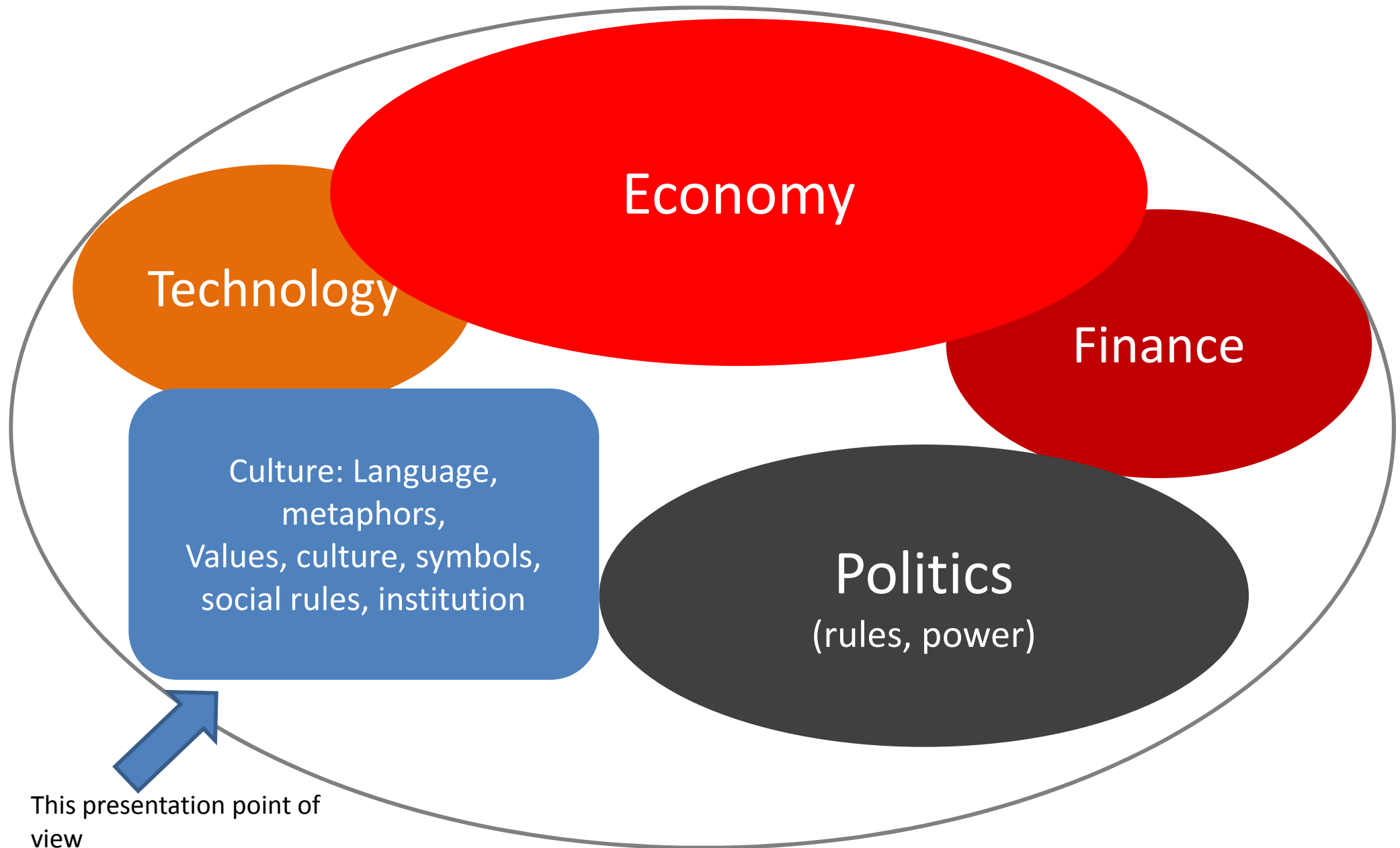


***"Rebuilding the European Social Market Economy: European **Values** and the **New Social Market Economy:** Towards a Stakeholder Economy"***

