

Business for the Glory of God

Abigail Daniels

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George Young, Ph.D.
Thesis Chair

David DUBY, Ph.D.
Committee Member

Elizabeth Sites, Ph.D.
Committee Member

Cynthia Goodrich, Ed.D.
Assistant Honors Director

Date

Abstract

The grand narrative of the Bible could be broken into three distinct parts- Creation, Fall, and Redemption. The main focus of this paper will go through the distinct parts of Creation and the Fall, but the focus will be on Redemption specifically in the realm of work and how it relates to business marketing. In Creation, God created us in His image meaning we were gifted with the ability to create and to form relationships. We express God's image through the dominion mandate, which is God's command to us to be stewards of the earth through the act of work. After the Fall, work and business became distorted. Work, a thing created to glorify God, now had great potential to harm others. The Fall triggered humans to leverage their creativity and relationships, in business specifically, to manipulate others and to serve themselves rather than to serve God and others. Instead of perpetuating the effects of the Fall, business, specifically marketing, can be a catalyst for Redemption.

Keywords: Work, Business, Marketing, Glorify God

Business for the Glory of God

Introduction

By following the model of Creation, Fall, and Redemption modeled through scripture, one can gain a greater understanding of the purpose of God's design. One is able to see what God intended for something to be originally in Creation, what something became because of the Fall of man, and how it is being restored and used for the purpose of restoration through Redemption. Following this model to examine business marketing will not only offer greater insight into the purpose behind this vocation, but also will demonstrate how business is currently being used and can be used for the purpose of Redemption. Ultimately, the purpose of this paper is to show how business marketing currently is and has the potential to bring the Kingdom of God here on earth.

Creation

Genesis 1 begins with God busily creating the earth as he separates light from darkness, making the skies and the seas. The word used for creation is "bara" which means to create out of nothing; this kind of creation is only feasible by God. Then, God said, "let us make man in our image" (Genesis 1:26-27 NLT). This means that humans bear the image of God. Then, in Genesis 1:28, God gave a commandment commonly referred to as the "Dominion Mandate" in which God tells humans, "Be fruitful, and multiply, and replenish the earth, and subdue it: and have dominion over the fish of the sea, and over the fowl of the air, and over every living thing that moveth upon the earth." This mandate was a command to work out of the image humans were given.

What is the Dominion Mandate?

When God gives the dominion mandate he uses the word "Kabash" which means to make the resources of the earth useful (Russell, 2010). Essentially, God gave humans

great dignity and responsibility through gifting them stewardship over His creation.

When God told humans to be fruitful, multiply, fill and subdue the earth, He invited humans to be creators alongside Him through the act of work. This command was one to work not only with God toward a common goal, but also to work alongside one another to fulfill His purpose. Therefore, the meaning and purpose of our creation is to be God's partner. Work is a fundamental aspect of each individual's identity and what it means to be made in the image of God as it allows humans to fulfill God's purpose and is an expression of God's image (Wong & Rae, 2011). Humans fulfill this command through using the tools God has equipped humans with as well as the gifts from the Holy Spirit, which stated previously are humans' ability to be creative and to be relational, to fulfill the dominion mandate.

What Does It Mean to Be Made in God's Image?

Nobody can say for sure what being an image bearer means exactly, but 2 Corinthians 4:4 states to be made in an image is to reveal the essence of that person. Therefore, humans are called to reveal who God is through who we are and what we do. We do this through things that we do, known as creation, and through our relationships we have with God and with one another (Duzer, 2010). My argument is that humans reveal the image of God through creativity and relationships and business offers a platform for those to be expressed (Dickson, 2012).

Creativity. Dickson (2012) stated that people express their "likeness" or image of God through their creation. To be made in God's image or likeness is to be creative. As one partners with God to fulfill the dominion mandate with our fellow human being's creativity is essential (Russell, 2010). Humans have an amazing ability to create and to

think of or imagine a world beyond ourselves (Dickson, 2012). Duzer (2010) highlighted that Adam and Eve were created with a capacity and need to be engaged in creative activity. Unlike God, humans do not create in the form of “bara”, but instead Duzer suggested humans assemble God’s materials in different ways to bring order out of chaos and innovate the world (2010). Many businesses’ successes are attributed to “intellectual capital”, which is the creativity and innovation of the people within the company (Russell, 2010). Work allows individuals the opportunities to express creativity through innovation as humans bring new things and ways of doing things into existence, which reveal the image of God to the world.

