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Arup BARMAN

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‘Mind...to Mindfulness’ as a Conjugative Science. An Apparition on Position of It’s in Advanced Business Curriculum and Social Research

Arup BARMAN ¹

Abstract

This paper delves on place of ‘Mind’ and mind based emerging disciplines in conjugation of social and business science research in the context possible multidimensional education. The author attempted to answer ‘who will pursue such research in future in developing countries of the world?’. In conclusion, he opined that the advanced institutes with advanced labs for mind and brain science, advanced researchers would be able to undertake conjugative research where collaborative pursuit for human problem solving in social, business setting of the world. Through this article, the author has given a call for behavioral, business researchers to undertake research in the conjugative areas for ensuring human, social, environmental questions, and for ensuring global peace and sustainable development.

Keywords:

Neuro Science, Conjugative Science, Mindfulness

¹ Arup BARMAN – Ph.D., Deptt. Of Business Administration, Assam University, Silchar-788011, Email: abgeet@gmail.com

Introduction

Dictionary meaning of mind is ‘intellectual or rational faculty in man; the understanding; the intellect; the power that conceives, judges, or reasons; also, the entire spiritual nature; the soul; - often in distinction from the body (Webster-dictionary.org). According to Rinpoche ‘Mind is a phenomenon; is not body, not substantial, has no form, no shape, no color, but, like a mirror, can clearly reflect objects’. Role of ‘mind’ in human life is an unexplainable theme in the life of sciento-human exploration. Peace, progress, escalation, improvement, evolution of human and humane society is exclusively dependent on the mind of human being. Lama expressed “*Happiness and suffering come from your own mind, not from outside. Your own mind is the cause of happiness; your own mind is the cause of suffering. To obtain happiness and pacify suffering, you have to work within your own mind*” (Vajrapani.org). Similarly, the war, human created destructions, demolitions, degenerations, many negatives, and in-humanism are the offshoots of only human mind. The human mind is among the most essential organs to our survival. And yet, as fundamental a concept as the human mind is, our understanding of it and how it functions is fairly limited (Directory.leadmaverick.com).

Characteristics of Mind

The researcher on Mind is constantly delving deep to explore to mysteries and miracle from behavioural, social, psychological, biological and from the advanced integrative sciences such as neuro-sciences, info-sciences. Auhor Dan Siegal, in his groundbreaking interdisciplinary studies, sythesises disparate ideas into whole new fields, and building bridges between the scientific and psychotherapeutic communities. In his book, *The Mindful Brain*, Siegal integrates mindfulness meditation with brain research to present an entirely new understanding of how well-being merges as a natural but scientifically provable result of mindfulness practices. Through, synthesized work centering on the describing of the characteristics of mind, were identified 51 numbers of mental factors under 6 groups (details in table-1) by the author Siegal. They are –

- *Omnipresent mental factors*- Feeling, recognition, intention, concentration, contact.

- *Determinative Mental Factors*- Resolution, Interest, Mindfulness, Concentration, Intelligence.
- *Negative Mental Factors*- Sleep, Regret, General Examination, Precise Analysis;
- *Virtuous Mental Factors*- Faith, Sense of Propriety, Considerateness, Equanimity, Conscientiousness Carefulness, Renunciation, Non hatred, Non-bewilderment/ open-mindedness, Non violence / complete harmlessness, Suppleness, Enthusiasm / diligence
- Non Virtuous Mental Factors- Ignorance, Attachment, Anger, Pride , Wrong views;
- Secondary Non-Virtuous Mental Factors- Wrath / hatred, Vengeance, Rage, Cruelty, Envy / jealousy, Greed, Vanity / self-satisfaction, Excitement / wildness / mental agitation, Concealment Dullness / muddle, Faithlessness, Laziness, Forgetfulness, Inattentiveness / lack of conscience, Hypocrisy, Dishonesty, Shamelessness, Inconsiderateness, Un-conscientiousness / carelessness, Distraction