Milan, 24 May 2011

*Simone De Battisti*  
*simone.debattisti@gmail.com*

# The social system (socially constructed)

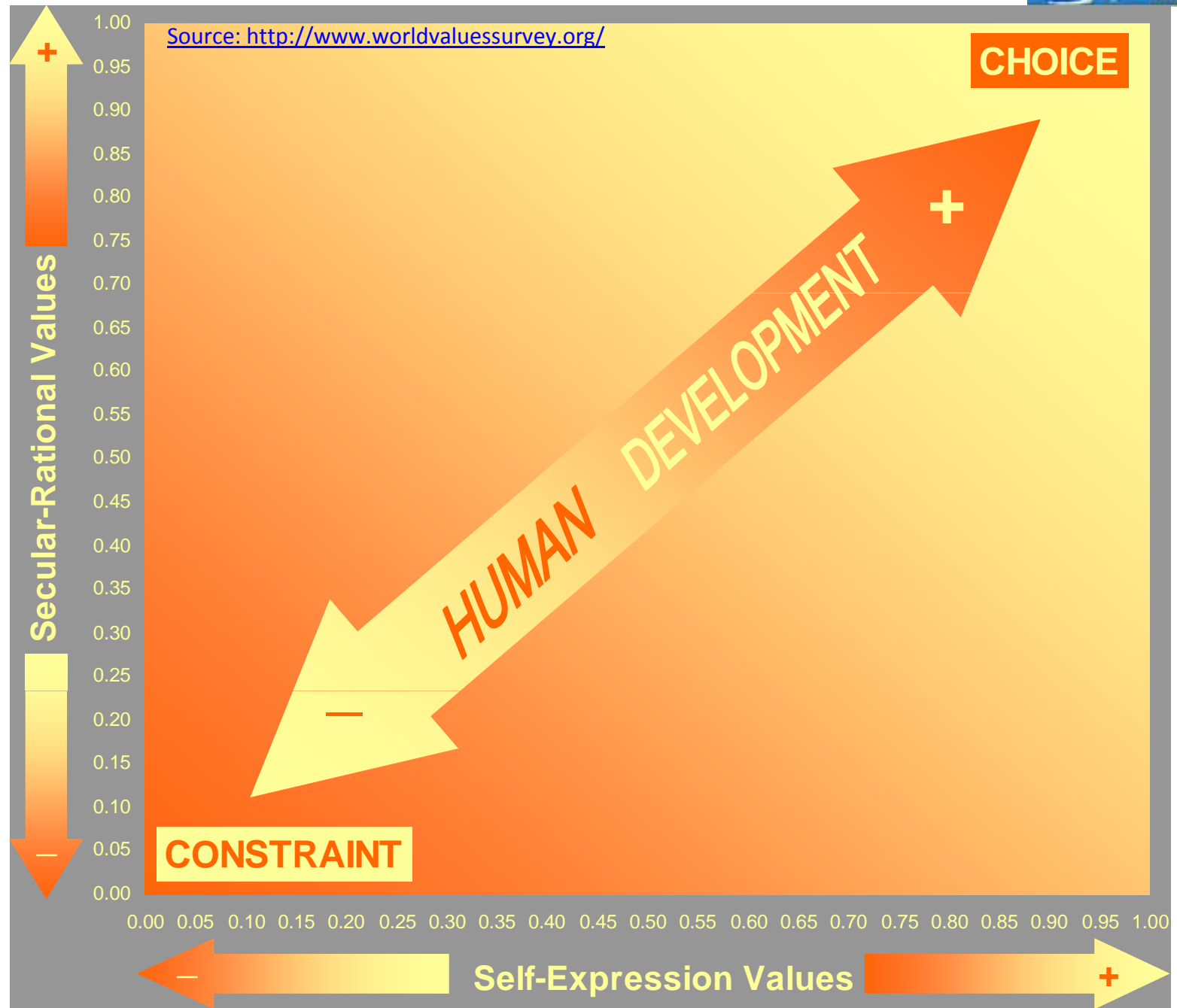


# The Two-Dimensional Value Space in Theory



Legal-rational

traditions

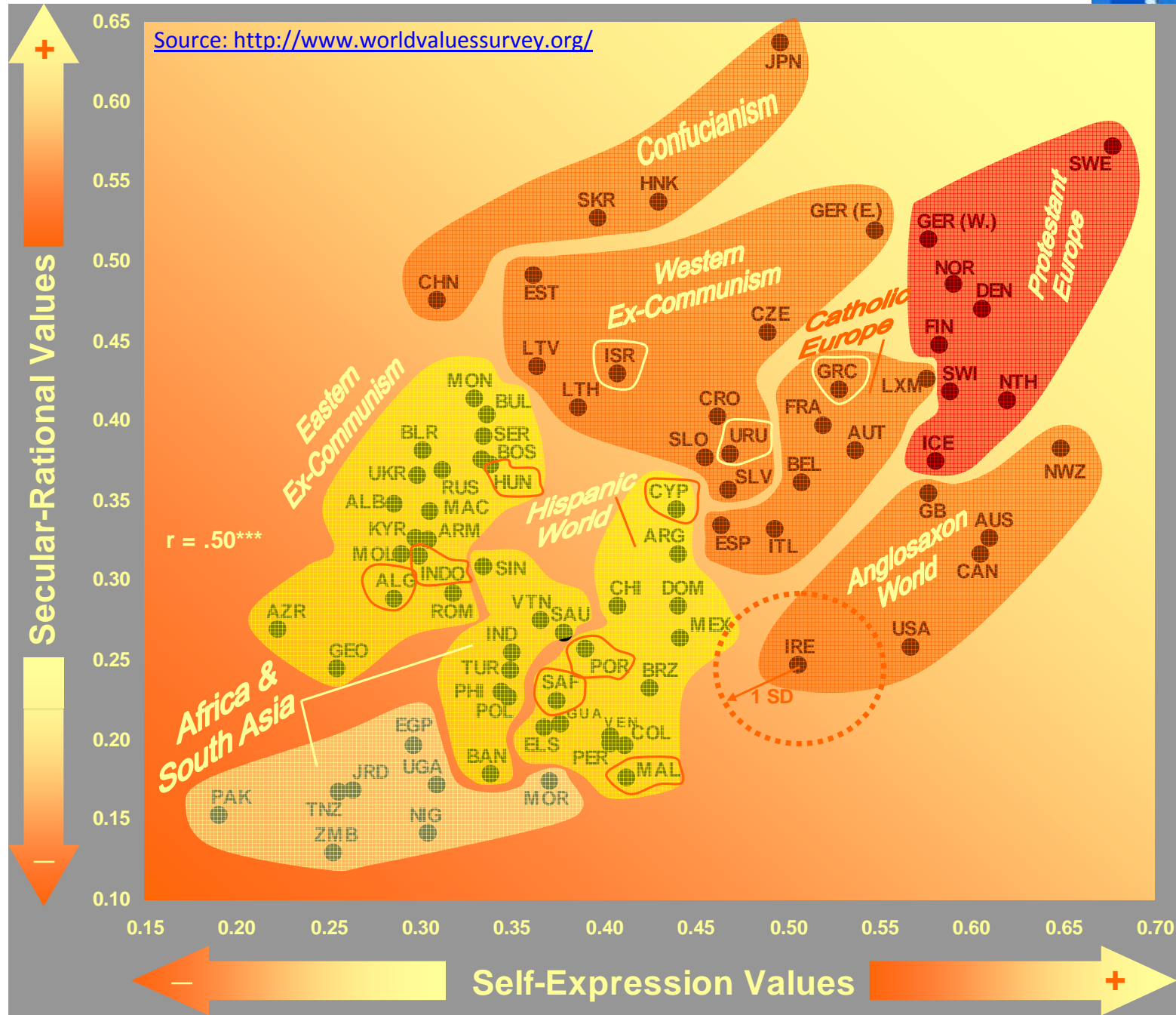


