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Name of Theory: Unified Fulfilment Theory (UFT)

Ethics' primary concern is with the individual, not with others (Hughes, 2013). Our ethical principle “Unified Fulfilment Theory” (UFT) encompasses the core elements of fulfilment. We define UFT as the state of achievement which originates from an individual’s pursuit of development, goals, and potential (Murphy, 1999). UFT is an amalgamation of one’s individual development that aligns with ethical morals to live harmoniously within one’s surroundings regardless of experiences and acknowledging the interconnections between us as individuals and society. In essence, UFT offers guidance and promotes a set of virtues that facilitates the achievement of fulfilment for individuals to continuously learn and grow incrementally through new experiences within life that ultimately distinguishes between right and wrong.

Achieving fulfilment in life requires continuous development through varying individual experiences. The actualization of fulfilment is with personal satisfaction through experiences within or outside of one's comfort zone and their harmonious interactions within one's surroundings and society as a whole. To achieve this, a person must be at minimum in an environment which nurtures growth and have bountiful experiences of a variety of emotions. This will lead to development of one's character and life experiences. The maximum of this theory would include having a too bountiful environment of experiences in which one cannot grow due to being overwhelmed or too pressured to grow. Similarly, according to Aristotle (1999) virtue lies in a meaning between a deficiency and excess. As human beings, fulfilment motivates our actions as it leads to long-term satisfaction with life. Through this, a person will tap into actualization of personal growth and inner well-being to lead a meaningful life.

Our team developed UFT through constructive discussions, dissecting each other's ideas, considering 21st-century ideations and various factors influencing human actions: biological, psychological, social, environmental, cultural, and personal. We decided to look within ourselves to achieve such questions and answers. Unlike virtue ethics, UFT suggests that individuals can achieve fulfilment by progressing toward incremental growth and living harmoniously in society.

In comparison to virtue ethics by Aristotle, we assume, regardless of a person's behaviour, they can achieve fulfilment in life if they are progressing towards incremental growth and living harmoniously in society. Conversely, a person does not have to push themselves to our limits and find success Aristotle (1999). Moreover, being a good person can help achieve fulfilment but is not the core component to achieving fulfilment. Depending on circumstances one cannot achieve constant goodness regardless of the development of character traits.

Examining a small food truck entrepreneur facing an ethical dilemma, he must decide between supporting local businesses by sourcing from a quality dairy supplier or opting for cheaper, lower-quality goods from a wholesaler. Does he substitute material gain for lower quality goods creating discord within his “society” or contribute to rebuilding of local businesses after turbulent months which would create unanimity in his “society” and help him live harmoniously? Our theory can guide the entrepreneur through ethical decision making, defining what fulfilment means to him while uncovering the best choice to make.

Bibliography:

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