Researches on Mind

Normally, the study of mind investigates the nature, functioning, and potentials of man's inner and invisible mental activity. It encompasses things, such as awareness, attention, intention, imagination and concentration (Zimmer, Sntp.net). Human ‘mind’ is a never ending subject of research and exploration from the days of development of human cognition. We know that “in the course of human knowledge man must first make his inquiry into his awareness of himself...” (Louchakova, 2004). In psychology and behavioral science, the study on ‘mind’ is still considered as an advanced area of research and development. In advance psychology ‘cognitive science’ deals mind in conjugation with the mental traits such as introspection, inner sense, or self-monitoring.

In research, mind plays a central role. Because, all good **research** has the power to challenge our **mind** and the good research can change our own thinking (Pellissier, 2008). Researcher selects and identifies the research topic with the help of mind and intellect. Delving over a

particular issue or problem and exploring systematically and scientifically for alternative solutions are done by the mind with intellects of researcher. The tenacity for problem solution and articulation is also an outcome of researcher's mind. In the context of social science research minds for exploration over the issues, behavior, relating to society exposes the level of thinking that spawn from the mind of researcher. In the process of research, 'mind' is considered as a seed tool; intellect of research work as a kernel of the seed. In qualitative studies, mind of researcher is the major instrument of research. The intellectual potential of the mind can be assessed; other faculties e.g., degree of awareness and self-awareness, capacity to generate self-reflective and high order thoughts regarding psychological experiences, and capacities for differentiation among various classes of phenomena are accessed in research through questions. Successful qualitative, and especially phenomenological, research requires systematic training to culture mind of a researcher. The educational techniques, those includes mental and psychological exercises adopted from Vedanta and Sufism for the development of the qualities of awareness, differentiation of the psychological phenomena and structures of experience, decrease of the random activity of the mind and dialogical and traditional meditative methods in many a time study of critical psychology as well as spiritualistic study. Human mind normally engages in the random activity if it is not controlled by proper control. This randomness of activity at personal and collective level is the point of concern for the subject of human excellence.

The Epistemes of 'Mind' in Advanced Social Science Research

In several areas of psycho-philosophy and technology related research work has been forging links between philosophy and empirical science, especially psychology, cognitive neuroscience, technology (information technology) and the social sciences. In the recent publications of in cognitive science (especially *Simulating Minds: The Philosophy, Psychology and Neuroscience of Mindreading*, 2006) has been emerging and also characterized as theoretical science rather than philosophy of science (ase.tufts.edu). The other aspect of psychology is

Analytic psychology, the analysis of the **human mind**, psyche and the unconscious, as well as the conscious components of the mind (psychologycampus.com) is well placed in the modern research social and business science and HRD. Transpersonal Psychology (Louchakova, 2004) is another type of psychology that occupying core subjects such as knowledge and cognitive science, philosophy, meditation and spirituality. The qualitative mind researches takes the help of cognitive and transpersonal psychology (e.g., degree of awareness and self-awareness, capacity to generate self-reflective and high order thoughts regarding psychological experiences, and capacities for differentiation among various classes of phenomena).

'Mind' as a Process in Research

In the process of generating research question mind can be used as tools. To refer such Mind, 'Mind Maps' (or concepts maps) can be used to help frame a research question, plan an essay or a literature search, or take notes in a meeting. Mind maps have grown from their introduction in the 1970s as principally an educational tool and now have extensive use in businesses worldwide (informationtamers.com). The maps are a way of representing information in a visual format that is similar to the way the brain itself maps concepts; i.e. in a non-linear, interconnected view. Mind Maps make use of colour, images and symbols to help stimulate the brain's recall. Implementing a Mind Map in research process is to use the map to state what one already know about a particular topic. The map can then help the researcher to identify the gaps in researcher's knowledge. One can also use Mind Maps to plan a literature search – using images as well as search terms could help stimulate other alternative terms or synonyms. If a researcher annotates the Mind Map as his search progresses he would be able to see how he achieved his end result. The leading authority on mind maps is Tony Buzan. One may want to read his book, *Use Your Head* (1989), for further details of how Mind Maps can be used in a variety of situations.