Relationship. In Genesis 1:27, God shared that humans were not only created to be in relationship with God (“let us make man in our image”), but also man was created for relationship with others. Therefore, to be made in God’s image means to be inherently relational. The very first thing God said was not good in the garden was that man was alone, so God made Eve (Gen 2:18). God created Eve to be Adam’s “helper” in fulfilling the dominion mandate. He commanded us to not only be partners with Him, but also to be partners with one another when he referred to Eve as Adam’s helper (Genesis 2:18). This implies that work allows us the opportunity to express the image of God through our relationship with God and with others.

What opportunities does business, a form of work, provide to express God’s image?

The dominion mandate is a command that can take various forms in our world today. The dominion mandate is one to work as it gives a job and purpose to the creation of man, but it is a specific kind of work. This work requires cultivating, subduing, and multiplying. The dominion mandate is commonly summed up in one word, stewardship.

Stewardship refers to the act of not only subduing, but also of taking current materials and using them in new ways, known as cultivation. Through business one is able to demonstrate what it means to be made in the image of God as humans display creativity and build relationships all in a business context (Russell, 2010). Business is a form of work given in the dominion mandate because, as this paper will demonstrate, it is a noble way to use our gifts and various resources to partner with God by serving humanity and creation through the development and distribution of goods and services and through creation of relationships. Businesses are rich cultivators of culture as they influence social institutions, and advertisements through their impact of what is produced and who is producing it. Because of their influence, businesses hold great value in accomplishing God's work in the world and alleviating the effects of evil (Wong & Rae, 2011).

Christian business persons have the opportunity to use their gifts and abilities to bring the Kingdom of God here on earth. Therefore, to be a business man or woman is to be given the opportunity to express the image of God through the act of stewardship specifically in the area of creativity and relationships.

Fall

When Adam and Eve sinned, it brought chaos and brokenness to the world through disobedience and deception (Russell, 2010). Sin destroyed relationships man's relationship with God, woman, and work. Man's fellowship with God was broken because sin meant a separation. Sin created a chasm and man could now no longer directly approach God. Between man and woman there will always be a struggle to get along. Between man and work there will be difficulties. Sin infused brokenness into

every aspect of creation and work, which includes business marketing. It manipulated creativity and relationships, things that were meant to bring flourishing into the world, to now be used for the purposes of deception. This brokenness is very apparent in the world today

How Was Work Distorted in the Fall?

Sin's entrance transformed work from something meant to be pleasing and fulfilling to the individual to something difficult and strenuous (Russell, 2010). Sin made work a "mixed blessing". Work, a thing used to worship and honor God, now contained numerous possibilities to do wrong. Work, when corrupted, brought strain, temptation, and the means to degrade and dehumanize, tarnishing the image of God in others. It transformed something meant to serve others into a way to serve self.

In today's world, work has received a negative connotation. Work can mean a fulfilling and empowering job, but it can also make human beings feel like cogs in a machine (Russell, 2010). Work, to some, has become a necessary evil used by people to finance a lifestyle, to fund the church, and to make enough money so one can serve the church on the weekends (Wong & Rae, 2011). A research survey at a church in the Southwest of the United States stated that 74% of the respondents saw no connection between their faith and their job. Of the 26% that did find a connection between their faith and work, 64% of those worked in a religious context (Russell, 2010). People do not see that work has value beyond just making money. Many people incorrectly assume that work is God's punishment on humanity, but this is not true. God has given humans the opportunity to work in the Garden of Eden before the Fall (Duzer, 2010). Work is an essential part of the human spiritual experience. It is a blessing from God, not the result

of sin. Work is a way one can serve God, others, and the rest of His creation. In fact, the Bible (Revelation 22:3) stated that believers will get to serve the Lord throughout eternity.

How Was Business Distorted in the Fall and How is That Seen Today?

Business, specifically marketing, as a subset of work directly inherited not only the negative perceptions, but also has great potential for evil (Russell, 2010). Along with work, business, something that can cultivate creativity and relationships, now has been used to harm others. Unfortunately, many people have misconceptions of business based on not only negative perceptions, but also negative experiences. Business in a fallen world distorts the image of God in humans as it causes people to first use creativity as a means to harm and allows business marketers to take advantage of consumers. It also distorts relationships as it causes business marketers not to serve others, but to view people as a means to the end goal of success most often seen in the form of wealth.

