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GLOBALIZATION OR COLONIZATION

Abstract: Unchanged increase in unemployment, destruction of the environment, diseases of civilization, the widening gap between the poor and the rich, addictions and social unrest are becoming more and more common. The state or international actions taken are insufficient to remedy these emerging disproportions. Also, global actions focused on corporate financial and commercial institutions, which in fact are not subject to any social control, cannot cope with global problems, especially with the hunger. The idolatry of profit generates exploitation, and outright injustice fuels social conflict. The article shows that replacing the negative concept of «colonization» with the positive term «globalization» does not tame people's lusts – greed, meaning and use – that feed selfishness and arrogance. The necessity of ethical formation focused on the common good, that is God and the inalienable human dignity of every human being, continues to be and will be a historical imperative.

Keywords: globalization, colonization, global institutions, disproportions, hunger, exploitation, waste, business ethics, management ethics.

The increasing relationship of high technology with economy still deepens the gap that exists between the rich and the poor. Why is this happening? Is ethical management possible at all? The article discusses, inter alia, the destruction of the environment caused by the transfer of dirty technologies and the impoverishment of society. What can companies do to make their practices better, more ethical? Computerization, advanced technologies and the ability to make consumer choices are leading to significant social changes, including poverty and indigence.

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1. BASIC CONCEPTS

Two concepts are adopted to define existing or emerging phenomena and processes on a global scale: mondialization and globalization, but their scopes of meaning do not completely correspond. Mondialization, a word used more in French than in Anglo-Saxon countries, is used in relation to the market economy. It means a set of legislative, technical, IT and financial processes that allow the free movement of goods, services, capital and people. Such a completely unrestricted circulation can only be realized in the global, “cross-border” dimension, hence the term mondialization. It quickly began to be used in fields other than economics, such as in the case of “mondialization of culture”¹.

The term «world» is not identified here with geographical criteria, but with a whole range of different spheres of human activity, when we are talking, for example, about the world of theater and film, or the world of sports. On the other hand, the word globalization introduces a new shade of meaning, signaling an evolution encompassing all countries and containing all dimensions of collective life, all specific aspects in the field of economic, social, cultural and public health activities. It is said about the globalization of trade, transport and telecommunications as part of a single system. To globalize means to create unity, to connect with one another, and therefore to create interdependence. From the point of view of semantics, mondialization describes more, states while the globalization creates a coherent system².

J.H. Dunning, an outstanding British economist, commonly known mainly as the author of the eclectic theory of international production, defined globalization in a very interesting way (in the journal “Transnational Corporations” published by UNCTAD in 2005). Namely, it reduces the essence of globalization to “[...] the growing cross-border interrelationships of economic activity”³.

Basically, the three most important institutions of the global economy are distinguished: the World Bank (WB), the International Monetary Fund (IMF) and the World Trade Organization (WTO). The International Bank for Reconstruction and Development (IBRD), commonly known as the World Bank, began operating on June 25, 1946, as a result of the Bretton Woods Conference of July 1944 (then it was also founded). Its purpose is to assist in the reconstruction and development of the member states and to support long-term economic growth by granting loans

¹ Cf. A.L. FIALO. *Globalization and changes on national art. Systems*. In: *Rethinking inequalities*, 7th Conference of European Sociological Association. Toruń 2005 p. 43.

² Cf. H. HOSER. *Obosieczny miecz globalizacji*. “My a Trzeci Świat” 5:2001. <http://www.maitri.pl/gazetka/my_51/html/hoser.htm> [accessed on 9.07.2022].

