Logic, language, and values of co-operation versus competition in the context of recreating sustainable community systems

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Logic, language, and values of co-operation versus competition in the context of recreating sustainable community systems

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The article highlights the paradox in the language, logic, and values of the larger social system vis-à-vis the market economy system. It observes that the language, logic, and values of co-operation have gradually undergone transformation over time and have been mainstreamed today to that of industrial production and organizations in a competitive market economic system. The article argues that the confusions and tensions today in the theory, practice, and policy for recreating sustainable systems essentially arise out of a lack of conceptual clarity and an inability to distinguish the values, logic, and language of competition from that of co-operation. Based on an
action research project during 2008-2013 on developing transitional strategies for rebuilding a sustainable community system from within the existing competitive market economy system, the paper provides a way forward for restructuring the organizational design and institutional architecture on the principles of deep relation- ships, trust, and co-operation for long-term sustainability.

Keywords: language; logic; values; competition; co-operation; sustainability

For full article go to the following link :

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