of products and goods. A new era was born, an era of Affluence and Prosperity.

3.2 Free Market Economy—The Expression That Symbolized the Capitalist Idea

“A Free-market economy is an economic system where prices for goods and services are set freely by the forces of the supply and demand and are expected by its supporters to reach their point of equilibrium without intervention by government policy.” (A capitalist free-market, Wikipedia).

From the above definition one sees, that it refers mostly to theoretical or abstract cases. First, nowadays, governments intervene in most important economic activities done within their territory. Secondly, regarding the “forces of supply or demand” they also are not and cannot act freely. They also run and are directed by many local and international powers that guide and force them in accordance with open and covered interests, accords and agreements. *In short*, “A Free Market Situation” does not exist in real life. It is only an abstract term that many, open or covered pretenders end to use, mostly unwisely in public debates. In addition, the irrational idea that modern economy can work or run, separated from the state’s intervention or assistance, is also very obsolete. The Past two serious events, the 2008 financial crisis, and the late 2010s Covid 19 Epidemy, just clearly indicated how crucial is the cooperation between the Public and the Private sectors, and how fruitful is this collaboration for both sides.

There is no Economy without Politics and no Politics without Economy. They are connected like Siamese Twins, intertwined one with the other.

3.3 Rationality—The Philosophy That Supported Economic Theories

Economists, both groups, Professors and Practitioners, have preferred mostly, to assume that people, when it referred to their economic decisions behave logically. In fact, we have no explanation for justifying this approach. It might be because this is the only reasonable explanation, it might also be because economists in general, tend to be rational and logical, and it may happen because economists know quite little about the covered hidden nature of human beings. Whether the answer is one of the above, or other, the written theories of past economists indicate on this weakness. It is hard to find in both, Karl Marx (Note 2) or Milton Friedman’s (Note 3) works, some teaching on irrational lines of economic behavior. Another, a more updated and cynical explanation claims that it is easier and safer to run rational and logical arguments by computers. Real-life or practical situations, which rarely behave rationally, demands much more thinking capacities and less definite conclusion performance.

Along two hundred years of economic studies scholars disregarded irrational influences on economic private or public decisions. Only at the end of the 20th century came Daniel Goleman (1994) in his book Emotional Intelligence and indicated how important and crucial is, and how critical are the impacts created by the mighty forces of the human inner-self. This theory of “Emotional Intelligence, (also known as emotional quotient EQ) outlines five components of EI: self-awareness, self-regulation, motivation, empathy, and social skills.” (EI Theory, Wikipedia).

It is interesting seeing that Goleman’s EI theory, does not contain even one rational or logical aspects, which are so important and crucial for economists and their supporters.

Similarly, it is also quite sad realizing how two Prominent Austrians, Karl Marx (1818-1883) and Sigmund Freud (1800-1900), who lived in the same city—Viena, missed and ignore each other. Marx did not learn that even the poorest laborer has some spiritual internal needs while Freud forgot how critical and devastating is poverty.

At the 21st century it is clear and recognized almost by all, Human beings, women and men, are very complex creatures. They tend to make decisions, act and behave in many different ways. A whole bunch of professionals works hard to find the right mix and the best ways for meeting them. However, sometimes theories do not suffice. Relevant business experts must go sometime out of their box-mind for getting the right feeling and the relevant clue.

3.4 Ownerships—*The Term that Expresses the Firm's Nature*

“Ownership is not a vice, not something to be ashamed of, but rather a commitment and an instrument by which the general good can be served.” (Vaclav Havel, former Czech Republic President).

It is hard to tell why this point is so important for many individuals, from a very high-level officials down to the less fortunate ones. It might be that this feeling emerged from the very early days of humanity, when people mostly were free nomads in Africa's Jungles. As they have no property, they admired and even much respected for those who have some. In any case, Chris Chocola (Note 4) (1962) claims: *“I would argue that the second greatest force in the Universe is ownership.”* (Ownerships Quotes, Wikipedia)

3.5 Mission & Goals—*The Reasons for Running the Business*

Every firm or other economic enterprise should have a mission and goals, according which, they will lead their business. These primary missions and goals should express the essence, spirit, and principles of the Business and where it intends to be in the future.

Most Universities' Schools of Economics taught in the past, that all economic operation, from a tiny family firm up to an international large corporation, have, in essence, only one major goal, to make much money while maximizing this endeavor.