³ M. SZOSTAK. *Globalizacja – uwagi o sporach pojęciowych, przyczynach i skutkach*. Warszawa 2007. <<http://www.sgh.waw.pl/instytuty/imsg/student/szostak/Globalizacja%20-%20Definicje%20i%20skutki.doc>> [accessed on 9.07.2022].

at low interest rates. The World Bank contributed to blurring the differences in the level of development of countries and to mobilizing domestic capital to participate in investment activities. The International Monetary Fund (IMF) was established on July 1-22, 1944, at a conference in Bretton Woods (New Hampshire), USA. It began operating two years later, and performed its first financial operations in March 1947. Its task is to coordinate the financial policies of the member states. It also acts as a consultancy and information center in the field of international monetary relations. The World Trade Organization (WTO), with its registered-office in Geneva, is a continuation of the General Agreement on Tariffs and Trade (GATT), was established in 1994 in Marrakesh (Morocco), under the so-called GATT Uruguay Round. It started operating in 1995. Poland was one of the founding countries – Poland ratified the relevant agreement in 1995. The main task of the WTO is to liberalize international trade in goods and services and to pursue an investment policy supporting trade. These institutions are only a tool in the hands of those, who enforce the economic model preferred by international institutions on economically weak countries. It is often referred to as multinational companies (Multinational Corporation or Trans National Corporations – TNCs).

2. EXAMPLES OF CORPORATE PRACTICES

It is the development of globalization in the interest of international concerns (corporatism) forces the poorest countries of the Third World to sell their natural resources cheaply, stops their technological development, and thus contributes to their impoverishment. Globalization forces some to work longer and longer, pushing others to the margins of society. At a time when the profits of multinational concerns are growing, the budgets of individual countries are plunged into debts and wages are subject to stagnation. As a result of these processes, environmental contamination increases, the gap between the rich and the poor widens, the pauperization of people is progressing, the population in slums is growing, overpopulation is growing, there are more and more unnecessary people, unwanted emigrants⁴.

Such transnational corporations (more precisely: shareholders) such as Shell, Nike, etc. are the main beneficiaries of economic globalization. All these aspects are closely related to each other. The transfer of dirty technologies consists in shifting production to regions of the world with lower ecological standards. International waste trade, despite the restrictions imposed by the Basel Convention, also follows the logic of transfer of dirty technologies. There is something to fight for, given that the correct disposal of one tonne of hazardous waste costs thousands

⁴ Cf. Z. BAUMAN. *Życie na przemiał*. Trans. T. Kunz. Kraków 2004 p. 24.

of euros in Western Europe. By supporting the construction of gigantic dams and highways, the World Bank led to the displacement of 10 million people worldwide (Sobradinho Dam in Brazil; construction of the Narmada Dam in India, Yacyretá Dam in Paraguay, Pangué Dam in Chile, etc.), and thus contributed to an expansion of the slums⁵.

A good example of such a corporation is the Monsanto concern, which produced, among others, toxic polychlorinated biphenyls (PCB), a sticky material used since 1929 for electrical insulation, as a component of adhesives, roofing, etc. The production of polychlorinated biphenyls was banned after their carcinogenic effect on humans and their toxicity to animals and accumulation in the food chain had been proven. To this day, millions of tons of these substances are deposited in transformers all over the world. In the 1950s, Monsanto developed the chemical DDT (*Azotox*). This pesticide turned out to be lethal to humans shortly after the beginning of its widespread use. Due to the increasing competition in the chemical industry in the 1990s, the concern focused on biological sciences. Now Monsanto deals with modified foods and promotes around the world, among others, genetically modified soybean – “roundup ready”. The company denies the existence of any negative environmental effects⁶.

Another example of this type of concern is the American pesticide factory Union Carbide located near Bhopal in central India, from which in 1984 leaked 40 tons of extremely toxic gases. The world was outraged by the rapaciousness and boorishness of the owners. The plant was opened in India to avoid environmental restrictions. The plant in India did not have to comply with fundamental US safety regulations and could ignore local regulations in this regard. The only purpose was to be corporate profits. The current deal is believed to be an extension of colonialism from which the countries such as India have been unable to recover up till now. Adam Smith wrote that the area of Bangladesh, the areas of Calcutta in India – the poorest regions on Earth, in the eighteenth century were abundant and prosperous land. History has shown how wrong he was. Where contemporary *colonialism* is located? M. Khor, director of THIRD WORLD NETWORK – tries to explain it in this way:

Adaptation programs are a mechanism that transfers the effects of the economic and financial failures of the North to the South and from the South's elite to the South societies. It is a continuation of the colonial economic patterns that the North wants to develop in the post-colonial period. The countries of the

⁵ Cf. *Globalizacja: niszczenie środowiska jako negatywny skutek procesów globalizacyjnych*. <zm.org.pl> [accessed on 9.07.2022].

