



Human Value in the Process of Commodity Economic Development

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Abstract. This content aims to clarify human values expressed through personal life and concretize them in career and job positions. Productivity and work efficiency are labor values expressed in money in a market economy. Philosophically, this topic is approached by the methodology of humans and society, combined with qualitative and quantitative research methods such as analysis, synthesis, comparison, and contrast. The inversion method analyzes the relationship between individuals and money. The research results show that humans are both subjects and objects of social life. Human values are respected and expressed through product value, which is affected by the laws of supply and demand, competition, and the market. Treating humans as a commodity can lead to inequality and discrimination. The article concludes that humans are different from animals in that humans create and live in an artificial world, every profession has value and contributes to the existence of society, and discrimination causes conflict. It hinders the development of society. Human value in a market economy is expressed through labor, occupation, and job position, directly affecting product quality and price. The real struggle is to eliminate injustice and protect human rights.

Keywords: Economy, Goods, Human, Money, Values.

1. INTRODUCTION

In the operating mechanism of a market economy, people are not only a factor of production but also the center of all activities. Human values are expressed through essential roles; people are the driving force for continuous social development. People are the source of creativity, innovation, and dynamism, always looking for opportunities to improve the quality of life. The desire to improve life and achieve success motivates people to constantly strive, create new products and services, and promote economic growth. Human knowledge, skills, and experience are the core factors that generate the competitiveness of enterprises and countries. All financial activities, from production to business, aim to improve the quality of human life, reflected in job creation, increased income, and a healthy living environment. However, human values face many challenges in developing a market economy, such as inequality and excessive emphasis on profit. The market mechanism can widen the gap between rich and poor, creating social injustice. Many businesses may ignore social and environmental issues in the fierce competition to achieve the highest profits. Economic development that is too rapid can lead to an imbalance between material and spiritual things, weakening traditional cultural values. Human values are the foundation of sustainable development. In international economic integration, each country must constantly improve the status of people, consider people as the center of all policies, and build a fair, civilized, and prosperous society.

2. THEORETICAL FRAMEWORK OF THE TOPIC

The role of human beings in a market economy is always a matter of concern for scientists and policymakers. Along with the continuous development of the market economy, the role of human beings is increasingly complex and diverse. Human beings participate in all stages of production, business, and consumption. The study "Philosophy of Human Values in a Market Economy" provides a solid theoretical basis for policy development and implementation, identifying factors affecting human values. The research results serve as a basis for the state to build social security policies and workers' rights, promote human resource quality improvement, and ensure sustainable socio-economic development. This research is significant for social organizations and enterprises in cooperation and improving competitiveness, ensuring satisfaction for all parties, between investors and workers. The current research situation is reflected in many aspects, including human value as a production factor, human value as a development goal, human value in globalization, and human value in the Industrial Revolution 4.0. Research on human value as a production factor focuses on assessing human contributions to the production process and creating added value. Research on human value as a development goal emphasizes improving the quality of life and ensuring social equity. Research on human value in the context of globalization has extensively analyzed the impact of globalization on human value, especially the issues of income inequality and unemployment. Research on human value in the Industrial Revolution 4.0 has explored the new opportunities and challenges technology poses for human value. In terms of research methods, researchers have used both quantitative and qualitative methods and combined both. Quantitative methods often use statistics or economic models to analyze data, while qualitative methods collect information to compare and contrast practice and theory through interviews or field surveys. Combining methods is the most effective.