Business can encourage selling things to people they do not need. Many people associate marketers with major national brands that are doing all that they can to increase revenue. Hagenbuch (2002) first defined needs as not only the basics of survival, but also things like transportation and phones for communication. Moss highlighted this dilemma in his book (2013) when he demonstrates that food companies have created food with vanishing caloric density so that consumers will eat healthier products. Clapp (1996) asserted that before the industrial age, people were forced to produce what they needed year by year. Then, the industrial age boomed, making more products than people could consume at the time. The solution was to encourage increased consumption. They decided to increase demand to catch up with the large supply. Clapp (1996) noted that

this created a culture of consumption that says a good life is attained through physical things. Advertisers entrenched this fact by teaching people they had wants they were not aware of, and that the business had the means to fulfill. Financial profit is one major reason business is so controversial. People assume money must be taken from one source and given to another, however, to sustain long term profits, businesses must meet real needs and treat employees with dignity (Russell, 2010). Hagenbuch (2002) claimed if an exchange of products is not mutually beneficial, then that alone is a good enough reason for the marketer to not participate in the transaction. Hagenbuch (2002) also claimed marketers should never seek to sell things that do not have real value for both the buyers and sellers. Marketing should be something that meets needs, even if that is meeting lower-level needs so people can fulfill higher level needs; it is still helping and serving others.

Business marketing can support deception in order to get people to buy products. People may perceive marketing as a way to falsely advertise a product so the consumer will spend more money, but this is not always the case. Unfortunately, this does happen, and when it does, it causes resentment among buyers to sellers, as well as possible discord between other relationships like family members for wasting money on a product that does not deliver what it promised (Hagenbuch, 2002). Deceptive communication is the opposite purpose of marketing, because it does not promote mutually beneficial exchanges (Hagenbuch, 2002). In her article *Jesus is a brand of Jeans* Kilbourne (2006) highlighted that advertisements have long lied to others by saying that if one will buy this, then one will be loved by others and the product, and that the product itself will love one back. Kilbourne claimed that advertisers/marketers lie to

the public by exploiting individual's very natural human desires for belonging and love and advertisers state that a product will be able to meet those needs. Hagenbuch (2004) responded to this by stating that the purpose of a marketer is to meet needs, wants, and expectations of the consumer. Therefore, the type of advertising Kilbourne is referring to is a reflection of current society and cultural values. Although business marketing has a history and potential for deception because of the Fall, but when done right it is can be honest and accurate, promoting indirect and direct communication for the purpose of positive relationships (Hagenbuch, 2002).

Business marketing can suggest a given product should be sold to everyone.

Another marketing misconception is that companies try to make their product as widespread and known as possible in order to sell more. It is very common for people to see advertisements for things that have absolutely no relevancy to their life, but this is not a good representation of what marketing should be.

One method marketers use to promote their products is by building an emotional connection with their consumers. Wong and Rae (2011) confirmed major food companies such as Proctor and Gamble, Nestle, and Boeing use emotion to lock the customer into their product, creating brand loyalty. Nestle did this when they, instead of selling coffee to a primarily tea drinking nation, decided to infuse children's desserts with caffeine free coffee flavors. Coffee became a memory associated with not only dessert, but also with childhood and all the feelings that go along with it. When a company engages with consumers no matter what the channel, it establishes an emotional connection. Straker and Wrigley (2016) stated the customer's perception of a company, based on the way the company digitally engaged the consumer, can change the depth of the relationship,

willingness to provide the feedback, and also willingness to share their experience with others. In other words, the way the company establishes a connection with consumers over the web can greatly impact the brand loyalty the customer experiences. The ability to establish an emotional connection is a powerful tool used by the seller to create brand loyalty in a consumer. This is not a bad thing, building relationship is inherently good. However, when used to convince someone to purchase a product that is of greater cost to the consumer than it is worth in the long term it is deceptive and manipulative.

Producers demonstrate unethical business practices when the marketing used to sell their product begins to view people as a means to an end. Usually that end entails making more money than the business was making before (Palmer & Hedberg, 2013). An example of this is in Moss's book when he (2013) discussed the food industry dilemma that occurred when sales stabilized because people could only consume so much. This is when the concept of "vanishing caloric density" (p. 3) was developed. This concept states that if a food, such as cotton candy or Cheetos, melts in your mouth, then your brain will think that the food contains no calories and the body will continue eating. Therefore, consumers no longer obtain the feeling of satiation.