'Mind' as a Technology

Minds are fundamentally about learning. The technologies of mind and life are really extensions of the ways that most people are already trying to improve their lives (Hibbard, 2008). Today, mind mapping techniques can be used as a technology. The information technology has been enabling researchers and analyzer to use the mind based techniques as the technology which is known as the Mind Mapping Software. There are various versions of Mind Mapping software available, including FreeMind, which can be downloaded free of charge (freemind.sourceforge.net). The other mind technology is Self Mastery Technology that applies "How do we get our brain to turn off the stress and turn on the healthy brain neurochemistry that leads to feelings of wellbeing, exuberant mental health and wellbeing, and peak brain performance?" (self-masterytechnology.com) The **Mind Technology** practices user experience engineering as a holistic approach to improving business processes with applied technology (mrmindtechnology.ca).

Understanding the social brain is an inherently multidisciplinary pursuit. SBS researchers come from a variety of backgrounds (social psychology, cognitive and affective neuroscience, developmental psychology, education) and use a wide array of methods and technologies (fMRI, TMS, ERP) to shed light on how the brain supports both our sense of self and our understanding of others (dartmouth.edu).

'Mind' in Modern Business

'Mind' is a core aspect in case business and management. In case of decision science, strategic management in building mission, vision of business 'Mind' occupies a critical space for exploration and implementation. Without the proper mind set, you can be setting yourself and your business up for a very long road (homebusinessresearch.com). In marketing management reading the consumers mind is a central theme for practitioners, and academia and researcher. The complexity and magnitude of international business questions, researchers must engage in scientific mindfulness to generate relevant ideas, themes and responses. This means taking a thoughtful

approach that is holistic, contextual and cross-disciplinary. It is an approach that transcends the boundaries of traditional disciplines and features breadth and depth of idea generation which uses a variety of methods and calls on a broad range of different academic disciplines. In this mode, researchers generate ideas and themes using multiple sources of information and involving multiple levels of analysis and inter-disciplinary inquiry. Deep contextual understanding of institutional, cultural and societal conditions must be taken into consideration, as they generate ideas and themes. Thus, with the help of mind based techniques and approach exposing the most critical research questions to a larger set of research tools brought to the subject matter of business research by a diverse group of researchers in the field of business (Table-2).

Table-2 Brain Elements and Unified Management of Human System Our personalities have to unify the activities of these disparate set of elements in our brain. Businesses succeeds when they also each of these elements in an unified way.				
Element s	Emergen ce	Key Functions	Roles in Business People Behavior	Managemen t Task
Brain Stem an Oldest Element of Forebrai n	More than 300 hundred Million ago; Shared with ancestral fish, Amphibian s, Stem Reptiles	Self Perservation/S elf Inerest Circuits	Foundation for competitivene ss, Wealth accumulation, Power seeking	Directing Competitive Self Interest toward larger goals
Elements	About 200	Parental Care	Foundation	Inspiring

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of Forebrain Modified in emergence of first Mammals of Limbic System	Million ago	and Social Bonding	for Community Oriented Behaviour; Self Sacrifice Behaviour and Giving	Organisation and Community Engagement
Neo-cortex and Iso-cortex	Within 10 Million years ago	Higher Brain Functions works with older element to create complex self and socially oriented behaviour	Coordination, analysis, much creativity and works with any kind of complexity	Dynamically Balancing the conflicting circuitries to achieve corporate goals
Source: Robert Chapman Wood, Gerald A. Cory Jr., and Osvold M. Bjelland (europeanbusinessreview.com)				

The mind and brain have already becoming an instrumental in decisional and behavioural aspects of leadership in business as depicted in the figure-1 by author *Gerald and Mery*, 2010. The Conflict Spectrum (Figure -1) can help facades the actions of the two fundamental motivating sets of brain elements in business life and help us to strengthen, manage, and balance them (Chapman Wood et al., europeanbusinessreview). Zone 1 on in right is the zone of extreme self-interest; Zone 5 on the left is the zone of extreme other-interest. Zone 3, in the middle, is the zone of dynamic balance. In this figure, examples of behavior are indicated for each zone. The figure allows us to identify

which set of elements dominates a situation and suggests kinds of actions that might bring balance.

