

# **The Quest for Socially Responsible Capitalism**

Henry Sweetbaum  
Wharton School, University of Pennsylvania  
21 March 2007  
4:30 pm - Room G55 Jon M. Huntsman Hall

## ABSTRACT

It took approximately two hundred years from the beginning of the Industrial Revolution before Franklin Roosevelt's "New Deal" introduced<sup>1</sup> legislation that established controls on the Capitalist System as a matter of public policy. Forty years later, the Carter Administration became the first post-depression Trans-Atlantic Government to focus on business ethics when, in 1977, The Foreign Corrupt Practices Act was signed into law.

Thirty years after the passage of the Foreign Corrupt Practices Act, business ethics and socially responsible capitalism still mean very different things in different parts of the world. Having spent many years negotiating with companies and governments in various parts of the World, I can attest to the fact that entrepreneurs and executives doing business globally need to understand and make use of "cultural filters" in order to survive and prosper.

Enterprise is about turning ideas into commercial reality which cannot be done without the willingness to take risk. I intend to discuss how risk and enterprise, Government and the law of unintended consequences all apply to the quest to create socially responsible capitalism.

---

<sup>1</sup> The Glass-Steagall Act 1933; The Securities Act 1933; The Securities Exchange Act 1934; The Fair Labor Standards Act 1938