Consumerism, trust and ethics of relationality in organizations and society

Precrarity and vulnerability are the defining features of human condition that consumerist societies work hard to evade and avoid recognizing. Neoliberalism encourages and gives us moral licence to reject and stigmatise the weak (i.e. refugees or mentally ill) and worship strong and insensitive leaders that enact for us our desire for invincibility. The image of a disembodied and disembedded individual whose needs for social bonding have been replaced by the commandment to consume enjoyment, sustains this neoliberal fantasy. Exploring the relationships between consumerist choice and trust in the context of health services at an institutional, organizational and interpersonal level, I will argue that the shift to the market logic in all domains of life leads to the over-reliance on calculative aspects of trust at the expose of its embodied and social attributes. I will draw on various feminist psychoanalytic approaches developed by Judith Butler, Jessica Benjamin and Bracha Ettinger to propose an ethics of relationality, allowing us to consider the ways in which we are inextricably linked to others and to all of forms of life, and how it constitutes us as social beings.