Food scientists have also discovered a point in food flavor that creates the ultimate sensory experience. This occurs in the brain that drives our senses to continually crave junk food (Moss, 2013). Processed goods are so addictive because they trick the brain into believing it is never satisfied. This is evidenced in the famous Lay's chip slogan, "Betcha can't eat just one". A person could consume a whole bag of chips and be hungry within the same hour; this occurrence is no accident. Food technology has led companies to construct foods people will endlessly crave, leading to increased sales. This

kind of marketing is selling a product for monetary gain at the price of a consumer's health. Although in the moment the consumer may crave the salt, sugar, and fat that the product has to offer, in the long term the product will have life threatening consequences.

Business can cause people to construct a false identity. Business marketing is two fold, and the results are not only to be blamed on the sellers, but also the ones buying the product. Straker and Wrigley (2016) stated it is no longer true that identity is created by the company. Instead, the identity of a brand is created by its consumers through various means. Individuals are helping to build the brand of the company they buy, and then, through the physical possession of that, expressing their identity. This desire to express identity through physical possession is leading to increased consumerism.

Humans are finding out who they are through what they buy, what vacations they go on, and what foods they eat. This is harmful because humans are not meant to find value in what they have. Instead, humans were created to find our identity in the image of God. Bhattacharjee, Berger, & Menon (2014) stated the ability to identify in this way has created a kind of social class in which people are given the opportunity to express who they are. Consumers hold power and are fellow creators alongside the company in the brand that they buy.

How Must Business Be Changed?

Adam and Eve's Fall allowed a God glorifying activity like work to have the potential for exploitation and manipulation; and business, specifically marketing, is no exception. Sin enticed humans to use their creativity and relationships at the cost of others, resulting in broken people and destroying relationships. This, though, is not the

intention of what God created, instead the question should be what would business marketing look like if God's agents were using it to redeem and reconcile the world.

Work was a part of the original design of creation, it existed before sin, and will continue to exist in heaven (Keller, 2012). Matthew 28:19-20 commands all people, not just pastors, to reconcile the world to God by making disciples. Individuals are called to make disciples in whatever capacity God has gifted them, even if it is through business marketing.

Before the Fall, humans were called to be fruitful, multiply, subdue, and fill the world that God made. After the Fall, it was not enough to fill and multiply. Now, reconciliation and redemption had to be added, and humans were given the opportunity with God, to restore the earth to its original intention. God's mission since the Fall of man has been to redeem the world. As Christians, Christ image bearers, humans have the honor and responsibility of partnering with God in redeeming the world to its original design. One can redeem the world through the way that they live, work included (Russell, 2010).

Redemption

The spiritual mission of business is not to build wealth and power, but instead it is to make the Kingdom of God a tangible reality. The Kingdom of God is defined as God's sovereign reign, or in other words it is the spiritual reality able to be manifested physically. This concept is the ultimate goal of the Christian life and is manifested through reconciliation provided through Shalom. Shalom is ultimate peace and wholeness experienced within the individual as well as the promotion of human flourishing. The

meaning of Shalom is the reconciliation of all things to God and His plan for his creation (Colossians 1:20) (Russell, 2010). Reconciliation is defined as the restoring of a relationship with work, others, and God which was broken as a result of the Fall of man. Business, specifically marketing, like all work, has intrinsic value and potential to be the vehicle with which humans bring God's mission, which is His overarching purpose of reconciliation, to the world (Duzer, 2010).

How Can Business Be Redeemed?

Werner's (2008) study on Christian business owners found that most of the managers interviewed continued to ask themselves, "Should I continue business or should I become a minister or missionary?" These managers had to figure out how running a business and being a Christian could be joined together. The overwhelming majority of these Christians believed they were called to be faithful in their current job as an "ambassador", or they were called to provide a service to others, specifically their community, which is in turn serving God. This struggle is very common among Christian communities and although it is well known that businesses provide money for families and churches, it is much more difficult to point out the specific ways that businesses specifically are able to serve other people. In other words, it is difficult to see businesses' intrinsic value (Duzer, 2010).

Wong & Rae (2011) highlighted that many Christians are struck with the same tension the managers had and are asking themselves and God if they should join the mission field, or get a "regular" job. As indicated previously in the Fall section, many people do not feel like their work is ministry, unless it directly relates to the Church somehow. The word for ministry comes from the Greek word diakonia translated as

service. The term full-time ministry should be used to refer to one's attitude more than the area one has chosen to serve in. This indicates that the intention of serving God in action is more important than the specific actions. Martin Luther stated "God milks the cows through the vocation of the milk maids" (Keller, 2012, p.61). Luther believed that all jobs, even secular were considered pleasing and glorifying to God as they carried out his blessing on humanity. Theologian Miroslav Volf extended this idea saying that the dominion mandate is not limited to church work, but work in general is humans participating with God as he transforms the world into the new creation. He shared that even mundane work is empowered and used by the Spirit of God as people participate in creating the Kingdom of God that completes creation (Wong & Rae, 2011).