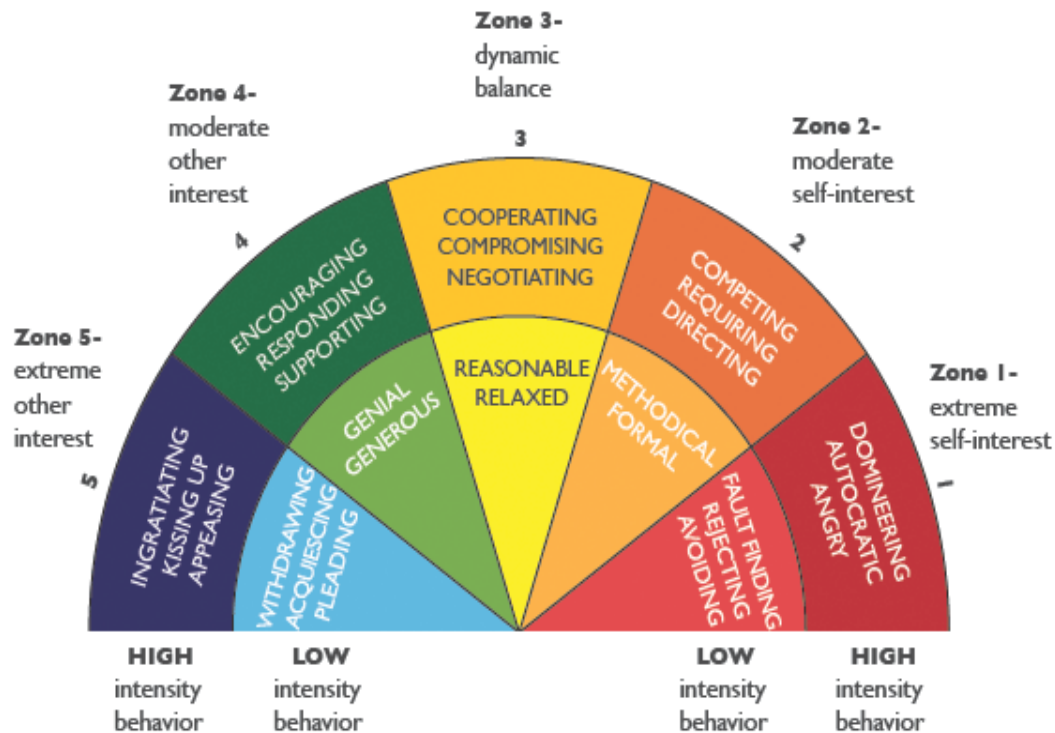


Figure 1- adapted from Gerald A. Cory, Jr. and Marie G. Kivley. 2010. *The Green Handbook: How to Build a Successful Corporate Environment (and Save the Planet Too!)*. ITUGreen Press.

New discoveries in brain science are radically revising our understanding of how human beings think and make decisions, and these new models of cognition are rewriting the conventional wisdom about consumer behavior (Wolfe, 1998). Business is ultimately about people, this trend may innovate new curriculum in the field of marketing. The better we understand brains, the better we understand people and the easier it is to develop powerful strategies that really target people. Today, brain science is taking the hit and misses approach out of business strategy. In case of leadership and service development (prweb.com), brain-powered knowledge and strategies for greater effectiveness as a leader i.e., moving on from introduction to specific concepts to help lead better.

