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“Synergizing Innovation: The Nexus of Business, Sustainability, Education, and Technology”

Homo Oeconomicus and Human Existence: a Critical Review of Economic Reality.

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Abstract

Purpose: *We ask the research question: Does the attribution of «meaning» (cause and purpose) to our physical «reality» radically changes our perception of it? By altering the field of analysis from the individual-centred behaviour of Homo Oeconomicus (HE), to the sociocentric -existence and coexistence- perception of the «Citizen», which can also reach «Person (Prosopon, “Πρόσωπον” in Greek) », the quality of life can be vertically enhanced.*

Methodology: *It is employed a critical ontological framework alongside the “apophatic” epistemological principle, and deductive approach to analyse economic, philosophical literature.*

Limitations: *The different perceptions of fundamental concepts, such as truth, society, freedom, or even democracy, make it impossible to reach a consensus even within the academia.*

Findings: *Utilitarian efficiency principles (such as luminaries, majorities, irrefutable evidence, lucrative contracts, etc.), traditionally employed by economic science as criteria for distinguishing truth (alitheia, “α-λήθεια” in Greek) from falsehood or right from wrong, have been historically and economically demonstrated to be insufficient on their own for a comprehensive interpretation of the economic reality. Broader gnoseology including ontology (beyond materialism) seems to be required. We show that if the meaning of human existence and coexistence is exhausted in utilitarianism, then it’s logical to slide into an imaginary perception of reality. Human relationships pre-exist and define the meaning of the political event (i.e., including the societal or economical), while controlling the instinctive needs of the “society of uses”.*

Practical Implications: *The fundamental nature of the concept of politics (politiki, “πολιτική” in Greek), considered ontologically —specifically, the political event as the sphere of interactions— emphasises universal freedom (individual plus societal plus political) and draws attention to the extent of conceptual alienation, present in contemporary discourse.*

Originality: *To our knowledge, this is the first time that Greek philosophical thought identifies the essential institutional changes required to elevate the «market model» to one that prioritises human (non-atomocentric) and sustainable quality.*

Keywords: *Homo Oeconomicus, Person (Prosopon), Economy, Philosophy.*

JEL Classification codes : *B55 ; P19 ; Z13.*

Type of Paper: *Conceptual Article⁵*

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⁵ In the context of the PhD thesis of Ms. G. Papakonstantinou «Essays on the Quality of Life: Economy and Greek Culture» supervised by Professor T. Stamatopoulos ([UNIWA](#)).