Duzer (2010) stated that the intrinsic value for business is to serve others. This is done in a plethora of different ways. Businesses are able to provide for the community with goods and services, enabling it to flourish. Russell (2010) stated a business is an organization that creates and distributes goods to others. Secondly, businesses serve others by creating value by providing a job with work that has meaning, allowing others to express creativity. Stevens (2006) stated that business is the best long term strategy for helping the poor because it allows them to be able to generate their own wealth and provide for their families. Third, business can allow creativity to produce community flourishing. Martin Luther believed that every career is God's service to the world. Luther shared the belief that through every career one is able to be participators in God's work, even if that is something as mundane as milking a cow. Luther also believed that the best way to love your neighbor was to do your work skillfully, or with excellence (Keller, 2012).

How Can Marketing Be Redeemed?

The question that needs to be asked is if business marketing can be used for the glory of God through the promotion of reconciliation. Wong and Rae (2011) suggested if one believes humans are in need of materials to survive, and every human who is hungry knows this is true, then marketing is a necessary tool that can assist people in making purchases. That assistance may be through research, understanding customer desires, packaging, and pricing. Marketing, if done correctly, is an asset to consumers.

Betterncourt, Lusch, and Vargo (2014) stated that the purpose of marketing is to serve consumers by giving them the ability to complete one or more tasks. The increased digital engagement and brand identification are tools that are not inherently bad, but these powerful tools can be used in a wrong way. When the purpose of marketing is clearly identified, consumers and marketers can work side by side in creating services and products that are mutually beneficial in the short and the long term to both parties. More money is spent on marketing than on any other social campaign. It is imperative that marketers use this influence to serve others instead of themselves.

In an ideal world, the purpose of marketing is not only to sell consumers what they want, otherwise known as demand, but also to offer what is helpful by making the world a better place. Ideally, marketing is being able to offer a product of great value at an excellent price. For the consumer, the worth of the product will exceed the price that is put on it by the seller. The selling and buying should be of mutual benefit. Stevens (2006) stated that the ultimate goal of business should not be to profit financially. The ultimate goal should instead be to add value for your customers and that value you create will sell at a premium, otherwise known as profit.

The purpose of marketing is to create value for the consumer. The question then becomes what does value mean? From a Christian worldview, value serves the distinct purpose of encouraging holistic human flourishing or in other words, creating Shalom (Wong & Rae, 2011).

Don Flow also believed the purpose of business is to enhance the flourishing of life through the promotion of Shalom which he defines as truth, beauty, justice, and plenty. Marketing plays an irreplaceable role in encouraging human flourishing through providing information that facilitates exchange and thereby provides for material abundance. . . it should be practiced as a tool to build authentic and helpful relationships with customers in order to serve and empower them, and not undermine their ability to make thoughtful and responsible choices (Wong & Rae, 2011).

The point of marketing is to sell a product through satisfying customers' needs or wants. It is essential for a company to understand what the consumers' hidden values, attitudes, and beliefs are to create a successful marketing strategy. To ascertain their customers' needs, companies must do extensive amounts of research and development to meet customer demands. By meeting consumer demand, businesses will satisfy their customers, which will lead to repeated transactions. The point of marketing is to satisfy needs and offer a mutually beneficial exchange for the consumer and the producer.

Reconciliation. Vocation comes from the Latin verb *vocare*, meaning to call. It refers to someone else calling on you to do a specific task. This task is done as a service to another, not to serve oneself. In the Church of Rome and Corinth, Paul uses the same word as he encourages every layperson that has become a Christian to keep their jobs not just within the church, but social and economic jobs as well (2 Romans 12:3 and 2

Corinthians 10:13) (Keller, 2012). Although vocation looks different for everyone, the encompassing thread throughout all is what every Christian is commanded to do, which is to love God and love others. Both of these commandments can be summarized in one word- reconciliation (Hagenbuch, 2002). This reconciliation is not just for private redemption of individuals, but also refers to the reconciliation of social structures in all creation. It is for all economic, social, and political structures to bring glory to Christ. It is also not limited to bringing men to God, but also to reconcile relationships with one another. Although vocations are not limited to occupations, an occupation can be a vocation. Therefore, the purpose of business should be reconciliation. 2 Corinthians 5:18-19 asserted that all Christians are called to a ministry of reconciliation.

