

Entrepreneurial Spirits

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Horst Albach zum 70. Geburtstag



On Business Ethos

Rarely does one have such a wonderful opportunity as this: to take part in a Tribute to someone who is both a great friend and a great scientist.

This is an excellent occasion for some reflections on all that has happened in my country, Spain. The speed of the process of political, economic and social transformation over recent years is a consequence of the breaking away from one kind of business ethos - a "poor" one - and the establishment of a new model. All of this we owe to the contributions made by exceptional individuals. This new business ethos, invested with a dynamism totally unknown during the ebb and flow of Spain over the past two hundred years, is without doubt the result of efforts made over the decades since 1960; and such endeavours have been realised only thanks to the participation of individuals such as Professor Horst Albach.

I should like to dedicate these few words of Tribute to this great scientist and my friend, Horst Albach. Our collaboration began in 1960 with the first publications in Spanish in the University of Deusto *Boletín de Estudios Económicos* and then, during 1963 and worthy of particular mention, with the lectures he gave, then already in Spanish, at the *Universidad Comercial de Deusto*, at the University of Barcelona and at the *Universidad Complutense of Madrid*.

Constantly and over many decades, Professor Horst Albach has contributed to the development of the thinking on Business Economy in the new University of Alcalá, and he has also made regular contributions to Spanish journals such as the *Boletín de Estudios Económicos* and *ESIC Market*. In addition, he has given many lectures within the Spanish business sphere and has also served on doctoral theses' examination boards.

Our gratitude is perhaps best illustrated by the presentation to Professor Albach in 1993 of the first Honorary Doctorate awarded by the *Facultad de Ciencias Económicas y Empresariales* of the University of Alcalá. His doctoral address was on "The role played by the time factor in competitiveness". This ceremony was particularly significant, for it was a reflection of the value placed upon the contribution of Horst Albach to the changes

in the Spanish business ethos. Present at the ceremony were important representatives from both the scientific and business worlds - a clear indication of his influence in both spheres.

The foundation stones for this process of change in the business ethos have been the dissemination of thinking on modern business economy through the various publications in Spanish of the seminal work by Erich Gutenberg (in particular, its introduction and section on financing), Horst Albach's contribution to these works, and his many other publications. These facts are indisputable.

It is difficult to measure the influence of such types of contributions, for results are seen only over a long, rather than a short, term - in this case over a period of decades. In 1960, for example, there were no more than three Chairs of Business Economy in Spain; today there are many.

In this Tribute I, personally, would like to express my deepest gratitude to Horst Albach - firstly, for his friendship and, secondly, for the immense efforts he has always made in contributing to the changes in the Spanish business ethos and for the consequences this has had in a social change totally unknown during the past two hundred years in the history of Spain.

I am also grateful to him for his generous friendship, his energy and enthusiasm, his contribution to the development of economic-managerial thinking and for his influence on Spanish-Latin American culture. To me his great university vocation has been both an example and a help; and for this I am immensely indebted to Horst Albach.

A magnificent capacity for collaboration and an incisive understanding of situations and problems are both indelibly embedded in the great humanist spirit of which German society can be justifiably proud and which, for me, have been the greatest gifts I have received from its culture and values.

I hope that in the years to come I may continue to receive his help, advice and collaboration, together with his much-valued friendship.