⁶ Cf. A. PALIWODA-MATIOŁAŃSKA. *Odpowiedzialność społeczna w procesie zarządzania przedsiębiorstwem*. Warszawa 2014 p. 139-144.

South are now more dependent than ever. The World Bank and the IMF play the role of an ex colonial ruler towards us.

While the World Bank says, “Economic growth will lead to poverty reduction”, in fact, as we read in the UN report, even where the rate of economic growth was positive, poverty grew, the rich grew even richer, the poor grew poorer⁷.

The 2015 UN Millennium Development Goals Report showed that when it comes to poverty and sustainable development, there are still problems that need to be resolved⁸. Moving production to underdeveloped countries, apart from profits, brings negative consequences for the host countries (persistence of low wages, environmental devastation, neocolonial practices). In order to improve this situation, it would be necessary to implement international standards in the field of work safety, wages, environmental protection and working time applicable to investors. That should have been done earlier⁹.

Jan Scholte from the University of Leiden (The Netherlands) says that

Globalization is that what for several centuries in the third world we have called colonization¹⁰.

3. HUNGER THAT SHOULDN'T EXIST

Hunger is a misfortune that affects more and more people. Settlements of poverty arise every day on the outskirts of big cities: slums, favelas, bidonvilles, villamiserias. Hunger kills more people than AIDS, malaria and tuberculosis together and brings on among others that the life span in Spain is 82 years, in Mozambique 41, in Japan 83 and in Zambia 38¹¹.

India is currently the tenth richest country in the world, and the first in terms of malnutrition. Let us remember that for a long time there have been institutions in India dealing with the improvement of nutrition. One of the most popular is *anganwadi*, a kind of rural childcare center in India. They came into being within the frames of Integrated Child Development Services¹², aimed at combating hunger and malnutrition of children. The center provides vaccines and food for children. They do not work properly. Apart from this form of assistance, there are so-called

⁷ Cf. *Globalizacja: niszczenie środowiska*.

⁸ Cf. MDG 2015 rev (July 1).pdf. <un.org> [accessed on 9.07.2022].

⁹ Cf. T. OLEKSYN. *Filozofia a zarządzanie*. Warszawa 2013 p. 308-309.

¹⁰ J.A. SCHOLTE. *The Globalization of World Politics*. In: *The Globalization of World Politics, An Introduction to International Relations*. Eds. J. Baylis and S. Smith. New York 1999 p. 15.

¹¹ Cf. M. CAPARRÓS. *Głód*. Kraków 2016 p. 130-132.

¹² Integrated Child Development Services (ICDS) is a government program in India which provides nutritional meals, preschool education, primary healthcare, immunization, health check-up and referral services to children under 6 years of age and their mothers.

BPL cards (Below Poverty Line) – which allow you to buy 35 kg of rice / month for three at four rupees per kilogram. The poverty line in India is a moot point. There is also a “hunger limit” set by the government at 50 cents (30 rupees) daily per person, i.e. less than half of the \$ 1,25 accepted amount. Moreover, every second person does not have the right card. Corruption and improper organization cause that even the best practices do not work¹³.

For 20 years, the Food and Agriculture Organization of the United Nations (FAO) in collaboration with the International Agricultural Development Fund (IFAD), the United Nations Children’s Fund (UNICEF), the World Food Program (WFP) and the World Health Organization (WHO) have published report entitled “The State of Food Security and Nutrition in the World”. The basis for the report is the second goal (of the seventeen Sustainable Development Goals by 2030), which presupposes the end of world hunger. Before the COVID-19 pandemic, the goal of eradicating hunger was distant, and the SARS-CoV-2 coronavirus made these goals virtually impossible to achieve.

