

Can morality be brought to market?

Published: January 13, 2026, 8:08 am

[Can morality be brought to market? | Prem Sikka | Comment is free | guardian.co.uk](#)

Prem Sikka concludes:

Making capitalism ethical is a tough task — and possibly a hopeless one. Any policy for encouraging ethical corporate conduct has to change the nature of capitalism and corporations so that companies are run for the benefit of all stakeholders, rather than just shareholders. Pressures to change corporate culture could be facilitated by closing down persistently offending companies, imposing personal penalties on offending executives and offering bounties to whistleblowers.