# The Two-Dimensional Value Space in Reality

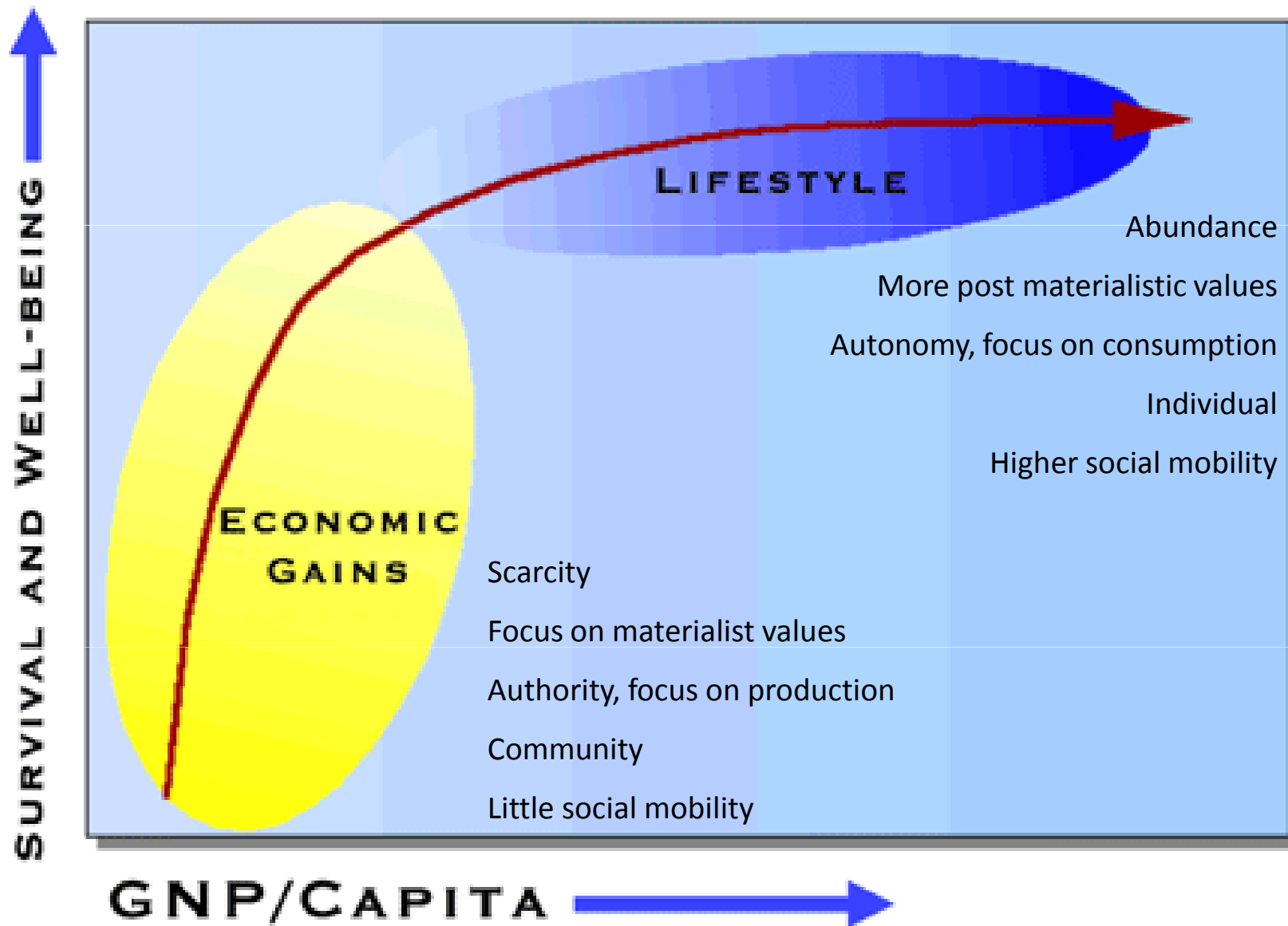


Legal-rational

Source: <http://www.worldvaluessurvey.org/>



# Connection with economy



Source: R. Inglehart, 1997

simone.debattisti@gmail.com

# But also intellectual and social -> RISE OF SELF



## ACTION RESOURCES



More  
MATERIAL  
means

make people  
*goods-wise* more  
independent.



Higher  
INTELLECTUAL  
skills

make people  
*knowledge-wise* more  
independent.



Wider  
SOCIAL  
connectivity

makes people  
*relation-wise* more  
independent.