Research results have demonstrated the critical role of human values in the market economy: human values. Many studies have shown that enterprises with positive corporate cultures and investments in human resource development often achieve higher business performance. In addition, studies have also shown that the gap between rich and poor is increasing, especially in developing countries. The rapid development of technology is fundamentally changing the employment structure, requiring workers to learn and improve their capacity

continuously. However, in the new context, many issues still need to be further studied, such as the impact of artificial intelligence on human values and roles, the construction of an accurate and comprehensive index system to measure human values, the role of social norms in shaping human values, and the relationship between sustainable development and economic growth. With the rapid development of artificial intelligence, many jobs and occupations of an intuitive nature are automated, which raises issues about job creation, future labor distribution, and the role of humans in the production, business, service, and service processes. Therefore, it is necessary to comprehensively clarify the meaning and value of humans for human development and to put forward appropriate social security policies. In addition, culture plays a vital role in shaping human values, so further research on the relationship between culture and human values is fundamental. A significant challenge today is balancing economic growth goals and environmental protection to ensure sustainable development for future generations. The topic of "Human Value in a Market Economy" is an open and fruitful area of research. Further research on this issue will help people better understand the central role of humans in society and provide practical solutions to improve the quality of human life.

3. RESEARCH METHODS

The novelty of this topic is approached from the methodological perspective of humanistic philosophy and social philosophy, thereby clarifying the close relationship between market economy and humanistic values. Humans are the target and driving force of the market economy and the subject of positive and negative impacts and changes. Going deeper into this issue, the author has combined qualitative research methods to analyze, synthesize, and compare the complex interaction between human and product values. Specifically, the author examines the impact of commodity prices on labor prices, job positions, and occupations. In particular, the author also uses the method of logical reversal to clarify the two opposing sides of the market economy: the freedom to buy and sell goods, when applied to the labor sector, becomes a tool to rationalize human trafficking. The law recognizes the right to free labor and the legality of labor trading. It rationalizes the exchange in which the job buyer becomes the labor seller, and the job seller becomes a labor trader for profit, intensifying the social gap between rich and poor.

4. DISCUSSION

4.1. Human Values

Truth is the foundation of life, and conversely, life is the embodiment of truth. Truth is a tool for human survival, but all human activities, whether physical or mental, are directed toward a higher goal: the survival and development of the species. Therefore, when focusing too much on the ultimate goal, humans quickly turn the result into an absolute ideal that must be achieved at all costs. Humans cannot be separated from their present life; they are always intertwined and influence each other. The unity between humans and present life is an undeniable natural law. Life enriches individuals through various abilities and needs, making life more meaningful. The instinct for survival and the maintenance of the species drives the continuous development of all living things. When life ends, all other values become meaningless.

On the contrary, if life were eternal, other goals would lose meaning, and everything would become redundant. Every object and phenomenon has its value in this finite life. It is the finiteness of life that creates appreciation and meaning for each moment. Objects are appreciated when they serve the existence and development of humanity. Therefore, what does not contribute to human life will gradually lose value. However, the value of an object also depends on whether people use it or not. Objects that are chosen and utilized will bring value, while objects that are forgotten will become meaningless. Without matter, life cannot exist. Grass feeds cows, water feeds humans, and all living things depend on a complex ecosystem. Life can only exist when it interacts with its environment. This environment is very diverse, from natural factors such as temperature, air, and water to social factors such as communication, family relationships, religion, and social organization. The diversity of the environment creates the richness of human life. "Enhancing cooperation between the public and private sectors can positively impact achieving environmental sustainability goals. Encouraging partnerships between sectors can facilitate the exchange of knowledge and resources and enhance the implementation of renewable energy projects" (AL-Ezairej *et al.*, 2024, p. 929).

Human life is a series of choices. Objects that are not chosen to serve the purpose of survival will become meaningless to that individual. However, biodiversity plays a vital role in maintaining the balance of the ecosystem - the living environment, whether natural or social, is valuable to humans. The value of the environment depends on human perception and action. If each person chooses to protect and develop the environment, its value will be enhanced. Objects become valuable when people choose and use them to serve life. Humans have created value for objects in the objective world as subjects of perception and action. Each individual is a separate world, a subject that creates value and an object that enjoys value. There is no value more noble than human value. Humans are the perfect result of the evolutionary process, the most sophisticated tool, and the most precious asset of nature. Wealth, power, status, creativity, truth, and freedom are all values from human social interactions.

