

The Semantics of the "Faded" Ego: Business Modelling for Wellbeing

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Abstract

The self or ego semantic representation is the norm in current business models for business and economics research in the area of business modelling for wellbeing of individuals. The self or ego semantics is also used for the representation of selected stakeholders (family, friends, doctors, attorneys, co-workers, etc) who have one or more relationships (family, social, legal, economic, etc) with the research subject who have lost part the agency capability to provide meaningful information in relation to questions asked. The selected stakeholders' or alters' views may represent [a] their understanding of the rationality of the patient's ego before the illness and/or [b] the current wishes of the patient's "faded" ego.

The paper explores the ego-net semantics representations as the most appropriate extended ontology to be used in research related to the wellbeing of a patient with dementia in comparison with the ego semantics. Ego-nets can be analysed using the established Social Network Analysis (SNA) methodology and can be drawn around various types of relationships out of which decision making decisions related to rationality and happiness as parts of wellbeing can be derived from stakeholders. The paper re-addresses a number of important research issues in applying the ego-net semantics approach like "fading" stages and related stakeholder network patterns, decision making approaches in relation to Proxies, Trustees, Caregiver[s], Fraud, Care Models, Dementia Friendly Environments and Risk Complexities in Unexpected Events.

Keywords: Faded Ego, Ego-Network, Alter, Semantics, Ontology, Wellbeing, Business Modelling

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