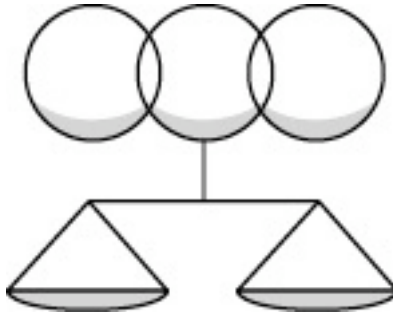


GRUTER INSTITUTE FOR  
LAW AND BEHAVIORAL RESEARCH



**Free Enterprise:  
Values in Action**

**Gruter Institute/John Templeton Foundation Program  
1<sup>st</sup> Working Conference**

**Co-Sponsored by  
UCLA School of Law  
and  
The UCLA - Sloan Foundation  
Research Program on Business Organizations**

**September 9-10, 2005**

Monika Gruter Cheney  
Executive Director  
Gruter Institute

**Co-Directors**  
Oliver Goodenough  
Professor of Law  
Vermont Law School

Paul J. Zak  
Professor of Economics  
Claremont Graduate University

Los Angeles, California

## Organizing Questions

1. Is there a biological basis for values shared by a group of people?
2. How are shared values reflected in formal and informal institutions, including systems of law?
3. What shared values play critical roles in free enterprise, and how do legal systems and other institutions facilitate or hinder these values?
4. How do shared values affect economic performance?
5. How do people in business view the role of values in creating positive or negative outcomes?
6. Is it reasonable to equate "values" with psychological commitments to principles of character and action, commitments that may require sacrifice and self-denial?
7. How can the methodology of your discipline help test the idea that values are important elements in a free economic system?
8. What is the role of "narratives," such as the free enterprise/selfishness story, in creating norms, institutions and behavior?
9. Is the U.S. narrative on free enterprise contradicted or confirmed in other cultures?
10. Evolutionary biology and economics: is there is a biological component of morality and can it help us understand how good and bad things happen in free markets?
11. What are the dynamics that create and reinforce the selfishness cartoon? Who benefits?
12. What behavioral values do markets create? Encourage?
13. Are there differences in the values, and the institutionalization of values, which underlie free exchange in markets and in non-market transactions?
14. What is mercantile culture, and what are its common properties, usages, and values?

## Gruter Institute/John Templeton Foundation Program: Free Enterprise: Values in Action

### Format

Our discussions will be organized as a guided roundtable. The participants have been clustered loosely into groups relating to shared expertise. The goal is to keep discussions sufficiently focused in each block so that progress can be made in developing ideas and approaches. Within the blocks, each person will have the opportunity to make a presentation of approximately 15 minutes duration, followed and surrounded by general discussion. At the end of each block we will take a few minutes to assess points that have been made, questions that have been raised, and possibilities for follow up in the context of our greater initiative.

### Friday, September 9th

Chair:	Oliver Goodenough
8:30 – 9:30	<i>Welcome, Introductions and Opening Challenge</i> Monika Gruter Cheney Oliver Goodenough Paul Zak
9:30 – 10:30	<i>Insights from Behavioral and Neuro-Economics</i> Paul Zak (Economics, Claremont Grad. Univ.) Herb Gintis (Sante Fe Institute, Central European University)
10:30 – 10:45	Break
10:45 – 11:45	<i>Insights from Behavioral Biology I</i> Sarah Brosnan (Primateology, Emory) Carl Bergstrom (Zoology, Univ. Washington)
11:45 – 1:15	Lunch
Chair:	Paul Zak
1:15 – 2:15	<i>Insights from Law and Philosophy</i> Oliver Goodenough (Law, Vermont) Robert Soloman (Philosophy, U. Texas, Austin)
2:15 – 3:15	<i>Insights from Economics and Political Science</i> Bart Wilson (Economics, George Mason) David Schwab (Political Science, Univ. Indiana)
3:15 – 3:30	Break
3:30 – 5:00	Project Overview and Roundtable Discussion Ted Weinstein, Katya Krausova, Monika Gruter Cheney, Oliver Goodenough and Paul Zak
6:00	Walking Tour, Reception and Dinner at the Getty Center

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**Saturday, September 10th**

Chair:	Oliver Goodenough
9:00 – 10:00	<i>Insights from Business and Economics</i> Lynn Stout (Law, UCLA) Richard Shreve (Business, Dartmouth)
10:00 – 10:15	Break
10:15 – 11:15	<i>Insights from Behavioral Biology, Cognitive Psychology and Neuroscience</i> Peter Richerson (Biology, UC Davis) William Casebeer (Philosophy, Air Force)
11:15 – 11:45	Roundtable Discussion
11:45 -- 12:45	Lunch
12:45 – 2:15	<i>Insights from Law cont.</i> Erin O'Hara (Law, Vanderbilt) Mark Grady (Law, UCLA) John Clippinger (Berkman Center, Harvard Law School)
2:15 – 2:45	Break
2:45 – 4:30	Roundtable Discussion, Summing Up and Planning for Future Sessions
6:00	Dinner

**Conference Participant List**

Carl Bergstrom (Zoology, U. Washington)  
Sarah Brosnan (Primateology, Emory)  
William Casebeer (Philosophy, Air Force)  
Monika Gruter Cheney (Gruter Institute)  
John Clippinger (Law, Harvard)  
Herb Gintis (Economics, Santa Fe Institute and Central European University)  
Oliver Goodenough (Law, Vermont Law School)  
Mark Grady (Law, UCLA)  
Katya Krausova (Portobella Media Ltd., London)  
Erin O'Hara (Law, Vanderbilt)  
Peter Richerson (Biology, UC Davis)  
David Schwab (Ph.D. student, Political Science, Indiana U.)  
Richard Shreve (Tuck, Dartmouth)  
Robert Solomon (Philosophy, Univ. Texas, Austin)  
Angela Stanton (Ph.D. Student, Economics, Claremont Graduate University)  
Lynn Stout (Law, UCLA)  
Ted Weinstein (Ted Weinstein Literary Management, San Francisco)  
Bart Wilson (Economics, George Mason University)  
Paul J. Zak (Economics, Claremont Graduate University)

**Observer**

Evelyn Iritani