People are always at the center of all values. Regardless of the circumstances, the survival instinct always urges each individual to protect their life and the community. It can be said that all values are directed towards people and serve the needs of each individual. Every product created, from simple objects to complex works, is aimed at meeting human needs and capabilities. Products that do not bring value to each person will become

meaningless. There is no greater joy than satisfying needs and developing one's full potential. However, there is no greater loneliness than living alone; life will become meaningless without interaction with those around you.

People experience the world through their senses. Each sense helps each person perceive a different aspect of life. The senses are not only tools for each person to survive but also the door to the world of emotions, thoughts, and perceptions. Thanks to the senses, humans can form rich and diverse experiences. Both humans and animals need the senses to interact with the environment and adapt to natural changes. When basic needs have been met, humans often seek new experiences. "Boredom" with familiar things motivates people to explore new things, creating more diverse needs and abilities. Every action in life can change a person's emotions, and these emotional changes are the source of creativity. "Psychological empowerment is one of the most important approaches to developing organizational and administrative work and is a source of creative thinking. It can unleash the potential of human resources and optimize their utilization, especially in addressing and solving problems" (Almayali et al., 2024, p.860).

The objects around us directly affect our emotions, arouse various emotions, and help us understand ourselves better. Whether big emotions or small vibrations, they all play an essential role in social development and species maintenance. Emotions motivate people to create new needs or change their living environment to suit themselves better. However, because each person's life experience is different, emotions will also have their nuances. The physical world is the "stage" where people explore and experience life. The body's response to external stimuli results from a long evolutionary process, helping people adapt to their environment. When people become less sensitive to the effects of the surrounding environment, it may be a sign that their senses have become "dull" due to the adaptation process or a passive lifestyle. By restoring the sensitivity of the senses, each person can proactively change the living environment, form new habits, or seek new experiences. The senses are an essential bridge between people and the surrounding world. Each person can feel and experience life to the fullest through the senses. People are always at the center of all relationships, bridging nature and society. Both life and matter exist to serve human needs and abilities. The need to survive is an instinct of each individual. When needs and skills change, human perception of the world also changes. Subjective emotions contribute to creating a separate cognitive world for each person. However, when receiving too much information, the senses can be overloaded, leading to hallucinations or paranoia.

On the contrary, when one sense is defective, the remaining senses often develop stronger to compensate. At first, adapting to the loss of a sense can be difficult. However, the brain is adaptable and will find ways to maximize the remaining senses. Human creativity has created many tools to support people with sensory disabilities, helping them integrate into the community. For example, Braille helps blind people read, and visual assistive software helps blind people work more effectively. Each sense is vital in helping people perceive and experience the world. Vision allows each person to admire the beauty of nature; hearing helps each person enjoy music; taste brings many different culinary experiences; smell helps each person recognize scents; touch helps each person feel warmth, coldness, and softness. The harmonious combination of the senses creates a rich and multidimensional picture of the world around them. People communicate through language, music, cuisine, visual arts, and gestures. These interactions help people connect and nurture creativity. Diversity in life has created unique individuals with different abilities, needs, and emotions. When each person's skills and needs are unmet, people will find ways to adapt and develop new solutions, demonstrating high flexibility and adaptability. However, familiarity with daily life can sometimes make people passive and limit their ability to explore.

On the contrary, when living conditions improve, people will have more opportunities to experience new things, enriching their lives. No matter how the economy fluctuates, the need to explore and experience is always an indispensable part of human nature. Microscopes and telescopes are valuable tools to help people explore the universe, from the microscopic world to distant galaxies. Both expand people's vision, allowing them to observe things invisible to the naked eye.

