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Title of Paper: “Co-operation, Competition and Conflict – Culture and values in a technological world.”

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Abstract:

In an increasingly advanced technological world, “happiness” is a theme which has proved of interest to researchers in economics and the social sciences. Consequently, empirical enquiry has sought to pinpoint factors operative in the work place.

Information, not only about organization and management, but also concerned with struggles between workers and managers, managers and directors, directors and corporations has proved important to acquire. In such contexts, the topic “Co-operation, Competition and Context” is discussed with consideration of cultural and belief values, and their amelioration or oversight in the midst of technological advance. An examination of social identity, motivation, incentives and ethics will be undertaken, with particular interest being given to “meaning” and “purpose” in the work situation of different cultures. Group and individual processes in the quest for “happiness” and “freedom from stress and anxiety” in work situations in Japan, USA and China will be compared, with special reference being given to social psychological findings on “altruism” **from a European perspective**. The advantage of a dialogue between social psychology and theology will be suggested, arguing for the legitimacy of adopting “a bigger view of the world” by which a more holistic approach may prove more advantageous for work situations in a highly advancing technological world.

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