**People can act more independently and have greater choice.**



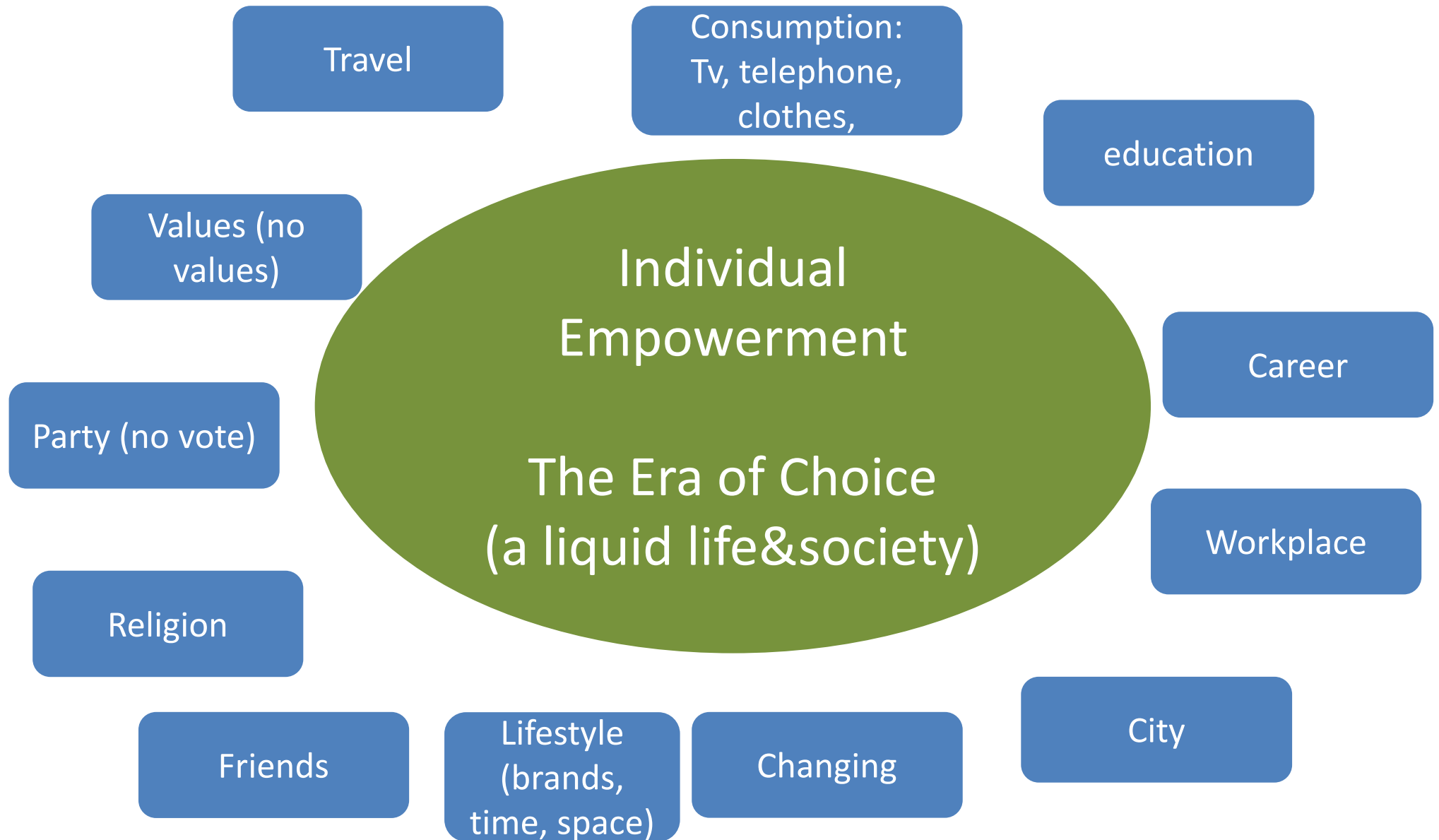
**People perceive more room to actualize their inner potentials.**