Business marketing has great potential for reconciliation (Hagenbuch, 2002). When companies focus on the quality of the consumer, like market segmentation and target marketing, then reconciliation occurs. Hagenbuch (2004) emphasized through selecting a target market and tailoring the product to the specific needs of individuals, then the firm improves meeting consumers' needs, and brings about a mutual exchange. When companies are able to add value by increasing the quality of a product, customer satisfaction and loyalty are achieved and bonds are strengthened between the customer and company (Ravald & Gronroos, 1996).

As the world advances in technology and transportation and grows more and more integrated through economic and social systems, it is much easier to be made aware of illnesses, injustices, and suffering occurring all over the world. Business is the engine that sustains every sector of society. It has the ability to exploit these injustices and create more chaos or use it as an opportunity to love one's neighbors and bring spiritual good to

tangibility (Russell, 2010). Colossians 3:17 claims that whatever you do, do everything for the glory of God. That means no matter what occupation you have, by seeking to love and serve God and others, it has become your vocation. Individuals are called to be in a ministry of reconciliation. An occupation is just one way in which one will fulfill the vocation of reconciliation.

Mutual Exchange. If the purpose of vocation is to reconcile, and business is a vocation, then how does business bring reconciliation? The point of business is to sell a product through satisfying customers' needs or wants. Mutually beneficial exchanges promote reconciliation through bringing people into connection with one another. Exchange is how the body of Christ works as each person has different strengths and weaknesses and acts like a part of the body. God created humans to exchange resources with one another. One example of this that Hagenbuch (2002) mentioned was when Hiram and Solomon worked together, pulling both nations' resources to build the temple of Jerusalem. While discord leads to estrangement, reconciliation can lead to growth and benefits (Hagenbuch, 2002). Mutual exchange allows the ability for a company to be able to outsource areas of weakness, and capitalize on production of goods or services that are strengths of the company. Therefore, in a mutually beneficial exchange both parties "win".

When companies focus on the consumer through processes like market segmentation and target marketing, reconciliation occurs. Hagenbuch (2004) also stated that through selecting a target market and tailoring the product offering to the specific needs of individuals, then the firm improves meeting consumers' needs, and brings about a mutual exchange. When companies are able to add more value to the core by increasing

the quality of a product, then customer satisfaction is achieved and bonds are strengthened for the customer and company. Customer loyalty will increase as companies try to improve customer satisfaction. (Ravald and Gronroos, 1996).

How Can Business Best Be Leveraged for God's Glory?

On a day to day basis, what does it look like for business people to do their jobs for God's glory? Reconciliation and exchange are all about relationship. Both of these establish and create a right relationship with God, and a right relationship with the consumer. The way to do this is through a relationship with one another that is one that creates value for both constituents, a mutually beneficial exchange. Hagenbuch (2002) believed that through three specific Christian stakeholders, business marketing as a form of reconciliation can flourish.

Higher education's role in business. The formation of a worldview begins from the moment one is born, but is honed through education, especially colleges and universities. It begins with professors as they teach students that marketing is not simply sales, advertising, and promotions. Instead, professors should teach students the holistic approach to marketing in that it is about pricing, communication, meeting needs, and ultimately reconciliation of human beings (Hagenbuch, 2002).

A study was conducted by Werner (2008) on various independent small business managers in the workplace to see how the managers used their Christian background and influence to affect their lives. The results of this qualitative study were astounding. They concluded that the Christian concepts affected the purpose or the "why" of what they were doing. It impacted the way they treated those whom society would maybe consider as "less than". They were motivated, not by a sense of duty to one's country or others, but

they knew they were accountable and responsible to God. This study shows that the correct theology or methodology of business really can impact the way that it is practiced. If college students believe that the career or job they chose is manipulative or deceptive inherently, it will impact their behavior. On the other end if college students can see the “why” of business and how it can make a positive impact in this world, then it will greatly impact their performance and the value ascribed to business. Business is inherently good, and students should be taught that it has potential for good as well as for evil. 1 Corinthians 10:31 advises that no matter what you do, do it all for the glory of God, and business is not excluded.