It is estimated that in 2020 between 720 and 811 million people worldwide were suffering from hunger. If the average value is taken into account (768 million), 118 million new hungry people appeared during the year, and even 161 million more if the upper limit of estimates is taken into account. This is a significant increase – by an average of 1,5% a year. More than half of the starving people come from Asia (418 million), and over a third from Africa (282 million). There are forecasts that the pandemic may cause an increase in the number of malnourished people in 2030 by 30 million, which will make impossible to achieve the above-mentioned target¹⁴.

Meanwhile, \$ 20 trillion was spent on “bailouts” in 2008 to rescue banks and financial institutions. To get rid of poverty forever, 1/10 of this amount would be enough. What is the conclusion from here: no one is interested in solving this problem. Maintaining world hunger is beneficial for some, because a starving person is someone who can be exploited. It is a bit more difficult with full ones¹⁵. The corporations operate outside the control of governments. Their only goal is their own sky-high gains. No effective way to control them has yet been invented. With a little delay, companies in the West began to imitate the concerns. This process is slowly taking the name of land grabbing and becoming a form of colonialism of our century¹⁶. The land is grabbed by businessmen who do not need this land. An example is the London-based Emergent fund, which appropriates the most land in Africa. One of the Goldman Sachs and one of JPMorgan’s employees are in the

¹³ Cf. M. CAPARROS. *Głód* p. 145-146.

¹⁴ Cf. *Głód i niedożywienie na świecie*. Najnowsze dane ONZ. <https://demagog.org.pl/analizy_i_raporty/glod-i-niedozywienie-na-swiecie-najnowsze-dane-onz/> [accessed on 9.07.2022].

¹⁵ Cf. M. CAPARROS. *Głód* p. 181.

¹⁶ Cf. *ibidem* p. 352.

company's management board. The head of the funds, David Murrin, during the interview with Reuters did not disclose the amount of the fund, but he confirmed that "[...] it is the largest agricultural fund in Africa"¹⁷.

4. ETHICAL ASSESSMENT OF GLOBALIZATION THAT BECOMES COLONIZATION

The gap between the poor and the rich has widened even more. Wealth and poverty as a result of human economic activity are constantly assessed. Ethical interrelationships have taken different forms throughout history and have been interpreted differently. Currently, these areas take new forms, whose common denominator is the fact that exclusion and poverty cannot cope without the interference of affluence and riches¹⁸.

Catholic Social Science express its opinion about this matter as well. Pope John Paul II in the encyclical *Laborem exercens* emphasized that the encyclical is dedicated to human being in the context of his work. He stated that it is the human duty to develop science and technology, and the work is to serve this purpose. The encyclical *Sollicitudo rei socialis* discusses the complicated situation in the world as seen through the perspective of the Third World and the issue of human development. In the encyclical *Centesimus annus*, the Pope emphasizes that the teaching of the Church revolves around the relationship between God and man, which is a condition for development. In the text of the document, the Pope looks favorably at democracy and the free market as part of the necessary solidarity¹⁹.

In the Compendium of the Social Doctrine of the Church, we read that work is the good of all and should be available to anyone who is capable of it. Full employment is therefore the obligatory goal of any economic system oriented towards justice and the common good. A society in which the labor law is thwarted or systematically denied and in which economic policy does not allow to achieve a satisfactory level of employment cannot find an ethical justification or achieve social peace²⁰.

What can be done to make corporate practices more ethical? You should get the knowledge that would be part of responsible collective ethics, the general ethics necessary for good life on earth, i.e. eco-ethics as the Japanese philosopher Tomonobu Imamichi defined this discipline in the last century. In the present situation, the idea of globalization means the emergence of a cosmopolitan and

¹⁷ *Ibidem* p. 649.

¹⁸ Cf. W. GASPARSKI. *Biznes, etyka, odpowiedzialność*. Warszawa 2012 p. 51.