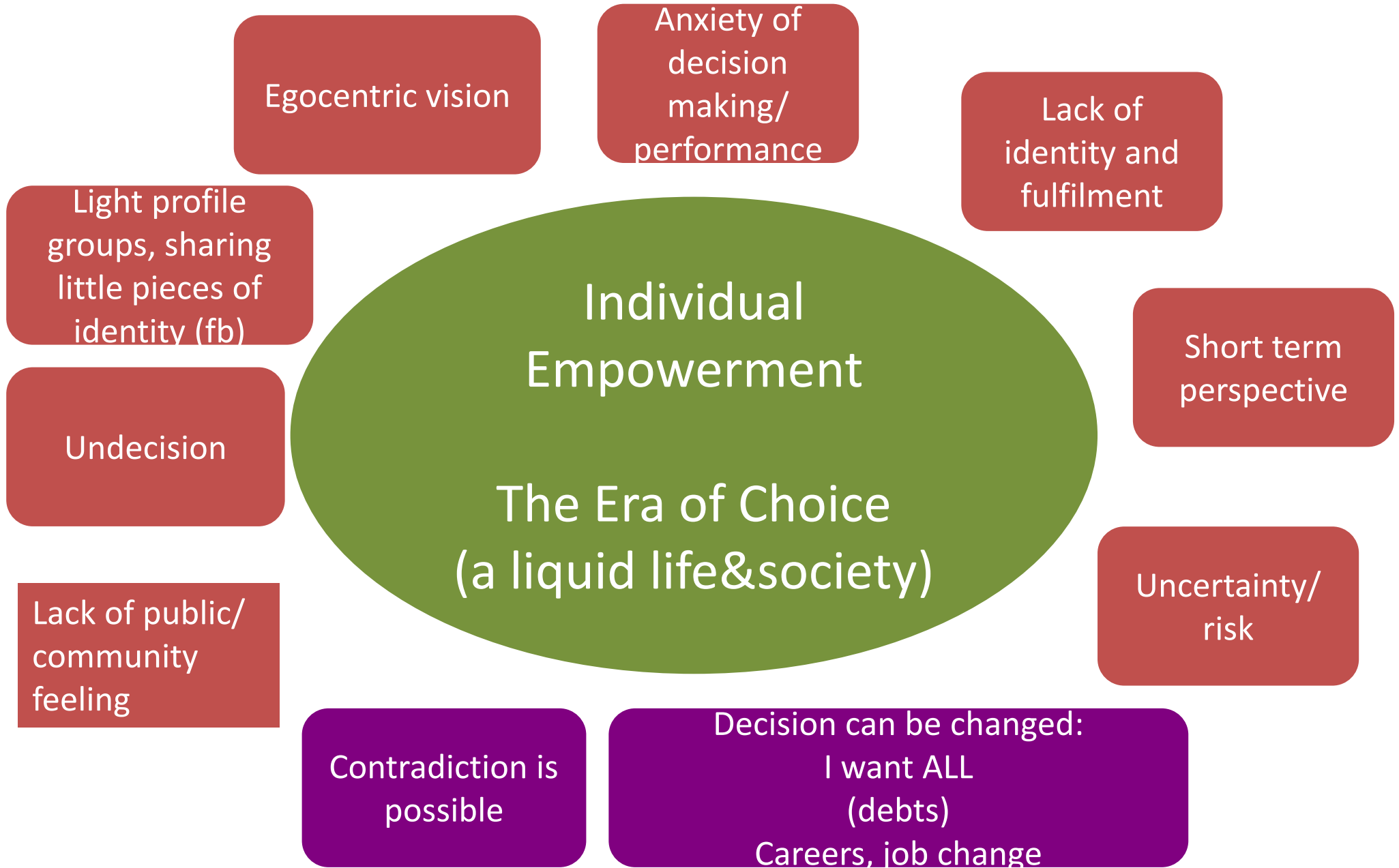
**Rising Self-Expression Values**



# Consequences at micro level

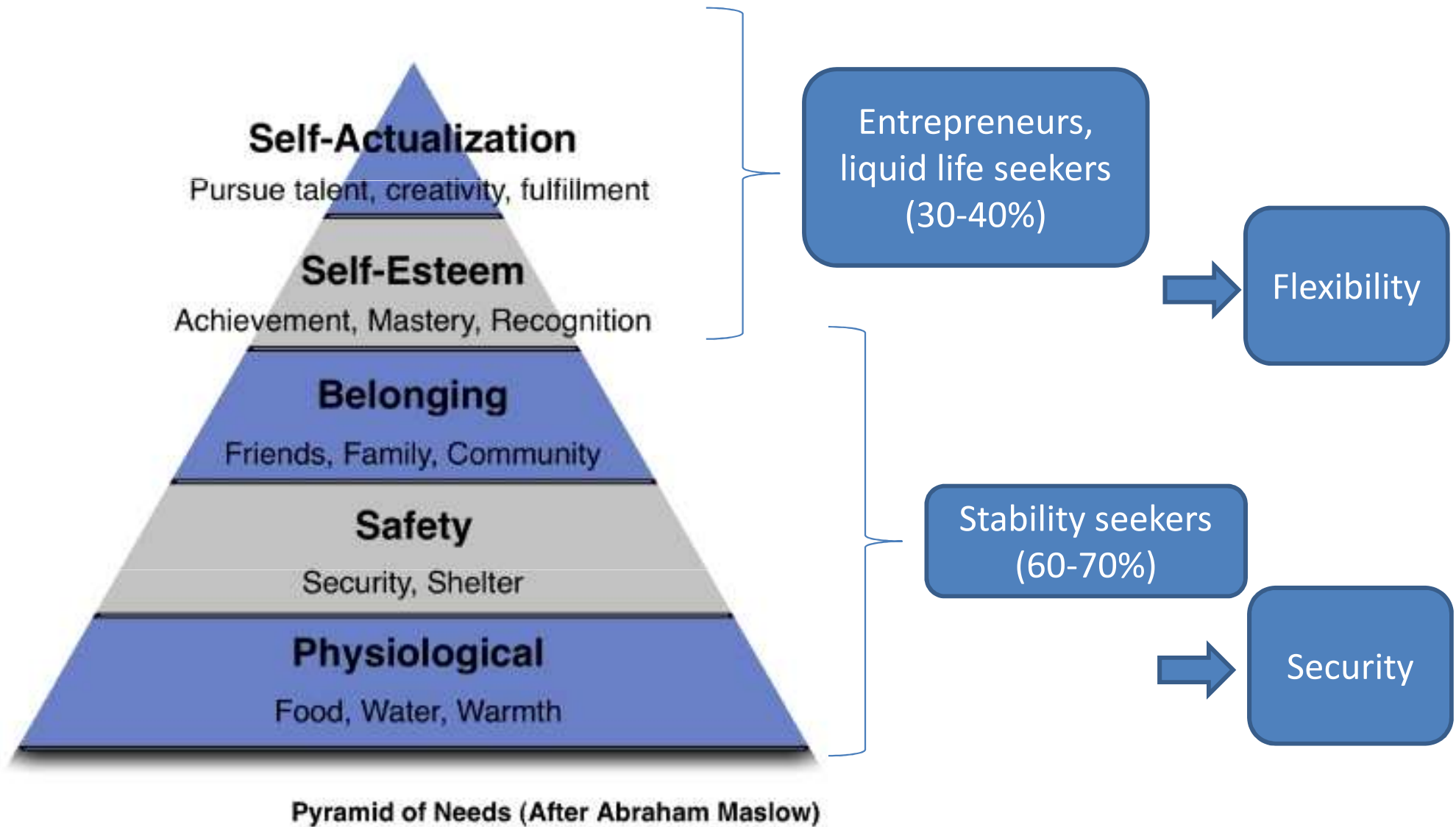


# And some drawback effects



# Values and “flexecurity”

Average data for Europe



The only strong way to secure “job and work” is to “secure the economy” not with State aid or growing credit (who is going to be paid for that?)...But with a good social and economic strategy..that would generate revenues, jobs, and resources for the public...we must then take a look to some economic issues

# How to have good companies (good cash flow)?

## Option1. rebuilding previous world after the war



How to have good companies (good cash flow)?

