

younger ones, have less and less confidence in the business world – both in companies and CEOs. Companies are also blamed for the lack of care for the environment, as well as the deepening of social differences. Between 2004 and 2014, GDP per capita globally grew from \$7,781 to \$10,779 (Allianz, 2015:10). Despite the general increase in wealth, changes in the field are insignificant: Inequality is at its historical peak; 1% of the population controls over 50% of wealth (Allianz, 2015:12). The differences are growing even within companies, where the salaries of CEOs are up to 350 times higher than workers' salaries (Gretchen, 2014). It is worth identifying other reasons such as the erosion of brand control through more intensive use of social media and consumer influence; threats and opportunities of digitalisation and technology in general (rapid expansion of broadband Internet); thinking about changes of employees, the public, investors, local communities and other stakeholders. There are a growing number of practitioners and theorists who believe that leadership and how to motivate employees in complex times should be based on greater participation of employees and other stakeholders in the company's strategic decision-making process.

In the context of technological progress, the trend of reducing employees in production, especially in developed countries, is unstoppable. According to research by the United Nations Institute for Development and Organization (UNIDO), there was a significant drop in employment in the manufacturing sector, to just 63 million in 2014, while that number rose in developing countries from 234 million in 1991 to 304 million in 2014 (Figure 1.2; The Economist, 2017b:18). This is where the value of added value is hidden, which is much higher in technologically developed countries, where 1/6 of the workforce creates 2/3 of the final value of the product (The Economist, 2017b:18). Market leaders invest in R&D, innovation, business alliances, marketing and all those business model activities where the company capabilities play a key role in creating products and services, while activities that largely do not require this are relocated where there are low costs, proximity to the raw material base, lower taxes and other administrative burdens, proximity to the market, etc. The expansion of this way of doing business has influenced the modernisation of programmes at the faculties of economics and management. Subjects such as international business, supply chain management occupy a dominant place at leading global universities and business schools (Figure 1.3).

Conceptual and practical understanding of the purpose of the company

What is the *purpose*, and what is its essential meaning in the context of business activity? The term *purpose* itself has no universal definition and has different meanings in theory and practice. In the social sense, the purpose means the reason for existence and inspires the call to action. In a business context, this concept means acting in accordance with the purpose in order