Every element, from tiny bacteria to giant planets, contributes to the vastness of the universe. The invention of the microscope and telescope is a result of human creativity. Tools like microscopes and telescopes are valuable because they allow humans to discover new things and expand their understanding of the world. Imagine if technology allowed humans to magnify bacteria to see details or shrink planets to explore them directly. "It has been found that A.I. technologies enhance the communicator's ability to analyze information and derive new media ideas, and also contribute to developing their scientific and applied knowledge to carry out their media duties" (Abduljabbar et al., 2024, p.290). At that time, the concept of size and distance in the universe will change completely, showing that how each person perceives the world depends greatly on the tools and technology each person uses. However, if human senses are sensitive enough to observe bacteria and planets without direct support tools, will the way each person perceives the world change?

Theoretically, each person can even "see" through natural "microscopes" and "telescopes," such as the lenses of tiny organisms or distant planets. Although this may seem far-fetched, it shows human perception's relative and subjective nature. Due to limited senses, humans need tools to explore the world. Just as microscopes and telescopes aid vision, microscopic organisms and planets also play an essential role in expanding each person's understanding of the ecosystem. Life, including humans, depends on the living environment, from tiny creatures to giant celestial bodies in the universe. Microscopes and telescopes have helped humans expand the space and time of perception, enhancing the value of life. These tools act as bridges, exchanging information between humans and the surrounding world, from the most minor things to the vastness of the universe. All are connected in a balanced system. The senses are tools for interacting with the outside world and are the foundation for

human creativity and development. The need to communicate, explore, and satisfy curiosity has motivated humans to create new tools, expanding their understanding of the universe. However, human perception is based on combining senses and cooperation between people with different senses. The blind need the "eyes" of the deaf, and the deaf need the "ears" of the blind. The limitations of each sense created the need for cooperation and complementarity among humans; human life requires each other's perfect senses.

When humans faced the limitations of nature, the division of labor appeared. "The division of labor, which is the driving force behind social development, is also the cause of polarization between the rich and the poor" (Quocet al., 2024, p.1653). Manual labor was separated from oral labor, leading to social differentiation. Language, the product of oral labor, became famous as humans' communication needs increased. The ability to use information and language to express ideas, concepts, and arguments facilitated humans' continuous creation and development of knowledge. Humans began to command and influence each other through language. Human value lies not only in manual labor but also in the ability to use language. Language is not only a tool for survival but also a means of education and transmission of culture and knowledge between individuals and communities. "Educationalists, designers, and researchers can advance digital education by adopting the best models and exploring new areas of inquiry that improve human-centered learning and global access" (Sayed et al., 2024, p.970). The division of labor has created a diversity of occupations, from producing materials to sustain life to making weapons to protect the community, from using force to dominate to using language to persuade and educate.

4.2. Human Values in Professional Life

Nature is the source of life, providing humans with everything necessary to survive. Humans have created cultural and economic values and impacted and transformed nature in development. The relationship between humans and nature is dialectical, constantly influencing each other. However, while prioritizing economic development, humans sometimes forget the connection between nature and spiritual values. Human needs are very diverse, including both material and spiritual needs. Music, art, cultural heritage, and traditional values prove this. The relationship between individuals in society is also very complex and multidimensional. Human beings are the result of nurturing and education from childhood to adulthood. Each generation is a link connecting the past with the future, playing an essential role in maintaining and developing human values. "Encouraging employees to embrace change and learn new technologies can enhance organizational resilience and readiness for future challenges" (Moghimi et al., 2024, p.949).

From indiscriminate exploitation, humans have moved to planned exploitation, environmental protection, and sustainable development. Realizing the consequences of indiscriminate exploitation, humans have tried to find ways to restore the environment and build better social relationships. Love, trust, and mutual support are the essential foundations of human life. Human value lies not only in material but also in the spiritual values they create. Human creative products, made from labor and intelligence, reflect the value of life. Many human products have contributed to improving the quality of life and prolonging life. When focusing too much on material values, people easily ignore the profound spiritual values that those products bring.