In many areas of economics, the brain science will dominate in future. The following table-3 indicates the advances in Brain and Neurosciences on various areas of management. It is quite evidential that so far the neuroscience in business has been of interest to a more academic-focused audience and the general business community but has been slow to adopt the new research and knowledge (prweb.com).

Table-3 Advances in Brain and Mind Based Research in Business		
<i>Emerging Subjects</i>	<i>Works in Conjugation</i>	<i>Applications</i>
Neuro Economics	Of neuroscience, economics, and psychology; and uses research methods from cognitive neuroscience and experimental economics	To analyse and understand economically relevant behavior. In evaluating of decisions, categorizing risks and rewards, and interactions among economic agents.
Neuroaccounting	A new way to scientifically view accounting and the brain's central role in building economic institutions.	The measure of brain activity during economic decision-making using neuro-scientific methods can prove useful for evaluating the desirability of implementing new policies that run contrary to long-established accounting principles
Neuro-marketing	Application of neuro-scientific methods to analyse and understand human behaviour	Applying neuroscience to marketing may form a basis for understanding how human beings create, store, recall, and relate to

	in relation to markets and marketing exchanges.	information such as brands in everyday life. Neuro-marketers now use cognitive neuroscience in marketing research
Neuro-ethics	Investigation of altruism in neuro-economic research, which suggests that cooperation is linked to activation of reward areas	Neuro-ethics also encompasses the ethical issues raised by neuroscience as it affects our understanding of the world and of ourselves in the world (wikipedia.com).
Neuro-governance	Neuro-governance seeks to explain behaviours of directors, auditors, or even those who breach corporate governance.	Act as a catalyst, in the longer run, in seeking re-unification of the fragmented social sciences (e.g., political science and economics) and social action subjects (e.g., public administration and business administration) that concern governance (Farmer, 2007).
Neuro-leadership	Neuroleadership is the study of leadership through the lens of neuroscience and explores central elements of leadership, including: self-awareness awareness of	Neuro-leadership brings neuro-scientific knowledge into the area of leadership development, management training, education, consulting and coaching.

	others, insight, decision making, (e) influencing	
Source: <i>Brain in Business: The Economics of Neuroscience</i>		

The Next Dimension of Study of ‘Mind’

The next dimension of study on ‘mind’ is mindfulness. Mindfulness is ‘the energy to be here and to witness deeply everything that happens in the present moment, aware of what is going on within and without’ (ccml.info). Mindfulness is a meditation tool emerged from (Pali: sati, Sanskrit: smṛti) plays a central role in the teaching of Buddhist meditation where it is affirmed that "correct" or "right" mindfulness (Pali: sammā-sati, Sanskrit samyak-smṛti) is the critical factor in the path to liberation and subsequent enlightenment (wikipedia.com). The simple meaning of **mindfulness is ‘the quality of non-attached, non-judgmental observation of experience’** (wildmind.org). From the perspective of human activity, mindfulness is a mindful activity or activities those allow us to pay attention in a non-judgmental way to understand the present moment (Siegel, 2010).

Mindfulness practice means to be constantly aware or conscious of what we do. It requires us to keep our minds absorbed in the present moment or what we doing, noticing of the details and nuances of our actions (health-weekly.blogspot.com). In parenthesis 29 there are example of mindfulness “*if we wash a cup with mindfulness practice, we notice the texture and temperature of the cup. We are aware of how much pressure we are applying to the cup with the cloth or brush. We take note of the speed with which we are conducting the activity, and we become aware of our own physical sensations and thought processes. It certainly prevents us from rushing which is one of the goal that we hope from mindfulness practice*”.