¹⁹ Cf. M. KARDAS, E. HERBASZ. *Katolicka nauka społeczna w nauczaniu Kościoła na przestrzeni dziejów. Zarys problematyki*. "Kultura i Historia". <umcs.lublin.pl> [accessed on 9.07.2022].

²⁰ Cf. *Kompendium nauki społecznej Kościoła*. Kielce 2005 p. 193.

international system that goes beyond the state system. Moreover, it is up to us to define the content of this new cosmopolitan science of a global ethics of sustainable development in relation to ethics and international justice. J. Rendtorff, inspired by the philosophy of P. Ricoeur, proposes to deal with four principles of the human protection: autonomy, dignity, integrity and defenselessness²¹.

Ethics should obey people's personal choices and concept of responsibility of institutions and companies. The dominant view in business ethics is that work to get rich is not contrary to human dignity. This view, however, is not a product of the present ethical reflection, as it was already formed during the Reformation. Although the author does not provide any examples of philosophical theories that would proclaim the cult of getting rich at any cost, one can guess that this social and economic philosophy includes, among others, A. Smith and his successors. Today, too, economists and ethicists accept the idea that getting rich is, in principle, morally decent. Acquiring wealth (generating profit) is an activity that often has negative consequences for others. If we do not see these negative effects today, it is only because the principle of seeking profit at any cost has now been severely restricted. Mechanisms for the protection of workers against exploitation were introduced in the 1930s against the application of the principle of profit maximization. The principles of getting rich seem to be a fundamental problem in business ethics. However, the problem is more multi-faceted. Business ethics issues should be categorized according to the relationships that create conflict. This ethics concerns the relationships between companies, the relationships between the company and the social environment, between the company and the recipient, between the company and its employees, and finally between the company and the authority. This ethics should cover all stakeholder interests²².

There is also a second issue: the processes of globalization take place very fast. The material conditions of life are changing as well as the societies themselves. The lack of supervision and control over the processes of globalization does not lead to the equalization of living standards in different parts of the world. On the contrary, the economic gap between the rich North and the poor South is more and more increased. Of course, such a control seems unlikely, although the example of the European Union shows that some control principles can be applied locally²³.

One should be remembered that there are various true facts that do not depend on us, but there are also ethical facts that may be good or bad. G.E. Moore gave the term «naturalistic error» which equates ethical concepts with natural ones.

²¹ Cf. J.D. RENDTORFF. *Philosophy of management and sustainability: Rethinking business ethics and social responsibility in sustainable development*. Emerald Publishing 2019 p. 19.

²² Cf. W. SŁOMSKI. *Economic and entrepreneurial ethic*. "Społeczeństwo i Edukacja" 2015 n. 4 p. 211-217.

²³ Cf. *Ibidem* p. 219-232.

Good is always about the same as pleasure, but it remains an open question as to whether pleasure is always good.

An important and very essential question in management and economics is: how can one go from a descriptive statement that relates what it is like to a normative statement – how it should be. What does it mean ethically good in management? Can we consider using children to work in electronics plants as good management? Every manager should follow the rules of ethics. The dilemma runs along the line of separation between ethics based on duty (deontologism) and that based on consequences (consequentialism). Consequentialism is related to the problems of choice in managing the least evil. Deontologism, on the other hand, presupposes an obligation at all costs. If we judge the action taken morally, we must also take into account the intention. According to the double effect principle: an action that had both good and bad results can be justified if the intentions with which it was taken were good and the negative effects were only anticipated, not intended. The above principle distinguishes between predicting the effects of an action and intention²⁴.

Even for a slight improvement of the existing situation in the world, it would be necessary to implement international regulations in the field of occupational health and safety, minimum benefits, environmental protection, damages, etc., which would apply to all investors, regardless of the country. This should have been done much earlier. The lack of these standards, rules and enforcement of these regulations made that the second large-scale “wild west” emerged, but only one hundred and fifty years later. Progressing globalization processes do not equalize living standards in different countries, because large corporations and companies are not interested in it. Investors want to keep these differences because they base their profits on them. Rich countries limit the influx of refugees from poor countries, but their protectionist policies do not improve their conditions at home. It is unacceptable that refugees are ready to risk their lives to flee to EU or US countries in order to improve their living conditions²⁵.