Church’s role in business. Many marketers feel ostracized by the church because marketers may feel as if their chosen career path undercuts Christian values. The church should begin encouraging these vocations by teaching about biblical business people, reminding them to be good stewards of God’s resources, and allowing them to see that businesses can greatly further the Church’s mission (Hagenbuch, 2002).

The church is a business entity in itself, otherwise known as a nonprofit organization. Christian business men and woman should be encouraged to use their skills and abilities to serve church ministries. Examples of this could be assisting community needs, research, and promoting ministries (Hagenbuch, 2002).

Christian’s role in business.

Relationships. The best thing a Christian can do in a business position is to breed reconciliation through mutually beneficial exchanges, which is building a relationship. 1 Peter 4:10 stated that Christians should use their resources to serve one another. A way business marketers serve others is by creating value for their customers. The name for

this in business is called relationship marketing, and is one of the most successful competitive strategies of the 1990's. The current culture of business has been shifting from an exchange of products, known as a transaction, to now having a concern and care for consumers over the long term. This is known as relationship marketing. Not only is relationship marketing a good business strategy, but it demonstrates that by loving and serving others one is following key business principles which have been shown to increase business success. This success is added by how much value the producer is able to create for the consumer. Value can be added through various means like increasing benefits, and decreasing customer sacrifice (Hagenbuch, 2002). An example of increasing benefits would be to add a feature to the core product like home delivery or warranties (Ravald & Gronroos, 1996). Betterncourt et al. (2014) reiterated this statement by saying that marketers should ask, "How can we help our consumers complete one or more tasks?" or how can one increase the benefits of the product being offered. Decreasing customer sacrifice is opposite to increasing benefits because you are not adding something to the product, but are instead looking at things through the consumers' lens and trying to perceive what they value the most. An example of this would not only be decreasing price or making the product easier/cheaper for the consumer to get. It also includes things like increasing hours to a store and saving the consumer time and mental capacity so they can focus on other things (Ravald & Gronroos, 1996).

One of the best ways to build a relationship demonstrated in the Bible is to be a servant. Matthew 20:28 demonstrates this when it says that the Son of Man (Jesus Christ) came not to be served but instead to serve. One should take on that same attitude that Christ did, despite what position one may hold to always maintain a servant mentality.

Now, in the past 30 years, companies like Southwest Airlines have adopted this same principle for their organization's success. One theme woven throughout all servant models is the concept of humility. Humility represents the ability to listen and learn even from people that are working with and for you, and the ability to be able to serve even if that means picking up the trash or mopping the floors as a CEO. Businesses in general, and marketers specifically, have an amazing opportunity to interact daily with people who may have never heard about Jesus, but are given contact with them through necessity of basic everyday items. By listening, caring, and serving customers through creating a quality product, it not only gives one the ability to make a profit, but also gives consumers significant value in comparison to the price they paid. The added value that this creates affords the opportunity to model the principles that Jesus showed humans so long ago.

Business provides a great opportunity to build community (Russell, 2010).

Russell (2010) defined community as a partnership of independent individuals who are committed to the caring and nurturing of each other's mind, body, heart, and soul. Russell (2010) believed that business is a form of community worthy of praise. The corporation/business entity is a community of shared experiences and skills of several toward a common goal. It provides relationship opportunities deeper than a local church or neighborhood could (Stevens, 2006). The nurturing and building of community is, therefore, one of the fundamental tasks to be pursued by those seeking to bring the Kingdom of God (Duzer, 2010). This is the first time one sees the human race getting to participate in comradery towards a common goal, otherwise known as community.

Russell (2010) asserts that the goal of business should be to love one's neighbor. Business should flow out from relationships and then be poured back to support the community. This relates to the people the company is serving with, such as customers, and the people the company is serving alongside, such as employees/coworkers. It functions like the reconciliation of people and their work. Instead of employees dreading the workplace, Christians in management have the power to inject a sense of mission, purpose and meaning into work (Duzer, 2010). Werner's (2008) study on Christian managers found that for a Christian manager, the motivation to develop employees and to develop their gifts and talents was seen as a responsibility because they viewed management as an area of stewardship and cultivation. Cultivation looks like leadership developing a company culture, the values and environment, that is one of love and respect in the workplace (Stevens, 2006). Barczak, Lassk, & Mulki (2010) defined a collaborative culture as one that values teamwork, communication, respect and empowerment as it encourages learning and change, and a willingness of the workforce to discuss ideas openly. A collaborative culture is based off of mutual respect and care for one another. Research shows that when a team feels this kind of culture, team members are able to be both creative and innovative in their thinking. The implication this holds for managers is that by creating atmospheres and relationships of trust and care, they are better able to steward God's resources by being creative and innovative.

