**SELF-INTEREST VS SOCIAL INTEREST**

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9. **Introduction**

* Human are social being interested on self-development.
* Self-interest of human can have its impact in the society development.
* These impacts can be positive and negative, but positive is needed to Adhered the social interest.

1. **Meaning of Self Interest**

Self-interest generally refers to a focus on the needs or desires (interests) of the self.

1. **Enlightened Self-Interest**

The self-interest contends that by working toward their individual self-interests, people improve society on the whole.

1. **Causes of Self- Interests**

* **Place of an individual in the society:** one may have personal ambitions as a mean of determining the place of the individual in the social system.
* **Profession:** the young man entering upon almost any recognized social career will find his new surroundings elevating in some respects and demoralizing in others, judged by his previous standards.
* **Intellectual property:** since every person is involved in several or many social groups and seeks more than one sort of success, each man’s mind is the theatre of a conflict of standards.
* **Seeking wealth:** wealth as an object of ambition and a measure of success, owes its ascendancy to its social implications, and the pursuit of it is by no means a prrof of materialism or sensuality.
* **Ambitions:** Ambition is essentially social and its object is the production of some desired effect upon the mind of others.
* **Social changes and opportunities:** A social change involves new things to be done, which creates new opportunities.

1. **Social Interest**

* The individual's awareness of belonging in the human community
* It is a capacity inherent in all human beings
* It can be thought of as an index to successful adaptation.

1. **Clash of Self and Social Interest**

Both self and social interests are confronting often in certain situations.

* **Positive Interest**
* Having a positive vision of how values can transform our leadership and our organizations
* Making day-to-day decisions based on positive ethical values
* **Inverse Interest:** It is quite contrary and opposite in position to the ethical or social interest within the legal framework.
* **Incompatible Interest:** The personal interest could become incompatible to social interests.

1. **To Adhered Social Interests**

Adoption of ethical codes…

* Social and moral ethical code *(Life)* - Respecting elders/Teachers
* Professional ethical code *(Career) -* Honesty, integrity loyalty, confidentiality, objectivity, respectfulness.

1. **Conclusion**

* There is a conflict and clash between the interest of self, organisation and society.
* The problem is how one balances between the two interests.

**References:**

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2. Baskar.S (2005) Professional Ethics and Human Values, Anuradha Agencies Publications.
3. <https://en.wikipedia.org/wiki/Self-interest>