In the context of integrating the ‘mindfulness’ in the business context Jonsen and Maznevski (2010) in their work ‘*Scientific mindfulness: a foundation for future themes in international business and management*’, had raised three central questions: Who should decide future trends and themes in international business research? How should we judge which of these

topics are worth exploring? And what environmental forces are driving the future research agenda? Examining these questions they faced some challenge in regard to common approaches that currently characterize international business research. As a result, they proposed the concept of “scientific mindfulness” as the way forward. It is a holistic, cross-disciplinary and contextual approach that requires researchers to make sense of multiple perspectives, from both academia and practice, with an attuned betterment of society as an ultimate criterion for success. Scientific mindfulness requires academics to invite scholars from adjacent fields, practitioners, and other key informants into the normally-closed scientific circle, instead of barricading themselves behind traditional disciplines such as psychology and economics. *Jonsen and Maznevski* (2010) stated in the context of scientific mindfulness and international business research that international business research will benefit from wider interpretations of scholars in adjacent disciplines as well as those outside scholarly circles (Karsten, Maznevski, 2010). Considering the inter connection of four major global issues, it is visualize that all these would continue to affect on international business, climate change, economic and social globalization, the technology gap, and the resulting social and economic inequality, and sustainability would demand this conjugative science in many major arena of human lives.

Possible Curriculum in Business and Economy

The research on mind is a never ending process that would continue till human being remains in the existence. In the context of business and social sciences researches of ‘Mind Research’ will occupy the pivot in conjugation with neuron science and related technology. We can visualize that more innovation of mind technology, with ever changing social, ethical and behavioral issues would incorporate mind and brain science in solving the human problems. The emergence of concept of scientific mindfulness in the context in business problem solving would conjugate new sciences such as Neuron Science, Spirituality, Psychology, Economics, Behavioral Sociology, and Mind Technologies. This conjugation would challenge the researches the collaborative research.

It is observed that mind science as the conjugative science has been increasingly marrying the curriculum for development of holistic cognition among human within the field of business, economy, and psychology. In the future days, with proper planning more curriculum may be discovered to offshoot more meaningful education, and thus to play a vital role in the critical HRD for grave issues for human steps forward. It visualize that there is every possibility of developing innovative an integrative curriculum even for management of global peace.

Since, this paper delves place of 'Mind' and mind based emerging disciplines in conjugation of social and business science, it would better to think on who will pursue such research in future in developing countries of the world. No doubt, the advanced institutes with advanced labs for mind and brain science, advanced researchers would be able to undertake conjugative research where collaborative pursuit for human problem solving in social, business setting of the world. Through this article, the behavioral, business researchers are invited to undertake research in the conjugative areas for ensuring human, social, environmental questions for ensuring sustainable development.

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**Appendix:
Table-1**

Types of Mental Factors	Mental Factors
5 Omnipresent Mental Factors (Aggregate)	1. Feeling 2. Recognition / discrimination / distinguishing awareness 3. Intention / mental impulse 4. Concentration / attention / mental application 5. Contact - the connection of an object with the mind (pleasurable, painful or neutral as experienced by Feeling).
5 Determinative Mental Factors	6. Resolution / aspiration - directing effort to fulfil desired intention, basis for diligence and enthusiasm. 7. Interest / appreciation - holding on to a particular thing, not allowing distraction 8. Mindfulness / Recollection - repeatedly bringing objects back to mind, not forgetting 9. Concentration / Samadhi - one-pointed focus on an object, basis for increasing intelligence 10. Intelligence / Wisdom - "common-sense intelligence", fine discrimination, examines characteristics of objects, stops doubt, maintains root of all wholesome qualities.
4 Variable or Negative Mental Factors	11. Sleep - makes mind unclear, sense consciousness turns inwards 12. Regret - makes mind unhappy when regarding a previously done action as bad, prevents the mind from being at ease. 13. General examination / coarse discernment - depending on intelligence or intention, searches for rough idea about the object. 14. Precise analysis / subtle discernment - depending