Some schools understood the meaning of the move toward the Post-modern era of the 21st century, and expand the scope of the goals to eight areas, as detailed below: The Georgia Public Broadcasting program is further used for quoting their version for Economic Goals:

- ***“Goal #1-Economic Growth***—A Country's annual economic growth is measured by GNP (Note 5) and GDP per year.
- ***Goal #2-Full Employment***—full employment occurs when 93-95% of the labor force is working.
- ***Goal #3-Economic Efficiency***—it occurs when national expenses outweigh the costs.
- ***Goal #4-Price Stability***—It refers to the absence or the presence of Inflation or Deflation.
- ***Goal #5-Equitable Distribution of Income***—as measured by who gains and who loses from certain economic action?
- ***Goal # 6-Economic Freedom***—includes: the freedom of consumers about their spending, the freedom of workers about their jobs, the freedom of individuals about setting a business, and the freedom of savers about their savings.
- ***Goal # 7-Economic Security***—protection against economic risks, such as unemployment, accidents on the job, business failures or natural disasters, over which people have little or no control.

- **Goal # 8–Balance of Trade**–“the value of imported goods and services is equal to the value of exported goods and services in a given period”.

Prepare in accordance with GA Public Broadcasting, Lesson 2.0 Economic Goals, Wikipedia.

3.6 Competition—The Essence of Economic Activity

“Competition is a situation in which someone is trying to win something or be more successful than someone else. Companies earn just enough profit to stay in business and no more. If they were to earn an excess profit, other companies would enter the market and drive profit down... A large population of both buyers and sellers ensures that supply and demand remain constant in the market. As such, buyers can easily substitute products made by one firm for another.” (Brooke Tomasett, 2024, Home & Sustainable investing, Wikipedia)

The above definition is almost a classic example of a competition’s theoretical definition. First, in reality there are no stable markets without troubles that forces constant changes. Let us be blunt, most significant International Markets at present, are governed by political forces and act in accordance with global deals and agreements. Most of the interests playing there, are high-level political concerns and considerations. Similar scenarios play in the local arenas. Relatively, little weigh has pure economic worries. Many just play with the word and leaves it to economic students and smalls businesses. With the demise of capitalism as an ideology, and the Free Market idea, as an abstract illusion, time comes to embrace a new family of terms and expressions, like–Collaboration, Cooperation, Partnerships and Team work. Some competition will remain but it will direct mainly to performance, service quality and advanced customer relation. Price competition will just play a second role.

3.7 Public–Private Relationships—The Preferred Mode of Operation

Sevent five ago, after the ending of World War II, Paul Samuelson claimed: our economy is “a ‘mixed economy’ in which both public and private institutions exercise economic control.” (Samuelson, 1975, Chap. 3, p. 41).

Unfortunately, Many Capitalists opposed this claim and refused to accept it. They behave so, because they have pretended to control the economy by themselves. Decades had to pass until they realized, in the 21st century, how positive was Samuelson in this assumption. At present, almost all over the glob cooperation, collaboration and even partnerships, easily symbolize most of the National economic enterprises.

On the other side, an American research institute warmly explains at present how to execute these relationships:

“Introducing Public-Private Partnerships (PPP)-Provided that there is a sound basis and complementarity between the public and private sectors, Single Window projects offer an excellence opportunity to transform services through completion, efficiency, and economy. To make PPP a success, there should be a fair distribution of risks and returns between partners.” (Introducing Public-Private Partnerships, Part II, Vol. 2, Wikipedia).

With reference to the above notes on fair distribution of risk and loses, immediately it should be understood, all work, trade, and other activities in normal nations should always rest on just and fair, honest and mutual relations hips. A Win-Win solution, in principle is, the preferred prerequisite, the fair basis, and the proper solution required for settling and ending most conflicts and other misunderstandings.

3.8 Globalization—A Commercial Form of Running Foreign Trade

“Globalization is the word used to describe the growing interdependence of world’s economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people, and information... the term gained popularity after the Cold War in the early 1990s, as these cooperative arrangements shaped modern everyday life.” (Peterson Institute for International Economics, [PIIE] 2022, Wikipedia).

It is easy to describe the globalization trends as a very progressive and effective move of the Big Business. It connotes also as a politically correct step of improving foreign trade. However, little is written and said about the fact that the main beneficiaries from this act are firstly the large international corporations. On the other hand, the Globalization move cost damages in traditional industrial countries where many former industries suddenly disappeared, leaving many professional employees unemployed. Because the move, basically was fast and quite effective many nations find themselves surprised. Additionally, US find itself unprepared to this situation and unwillingly depending too much on foreign manufacturers.

The result was shocking. President Donald Trump, a prominent Capitalist who, in the past loudly supports the Free Market Economy, openly and publicly called: “Buy America”. This less conventional act, indicates that sometimes, local and national interests should come first and proceeds international actions.

