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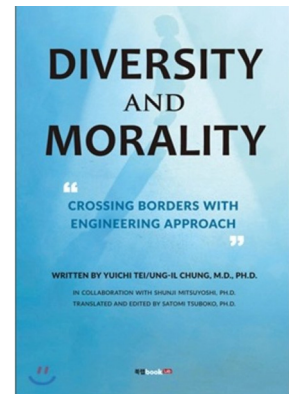
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BOOK REVIEW

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Book review of: Diversity and Morality: Crossing Borders with Engineering Approach by Yuichi Tei / Ung-il Chung M.D. PhD. In collaboration with Shunji Mitsuyoshi PhD. Book Lab., Tokyo. 2017. 192 pp. ISBN: 979-11-5987-771-11

JEL Classification: Y30



The remarkable academic activity of Yuichi Tei / Ung-il Chung (Professor of Department of Bioengineering at the University of Tokyo), a bioengineer and philosopher, as well as a scientific researcher, in clarifying the mechanism and the origin of morality, in parallel with the creation of devices to measure and visualize moral levels using voice recognition, together with the research interests in engineering, psychology and brain science of Shunji Mitsuyoshi, Project Assistant Professor in Mathematics & Computer Scientist and Mathematical Engineering of Morality Emotions, at the same prestigious university in Japan, have laid their overwhelmingly significant print on their original approach to diversity and morality on the pages of this book.

The earnest, freshly sincere nature of the investigational approach is proved in the *Afterword*, through a set of illuminating questions that represented the beginning of a complex and innovative process (Chung, 2017, pp. 179-180): “Is the definition of good and evil something arbitrarily determined by someone? Does morality vary along with areas, cultures, and eras? Does morality, after all, have any common principle? Do studies of morality, such as moral philosophy and ethics, end up in mere descriptions of different, miscellaneous moral systems?”

The book synthesizes, in a unique and, at the same time, essential answer, the quest for a response close to the true face of morality, a response that is constantly simplified and continually redefined, in order to be easily (re)told or explained to the children, or otherwise written for the new generations as “*the true nature of the principle in distinction between good and evil*”.

In this sense, the discourse generating the contents of the book, architecturally supported by an argumentation of really impressive philosophical and religious wealth, is structured in six sections, which are perfectly crystallized, both for the introductory section (S1. – Presentation of Problems: Analyzing the Current Status of Morality), and for the final section (S6. – Simulations and Prediction: How Should We Live?), benefitting from a pre-requisite, indispensable prior review of several previous similar attempts, in fact a literary review of major significance and millennial temporality (S2. Previous Studies: Studying Prior Moral Thoughts), which inevitably leads to a principle-based and logical modelling that gives the image of an authentic researcher (S3. – Construction of Models: Modeling the Basic Principles of Morality), without however being deprived of the Aristotelian argumentation of ethics, pragmatized in two revealing applications, based on rigorously systematized and inter-, trans- and multidisciplinary arguments (S4. – Development of Applications 1: Do Animals Have “Morality”?, and respectively S5. – Development of Applications 2: Relationship between Morality and Language).

What is, in a synthetic view, the exceptional creative contribution of the authors of this impressive book? As they were suggesting as early as 2016, in their book *How to reconcile morality and diversity in globalization and multidisciplinary integration*, the human community feels a permanent need for a continuous review and reshaping of its moral standards, for harmonizing the rules of the main religions in the perspective of redefining morality in a recognized process of globalization. The goal is realistic, and it leads, through systematic restructuring, to a minimum of three common moral rules, a pure extract from the classic decalogue: “*Do not kill others; Do not steal from others; Do not deceive others*”, or only one rule, “*Do not harm others*”, centred on a single, all-encompassing moral principle, “*Be fellowish*”, which is itself ultimately structured in just two aspects: 1) “*Do not harm other fellow human beings*”; 2) “*Think and behave in a manner similar to other fellow human beings.*” (Chung, Mitsuyoshi, Tokuno, 2016; Chung, Mitsuyoshi, 2017). Finally, the book’s

option reduces everything to a universal principle that gives substance to the morality of the human, academic, research, managerial, etc. community: “*Be fellowish*”, as soon as it is thus generalized and validated for the entire human community, it represents the moral principle of a future human society whose creativity and morality will survive regardless of global economic, social and religious changes and diversity (Săvoiu, Iorga – Siman, 2017).

Certainly, in the reader’s mind there pre-exist many other questions, which such a succinct presentation of the book cannot give an answer to, nor can it break the curiosity of their own reading and their own meanings given, nor the spiritual depths reached following the reading. Why does such a synthetically simplified vision of the conceptualization of morality and moral values come from Japan, intersecting the philosophy and religion of the world in an optimistic manner? Which are the main recognized factors of morality in terms of global impact and consequences? How does language and its dynamics in modern Internet networks influence the evolution of morality? Is there a distinct morality visibly manifested in virtual encounters? How will such a type of morality, redefined and simplified, influence the humankind’s view of xenophobia and ethnocentrism, the feeling of alienation and capital punishment in the near future? How can the morality of the future contribute to negotiations of any kind, or to negotiation in international disputes? Why does this book presentation appear in a management journal? – and so on.

The answers usually await the fervour of the reader’s turning the pages, the eagerness to browse the pages of the book, and especially the meditating respite after every important or deeply impressive passage...

The sincerity and modesty of the authors, whom we have known through the happy chance of the lucky encounters that can occur in the life of each of us, and whom we are now proudly welcoming as good friends, are also expressed at the end, again revealing, if need be, quality and objectivity of this unique book: “*Please accept only ideas that you can believe to be true after examining the contents by yourself and construct your own discussion scheme with your children.*” (Chung, Mitsuyoshi, 2017, p.181)

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Gheorghe Săvoiu, PhD, is Associate Professor at the Department of Accounting, Faculty of Economics, University of Pitesti (Romania). Gheorghe Săvoiu graduated with MBA from the Bucharest Academy of Economic Studies (Commerce Department – Commerce section), and acquired a PhD degree in Economic Sciences from the Faculty of Economic Cybernetics, Statistics and Informatics, Bucharest Academy of Economic Studies (Romania). Besides pedagogical activities, he held a position of manager at the General Board of Statistics Argeş County – Pitesti. He held a position of dean of the Finance – Accountancy Faculty, to Constantin Brâncoveanu University in Pitesti, between 2003 and 2006. Since 2014, he has also been an associate researcher at INCE “Costin C. Kiriăescu” of the Romanian Academy, part of the new Centre of Mountain Economics CE-MONT. He is a (co)author of more than 30 books, of 20 papers ISI Thompson (Web of Knowledge), with Hindex ISI Thompson = 4 and of more than 200 indexed journal and conference papers. He was also engaged as a project manager or member of a project team in more than 10 projects. The major domains of interest: statistics, econometrics, econophysics, sociophysics, logic, philosophy, economics, marketing research, human ecology, management methods, demography, price universe and interpreter indices, rural tourism.