Music, art, and crafts are all tools that help people express themselves, connect, and create new values. Artists, musicians, designers, and entrepreneurs are all creative people who enrich life. However, their work is only meaningful when it touches the emotions and meets the needs of the public. Communication is an important bridge that helps people understand each other better. While the senses help people explore and appreciate the world around them, emotions also help them connect and understand each other better. Language, gestures, and actions are ways to communicate and express each person's creativity, culture, and personality. Music, art, and cuisine help people discover themselves; communication helps people better understand the people around them. Mutual learning between individuals through direct, honest communication to share emotions and build sustainable cooperative relationships. Communication forms and orients each individual's lifestyle; each person needs each other, creating diversity in social life. The knowledge that people gather through their senses can be subjective or objective. However, relying too much on personal emotions and ignoring objective factors can lead to wrong decisions. "Self-hatred and repulsion are central symptoms in many personality disorders like borderline personality disorder and depression, usually accompanied by guilt and self-reproach for actions perceived as wrong" (Al-Munif et al., 2024, p. 999).

On the contrary, focusing too much on objective knowledge can make people rigid and uncreative. In a market economy, people must balance between reason and emotion. Objective knowledge provides a solid foundation, but personal experience and emotion help people make creative and appropriate decisions for each situation. Scientific knowledge is valuable and is the driving force behind human development. However, subjective and one-sided knowledge can lead to misunderstandings and cause many serious consequences. Science comes from practice, so knowledge can be at many levels: emotional, rational, practical, or theoretical. Scientific knowledge helps people live in harmony with nature, while non-scientific knowledge can cause ecological imbalance and social conflict. Knowledge does not only come from books but is also accumulated through life experiences. Each person learns and develops himself through communication and interaction with those around him. Diversity of perspectives and experiences enriches life and promotes the development of society. When combined with scientific thinking, knowledge will create significant breakthroughs. However, each person must balance knowledge, emotions, and spiritual values to have a fulfilling life. Although science helps each person understand the world better, there are still many things that science cannot fully explain, such as the meaning of

life and the value of emotions. Instead of putting science first, people should consider it as a supporting tool. Combining scientific knowledge with life experience, intuition, and emotions will help people make wise decisions and live meaningfully. As diverse and complex creatures, humans are not only products of science but also creators of science. With its varied fields, science has created specialized research objects for scientists. Science is an achievement of humanity and a driving force for social development. In communication, each person is both a transmitter and a receiver of scientific knowledge. "Philosophy of Science assists society and policymakers in making thoughtful and ethical decisions when facing the challenges of modern technology, ensuring that technological innovation brings not only progress but also fair and equitable prosperity" (Marune et al., 2024, p.786). The exchange of knowledge helps bring people closer together and promotes development. In a market economy, people must constantly learn and enrich their knowledge. Knowledge is only meaningful when applied to real life and meets the needs of society. People are not only individuals but also indispensable members of a community. The market economy is where buying and selling activities take place, and it is also an environment in which each person can learn, create, and develop. Communication promotes the development of individuals and communities in terms of knowledge and life experience. In a commodity economy, each person needs to know about the art of living, which is the way of life and the lifestyle in a commodity economy. The diversity of individuals in life, from talented individuals to individuals with exceptional circumstances, reflects the richness and diversity of the art of living. Many people believe that the beauty of life is the most critical measure to evaluate a work of art. However, in addition to paying attention to the relationship between humans and nature, each person should also appreciate the unique values that artificial art brings. However, "an artificial life depends on artificial intelligence, virtual reality, cyborg studies, nanotechnology, digital reality, and evolutionary facts formed in science fiction literature" (Tahir et al., 2024, p.289). The balance between science and art will enrich each person's life.

Similarly, science helps people understand nature more deeply. However, if we only focus on theoretical research by combining it with practice, each person will easily have real breakthroughs. Human perception must harmoniously combine scientific theory and practical experience to create a complete picture of the world. Humans are an inseparable part of the ecosystem and society. Each individual's knowledge is formed through communication and is deeply influenced by the living environment. Both art and science are products of creativity and are inspired by life. Therefore, every human product has its value. "When using products as a measure, people are discriminated against. When people are used as a measure, truth, creativity, freedom, and responsibility become the criteria of life" (Quoc et al., 2024, p. 874). The core value of humanity is equality, which is reflected in the right to be respected and treated fairly. However, the diversity of sexual orientation, ability, needs, and characteristics leads to different labor segments. Instead of trying to eliminate differences, we should respect and maximize those differences; all are equal and have the opportunity to develop. Social injustice is not a difference in ability but is caused by discrimination.