3.9 Social Commitments

This topic represents in essence the contradiction between the main economic concepts-Capitalism and Socialism. Whereas Capitalists reject and discard any private business owners’ initiative in social affairs, Socialists consistently demand deep and significant involvement of employers in the social commitment of their employees. Hundred years of trade-unions struggle is now resulted by mutual understanding that balanced commitment in this field work best for both sides. The establishment of the Social Security System, in different forms, in most countries, well represents this solution. The struggle for decent work conditions, which practically won in the industrialist nations, is currently continues in Les Developing Countries while work conditions are slowly improved.

A recent development took place in the last decades when more and more employees, especially in the High-Tec industry, demanded and received a greater participation in the financial annual results. This movement, named “Dividends for all Stakeholder rather than to the Shareowners only” is growing fast and will grow even faster as qualified employees are in short, harder to get and cost more. For more information see A. Avny (2022).

3.10 Environmental Responsibility

This topic is the newest one. Although it practically appeared at the last quarter of the 20th century, it will demand large investments and will offer many opportunities. World’s Nature, Earth, Climate and other Environmental issues are the potential for many unknown dangers and catastrophes. Thus, humankind will be required to invest significant resources in Research and Development (R&D) in order to run them properly. On the other side it is quite understandable that nobody today, will start or run a business not complying with the Environment protection rules or regulations.

Although big and international organizations and governmental Agencies will be called to handle and run the show on these issues, it is anticipated that these threats and intimidations will also open many new economic opportunities for all types of private business. Since the foreseen challenges are so great people from many disciplines, in both, the public and the private sectors will be required. The past

Covid 19 epidemic was an important lesson for demonstrating how dangerous and unknown are still many of Nature unpredictable surprises. World's experience in this case also indicates how positive can be the collaboration of all nations' sectors in struggling for the people's good.

Table 1. Change of Economic Indicators's Meaning, from the 20th to the 21st Century

The Economic Indicator	The 20th century Traditional Economic Meaning	The 21st Century Updated Economic Meaning
1) The Leading Economic Hypothesis	Scarcity- The Economy Dominate state	Relative Affluence and Prosperity affect many World's Nations
2) The Popular Synbole of the Capitalist Economic	Free Market Economy	Exists in Theory only. Irrelevant in Practice Collaboration is the moto of the new Mixt Economy
3) The Philosophies That Supported the Economic Theories	Rational Thinking And Logical Behavior	Mixed, Rational, Emotional and Spontaneous conduct
4) Ownership's Type	Clear Separation between Private and Public Ownership	Less important in Practice. "Mixed Economy" of all Sectors, in Reality
5) The Firm's Mission and Goals	Maximizing Profits	Economic Soundness Commitment to Social & Environment Needs
6) The Mode of Economic Operation	Competition	Collaboration, Cooperation Team-Work, and Partnerships
7) Public-Private Relationships	Separation and Partition	Cooperation and Joint Ventures are very required and encouraged
8) Globalization	Maximal Ignoring Local Firms	Moderate, with Awareness to Local industries' needs
9) Social Commitments	Just the minimum requested	As Human-beings are the main power that boosts the Economy, they should be well treated and regarded
10) Environment Responsibility	Almost None	Earth, Climate and other natural disasters are the future threats to humanity Everyone should be aware of this danger

4. Options for Business Theories and Practices in the Future

It is assumed that the previous sections laid the grounds for revising the approach to some Economic theories and Business practices. As said, the World, in general, is experiencing a transition period. Many of the former approaches, hopes and intimidations must be revised. Further, some of our main ideas are summed up below:

4.1 Ideas regarding Theoretical and Practical Economists

The world in general is changing. It becomes much more Heterogeneous. Heterogeneous Societies ask their Social, Political and Economic elites to change and be more creative, open-minded and resourceful. Thus, we prepare some specific points and offer them to more traditional Economists (Reasonable individuals, in B. Shaw's language) for assist them working in the changing environment:

- A. Traditional Economists should admit that they do not know everything. In modern organizations professionals, many of them, economists and lowers, tend thinking that always they have the right answer, always they know better. This feeling is so strong that it became part of the organization's culture. Without talking on the past, with regard to the present and future convoluted conditions, it is clear that they are totally wrong. For a typically large organization's person, who lives and acts within very rigid and formal lines and regulation, to meet and face chaotic situation is almost a catastrophe. Thus, economists and lowers have to make a significant mental reorganization, or to pass some meaningful changes in order to qualify for dealing with the new complex reality. Usually, they were taught to behave and to act "by the book". But since eventually, the world at present, behaves completely-not-by-the-book, therefore, they have no chance, they must make this act of changing.
- B. Traditional Economists also have to understand that, in the world of today, frequently there is no one correct answer, many open options are available. The former classic approach of preparing several options, from which, the preferred option will be selected and will became the chosen solution, is not relevant any more. At a chaotic situation, several options exist until the final step and nobody can a priory tell what is the best final solution. Opened-mind and Flexibility are therefore, among the most important tools, required for resolving similar unexpected troubles. A little less reasonability may also be of great help.
- C. Traditional Economists should also embrace a Human-oriented approach, rather than being sticked to the running company-policy, which often is the preferred mode of operation. Current history teaches, as detailed in the previous sections, that most past economic rules, assumptions and actions' recommendations, are irrelevant or obsolete for todays' conditions. The proper firm's Mission is soon going to be a combination of three basic building blocks, a sound profitability, a fair social commitment and a right compliance with the Environment regulations.
- D. Traditional Economists should acknowledge that all the previous ideologist teachings on Free Market Economy, Competition, Separation between Public and Private sectors etc. are old, irrelevant and useless. Economic reality and practice, clearly indicates that Chaos, is going to run, and maybe to dominate the Political-economic world.

The advanced Technology seems to direct most of future projects and endeavors. As a result, Economic, Manufacturing and Trade Local and International relationships, will be more complex and complicated. President Trump's call, "Buy America" is going to symbolize the new course of behavior of the future.

4.2 Notions for Business Men and Women

It is understandable that life within a chaotic environment is not so easy. Although it might be harder for business men and women, it also opens new opportunities for those who know what to do. Even if big corporations dominate the markets and advanced technology promotes large entities, still there is enough space for small and medium size enterprises. All depends on the Business man/woman's personality. As known, larger risk is a greater chance for success. As require we add some general observations to the potential business people. Most of them are derived from the general discussion in Section 3 and the advices to the Economists, in Section 4.1. Here only, they focus on the small and medium private firms.

- A. Stick to the triple aspect Mission.** Even if now, it seems irrelevant. Every person, and business people in particular, should have an Inspiring Vision of their business. This will help them to lead their business, like the North Pole Star in a dark night.
- B. Be a reputable professional in your field rather than a money chaser.** Know what you are doing and try to be the best in your neighboring. In addition, be creative resourceful and flexible, because troubles start from marginal unseen and unexpected situations.
- C. Try to be a human-oriented guy.** Fair public relations yields business. It seems that future societies will be heterogeneous, customers will be more sophisticated and will look for better products and high-quality and reliable services. In general, do not hesitate to give, since giving is the best trigger for generous reciprocating.
- D. Have time for everyone and everything.** Nobody can tell where the treasure is hidden. Be patient and consistent. Such a conduct will help you in bad times, crises and surprising events.
- E. Do not be Afraid, failures are the learning costs for success.** Be professional and resourceful. Try to answer your customers rather than asking them questions. Satisfy your customers and they will reciprocate be bringing new other ones.

5. Conclusion

The chaotic world of the 21st century is a very complicated arena. The main point characterizing it is the fact, that due to many reasons, first of all, a fast and tremendous advancement of technology, the world of today and tomorrow, differs almost totally, for good or bad, from the past. Additionally, following G.B. Shaw in his "Unreasonable Man" expression. Most human societies contain two behavior groups—the majority of the population—about 2/3 of them—the **Squares**, (or, "reasonable people", in Shaw's jargon) and the minority—the **Stars**, about 1/3 of the total (the "Unreasonable men and women"). All societies are constructed of these two groups, in different mix of Squares and Stars. Along this paper we theoretical assigned different business tasks to different population groups and studied the results. The outcomes are almost obvious—since Economists and many other public administrators, are mostly Squares, they should therefore concentrate on public enterprise. Business men and women, who should be Stars, would better run businesses.

Both groups should accept the social-economic changes and follow them, provided everyone do it on his specific way. However, both should be resourceful, more people-oriented, open-minded and flexible. Better for them to remember that Adam, in the Bible, ate from the "Tree of Knowledge" not because his wife, Eve, or the serpent, that beguiled them, but primary, because of his lust for knowledge and prudence and his keen understanding that learning is among the major undertakings in life. (Genesis, Chap 3, pp. 1-13)

Let economists and other Academic professionals realize that this phrase refers also to most of them. Business men and women, however, should work harder in order to be and remain Stars.

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Notes

Note 1. The Preamble to the American Constitution.

Note 2. Karl Marx (1818-1883) A very famous German scholar, the Forefather of the Marxism movement.

Note 3. Milton Friedman (1912-2006) A Prominent Economic Professor and a Capitalism theoretician.

Note 4. Chris Chocola (1962)–An American Republican Business Lawyer.

Note 5. GNP–Gross National Product, GDP–Gross Domestic Product.