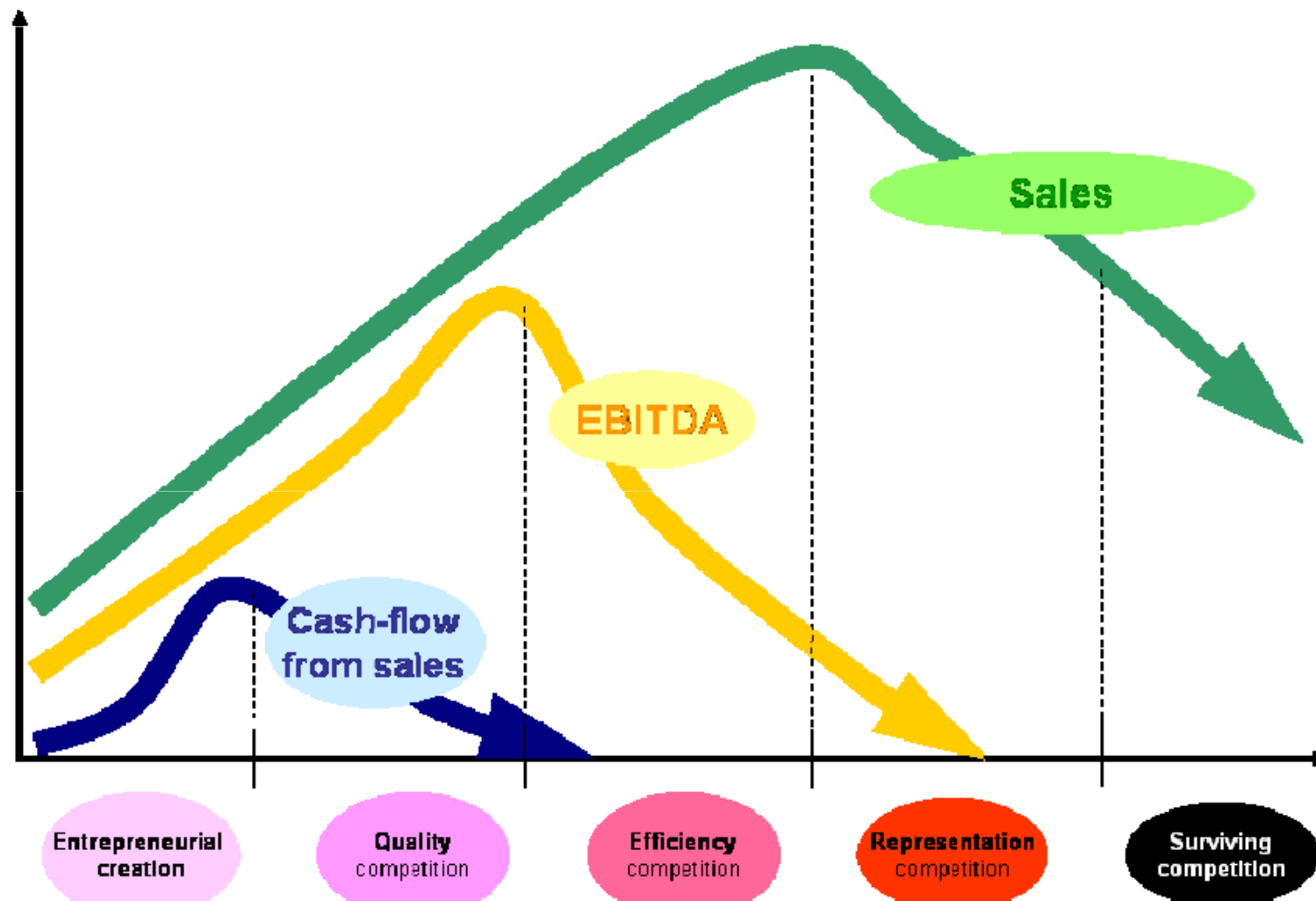


Option 2. Create deep innovation and new worlds

Enlarging the focus: from competition to

## **Augmented Entrepreneurship**

Entrepreneurs do not follow markets, they create markets... competition comes after. Competition is a “dangerous” word to lead a strategy

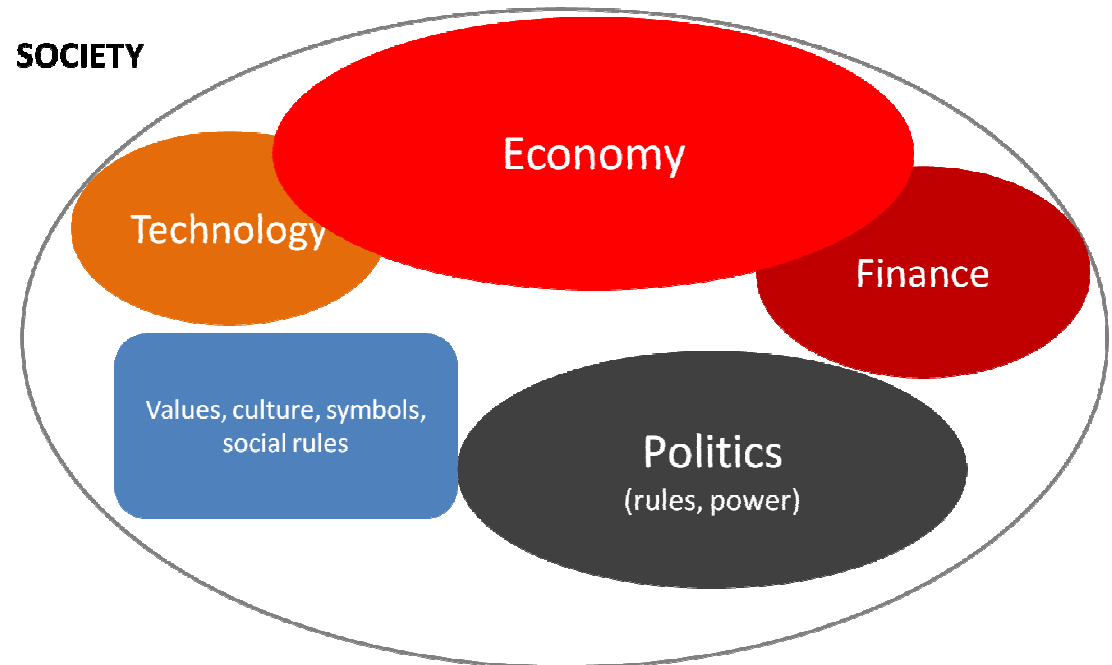


# Stimulate Augmented Entrepreneurship



Good economic performance comes from deeply innovative businesses, which usually comes out when there are big “social” changes or when they provoke them

*Entrepreneurs are social actors which use a new language affecting society as a whole*



# HOW: New Knowledge new vision



History of Human development shows how  
There is no organizational and entrepreneurial  
change without a deep new knowledge to inspire it  
(prophecies, scientific discoveries..and so on)



***"Rebuilding the European Social Market Economy: European **Values** and the **New Social Market Economy:** Towards a Stakeholder Economy"***

Milan, 24 May 2011

*Simone De Battisti*  
*simone.debattisti@gmail.com*