Businesses require multifaceted interaction and create a relationship web that connects business to customers, plumbers, technicians, lawyers, suppliers, and much more. A business, in itself, must create community because relationship is required. Business requires individuals to cooperate with one another for mutual benefit (Russell,

2010). Business does not just require individual participation to accomplish a goal, but also people working together. In Genesis 2:18, God created Eve to be a helper to Adam. God created man and woman to work side by side in a mutually beneficial relationship to be productive and effective. This means both males and females working alongside one another are more productive and effective (Russell, 2010).

A common misconception today is that businesses exist solely to profit shareholders (Wong & Rae, 2011). In the business world this is referred to as shareholder maximization. Through this lens, treating employees with dignity, respect, and providing meaningful work is a means to reach the bottom line of more money. Don Flow, founder and CEO of Flow Motors, illustrated this when he shared that the wealth of a company is like blood, it is not the purpose for existing, but is instead the thing that keeps the company alive and breathing. Wealth accumulation, otherwise known as profit, is the ability to be able to survive. If money is the end goal, then the purpose of work is completely undermined and God's reconciliation is not accomplished. Instead, money wealth should be secondary and serving God and others is primary (Wong & Rae, 2011). Upon reading Genesis, profit is a product of serving, but not the ultimate goal. Serving people, whether they are clients or fellow employees, is the end goal, not profit (Duzer, 2010).

Creativity. The expression of human innovation and creativity can occur through goods and services (Russell, 2010). The goods and services a company produces will take on a quality of redemption and will assist the flourishing of a community, instead of being just another product that creates noise. A kingdom minded business should be one

in which the end goal of that business is to create products and services that have the power to reconcile and restore the broken world (Duzer, 2010).

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Corporate Social Responsibility. A great way that Christian's can incorporate creativity and relationships into the business world is seen through Corporate Social Responsibility (CSR). The core belief of CSR is that businesses are an integral part of society and have the ability to make a positive contribution to society (Jones, Hillier, Comfort, 2014). The Commission for the European communities defined CSR as companies incorporating social and environmental concerns into the business operations. When a company embraces CSR it embraces a much wider social, environmental, and economic perspective. Companies no longer become responsible for themselves, but also for society as a whole (Jones et al., 2014). Companies take on a holistic perspective and searches for not just the bottom line, but for the flourishing of the world through relationships and community.

The basic idea of CSR is that society and business are intricately woven together. It views the community it lives within and sells to as existing as one entity, not two distinct parts (Jones et al., 2014). Therefore, CSR is all about building flourishing relationships individually, in communities, and around the world. One distinct example is

J.W. Marriott, former president and CEO of Marriott, stated (2004) that social responsibility is investing in a community of people. His company does this through leadership development on an individual level to current and future employees through mentorship (Marriott, 2004). Jones et al. (2014) stated that CSR is all about the management of the different relationships between the community, environment, marketplace, and workplace. Thus, CSR is the name given to companies that have decided to take responsibility for the impact that their company has.

Corporate social responsibility also challenges individuals within companies to promote human flourishing through creativity. CSR puts a responsibility on companies to provide products to meet customers needs in a way that is efficient, ethical, and environmentally responsible ways, requiring innovation and creativity (Jones et al., 2014). Tesco is an example of a company that seeks to reduce its carbon footprint through the reduction of consumption and emission of greenhouse gases. This commitment has caused Tesco to be innovative through experimentation as they attempt to reduce emissions (Jones et al., 2014). Therefore, CSR affords businesses the opportunity to use their innovation and human capital to serve the world in new creative ways.

Conclusion

Business, specifically marketing, created as something meant to bring God glory in the form of work, has a history of perpetuating the affects of the Fall. Unfortunately, in today's world, marketing is synonymous for different forms of deceit and manipulation. Despite all of this, business marketing currently possesses great potential for glorifying God in today's world. Business has the potential to bring restoration to relationships, and a promotion for creativity through innovation. Business, specifically marketing, has intrinsic value in bringing God's peace, known as Shalom, into the world as it restores the Kingdom of God here on earth through the process of reconciliation and mutual exchange. It is vital for Christian Educators, the Church, and Christian business men and women to understand the power that business marketing possesses intrinsically in the redemption of God's creation as they see how their vocation fits into the grand narrative of the Bible and God's ultimate purpose for our world.

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