

Application of Dr. Christoph Blocher, former Federal Councillor, for the Business Ethics professorship

Enclosure 2: Sketch of my research profile

In my letter of application I explained the basic direction of my research in the field of ethics and made it clear that in all my areas of activity I always wanted to find out what it is about, what the specific mandate of every activity is, and what the challenges are that must be mastered in order to achieve success. Every field has its own mandate and poses its own challenges. To identify both of these is the decisive **research assignment** of every individual.

As a **manager active in the business world**, for decades I needed to ask questions about the **mandate of the economy** and the **challenges** posed by this mandate. My research profile therefore **initially focused on all general economic questions**, but then immediately also moved to encompass all the questions **specifically affecting the company under my management**. I always kept an eye on the relationship with the **overall economy** and all aspects of **society as a whole**. All business, economic, political, military, social and cultural issues – never mind whether they seemed insignificant or absurd¹ or whether they led to big philosophical and psychological questions² – were taken on board and researched and analysed thoroughly as soon as they were brought to my attention.

I have also done "desk research", but never as "art for the sake of art". It was always **"field research"** – thus research in the gearbox of the world. Superficiality was avoided just as much as ideological, philosophical or religious tendencies. I always and at all times focused on the questions presented by our environment, immediate or further removed. The list of publications (enclosure 3) provides an idea of the wide range of topics that had to be covered with meticulous and in-depth research. I never had the opportunity to choose "profiles" that particularly suited or pleased me, as the questions on which I focused were always dictated by the needs of the moment.

¹ See my speeches "Von der Bedeutung der Jugendschriftsteller" ("On the importance of writers of books for young people") of 13.9.1987 in Gyrenbad or at the commemoration of the 150th birthday of Johanna Spyri on 20.8.1977 in Hirzel.

² See my speech "Von der Gefährlichkeit der Macht und das Unrecht der Ohnmacht" ("On the dangers of power and the injustice of powerlessness") of 4.9.1989 at the Annual General Meeting of the Federation of Swiss Importers and Wholesale Traders

The list of publications makes it clear without a doubt that I never focused on anything but **ethical** questions. However, I was never concerned with making ideological statements, and certainly not with social fault-finding, but I focused **solely on providing helpful hints** on the type of proper conduct that allows a positive approach to life and reality to gain the upper hand instead of allowing it to be disrupted or even destroyed intentionally or through negligence.