	<p>on intelligence or intention, examine the object in detail.</p>
<p>11 Virtuous Mental Factors</p>	<p>The first 3 are also known as roots of virtue.) 15. Faith / confidence / respectful belief - gives us positive attitude to virtue and objects that are worthy of respect. Three types are- a. uncritical faith: motivation is for no apparent reason b. longing faith: motivation is by an emotionally unstable mind c. conviction: motivated by sound reasons 16. Sense of Propriety / self-respect - usually the personal conscience to stop negative actions and perform positive actions 17. Considerateness / decency - avoids evil towards others, basis for unspoiled moral discipline. 18. Suppleness / thorough training / flexibility - enables the mind to engage in positive acts as wished, interrupting mental or physical rigidity. 19. <u>Equanimity</u> / clear-minded tranquility - peaceful mind, not being overpowered by delusions, no mental dullness or agitation. 20. Conscientiousness Carefulness - causes avoiding negative acts & doing good; non-hatred, non-ignorance and enthusiasm 21. Renunciation / detachment - no attachment to cyclic existence and objects 22. Non hatred / imperturbability - no animosity to others or conditions; 23. Non-bewilderment/ open-mindedness - usually understanding the meaning of things, through clear discrimination. 24. Non violence / complete harmlessness - compassion without any hatred, pacifist 25. Enthusiasm / diligence - doing positive acts</p>

	(specifically mental development and meditation) with delight
6 Non Virtuous Mental Factors	<p>THE 6 ROOT DELUSIONS (Delusion is defined as any secondary mental factor that, when developed, brings about suffering and uneasiness to self or others.)</p> <p>26. Ignorance - not knowing karma, meaning and practice, includes closed-mindedness, lack of <u>wisdom</u> of emptiness.</p> <p>27. <u>Attachment</u> / desire - definition: not wanting to be separated from someone or something. Grasping at aggregates in cyclic existence causes rebirth & suffering of existence</p> <p>28. <u>Anger</u> - wanting to be separated from someone or something, can lead to relentless desire to hurt others; causes unhappiness</p> <p>29. <u>Pride</u> - inflated superiority, supported by one's worldly views, which include disrespect of others</p> <p>30. <u>Doubt</u> - deluded indecisive wavering</p> <p>31. Wrong views / speculative delusions - based on emotional afflictions.</p>
20 Secondary Non-Virtuous Mental Factors	<p>Derived from anger:</p> <p>32. Wrath / hatred - increased anger, malicious state wishing to cause immediate harm to others</p> <p>33. Vengeance / malice / resentment - not forgetting harm done by a person.</p> <p>34. Rage / spite / outrage - intention to utter harsh speech in reply to unpleasant words.</p> <p>35. Cruelty -being devoid of compassion or kindness, seeking harm to others.</p> <p>36. Envy / jealousy - internal anger caused by attachment; unbearable to bear good things others have</p> <p>37. Greed / avarice / miserliness - intense clinging to possessions and their increase</p>

	<p>38. Vanity / self-satisfaction - seeing one's good fortune giving one a false sense of confidence; being intoxicated with oneself</p> <p>39. Excitement / wildness / mental agitation - distraction towards desire objects,</p> <p>40. Concealment - hiding one's negative qualities when others with good intention refer to them this causes regret</p> <p>41. Dullness / muddle-headedness.</p> <p>42. Faithlessness - no belief of that which is worthy of respect;</p> <p>43. Laziness - being attached to temporary pleasure, not wanting to do virtue or only little;</p> <p>44. Forgetfulness</p> <p>45. Inattentiveness / lack of conscience – Derived from attachment and ignorance:</p> <p>46. Hypocrisy / pretension - pretend non-existent qualities of oneself</p> <p>47. Dishonesty / hiding one's faults, giving no clear answers.</p> <p>48. Shamelessness</p> <p>49. Inconsiderateness - inconsiderate goodness, ingratitude</p> <p>50. Un-conscientiousness / carelessness- delusions plus laziness;</p> <p>51. Distraction / mental wandering - inability to focus on any virtuous object</p>
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