What practices are being undertaken? In 2008, Plumpy’Nut company, owned by the Lescanne family, began introducing a discount system. How does it actually look like: a local producer from a poor country can use the know-how and technical support, in return for which he undertakes to purchase equipment, minerals and vitamins from the parent company. In this way, several factories of this bar (Plumpy) were established. Let’s take an example of the Societe de Transformation Alimentaire (Food Processing Plant) in Niger, which produces a mass from local peanuts harvested locally but with Malaysian oil, Argentine sugar, Côte d’Ivoire cocoa purchased in Europe, which is the mass at the end of the process

²⁴ Cf. T. GOSPODAREK. *Biała księga zarządzania*. Wrocław 2017 p. 18-20.

²⁵ Cf. T. OLEKSYN. *Filozofia a zarządzanie* p. 308-310.

is more expensive than the French mass. Treatment is expensive: half a year of using Plumpy'Doz bars costs around \$ 50 per child in a country where the needy live on less than a dollar a day. Some people say that this bar is a product of the "ersatz epoch": coffee without caffeine, fat without cholesterol, etc. It is pretending that children who have nothing to eat, eat, that these millions of poor people will somehow survive. It is the "medical response to a social problem", i.e. the proverbial patch for a femoral artery hemorrhage²⁶.

CONCLUSION

Unchanged increase of unemployment, destruction of the environment, diseases of civilization, widening gap between the poor and the rich, addictions and social unrest are becoming more and more common. Although these issues are distant from each other, they are interdependent with each other. It is constituted by the processes of economic globalization. They support the elite of politics and business in order to maximize their profits. Economics, as Sen claims, focuses excessively on economic growth and does not do enough to eliminate poverty, extend life, eliminate hunger, expand human choice and improve health. Economics should be oriented to opportunities. Only when everyone is provided with education, health protection and a decent life, can realize his full potential. Depriving any social group of this right is a sign of social exclusion. It is not to be expected that the free market will solve the problems of the poorest and that wealth will shift from the rich to the poor. The Human Development Report published by the UNDP (United Nations Development Program) clearly shows that the gap between the poor and the rich is systematically widening.

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²⁶ Cf. M. CAPARROS. *Głód* p. 77-78.

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GLOBALIZACJA CZY KOLONIZACJA

Streszczenie: Niezmieniony wzrost bezrobocia, niszczenie środowiska, choroby cywilizacyjne, pogłębiająca się przepaść między biednymi i bogatymi, uzależnienia i niepokoje społeczne stają się coraz bardziej powszechne. Podejmowane działania państwowe czy międzynarodowe są niewystarczające, aby zaradzić tym ujawniającym się dysproporcjom. Również i działania globalne ześrodkowane na korporacyjnych instytucjach finansowo-komercyjnych, które w rzeczywistości nie podlegają żadnej kontroli społecznej, nie radzą sobie z problemami ogólnoswiatowymi, zwłaszcza z głodem. Bałwochwalstwo zysku generuje wyzysk, a jawna niesprawiedliwość podsycy społeczny konflikt. Artykuł pokazuje, że zastąpienie negatywnego pojęcia «kolonizacja» terminem pozytywnym, jakim jest «globalizacja» nie ujarzmi ludzkich pożądliwości: chciwości, znaczenia i użycia – karmiących egoizm i arogancję. Konieczność formacji etycznej nastawionej na dobro wspólne, a więc Boga i niezbywalną ludzką godność każdego człowieka, nadal jest i będzie dziejowym imperatywem.

Słowa kluczowe: globalizacja, kolonizacja, globalne instytucje, dysproporcje, głód, wyzysk, marnotrawstwo, etyka biznesu, etyka zarządzania.