Everyone has the right to be given the conditions to develop and contribute to society equally. However, interfering too much with nature and technology can cause unpredictable consequences. Each individual is independent, but each person shares the same core human characteristics: love, respect, and the desire to cooperate. In contrast, possessiveness, violence, and disrespect go against human nature. "In the past, the relationship between humans and nature, especially in reproduction, was closely related to the existence and maintenance of the species" (Quoc, N. A., & Van Y, N., 2024, p. 776). The same species will cooperate and support each other to develop, while other species often compete and exclude each other. Understanding similarities and differences will help people respect each other in a market economy.

Science provides each person with valuable knowledge but cannot replace creativity and understanding between people. Diversity in thinking is the driving force for development and enriches life. Knowledge exchange is a two-way interactive process that requires initiative from both the transmitter and the receiver. Each individual is responsible for sharing their knowledge and, at the same time, has the right to access knowledge freely. A market economy needs to create conditions for everyone to maximize their abilities. Small daily actions and preserving human values will contribute to building a civilized and sustainable market economy.

Relationships in a market economy, from doctor-patient to teacher-student, husband and wife, and other social relationships, aim to improve the quality of life. However, when we focus too much on achieving material success and personal goals, we risk turning life into an endless competition. At this point, satisfaction becomes only material, leading to loneliness and unhappiness. In a diverse market economy, every profession plays an important role. However, serving others brings true meaning to work. For example, doctors not only treat diseases but also need to create a warm, trustworthy space for patients to feel safe. Teachers must impart knowledge and build relationships of respect and trust. Everyone has a mission to survive in the outside world, which is joy and satisfaction in life. The value of a person is not only the life of an individual but also the life of others. People must share material things, emotions, and experiences in interaction. Life is not simply about accumulating material things but also about finding meaning. People will feel happy and satisfied when work becomes part of their mission. Money is an indispensable part of life but should not become the only goal. Work is a means of earning a living and an opportunity for each person to express themselves and contribute to the community. Although each profession has its characteristics, they all aim at common values such as creativity, efficiency, and contribution to society. The profession is a bridge to help people understand each other better and create new values. People create material products, express themselves, and create valuable spiritual values through labor. People are always the core element; trust between people is a solid foundation for all relationships,

especially in the working environment.

The diversity of professions enriches the market economy and creates a multidimensional and dynamic society. However, when focusing too much on profit and material value, each person risks losing the noble human values in labor. It is a misconception that money is the only measure of the value of a profession. However, economic development and living standards are measured by income and the price of money. Every transaction, exchange, and purchase with money brings a monetary instinct to life. "In credit relations, it is not money that man eliminates, but man himself is transformed into money, or money is acquired, in man, in his body" (Marx et al., 2000, p.37). Each profession has its meaning and contributes to the overall development of society. The market economy needs to create conditions for people to choose and develop careers that suit their abilities and interests. Discrimination between professions is a social injustice that needs to be overcome. Every profession deserves respect, regardless of high or low salary. Creativity is the main driving force behind the development of the market economy. However, the value of a product depends not only on creativity but also on market demand according to the needs and capabilities of the market to satisfy effectively. There is a misconception that people are just tools to create profits or benefit others, thereby forgetting the creative function in work, career, and job position. Labor is essential in a market economy, but it is wrong to consider people as commodities. The right to labor is a fundamental human right, and forced labor is a serious violation of human rights. Each individual has a unique value that any material measure cannot measure. The concept of "surplus goods" is inappropriate in a healthy economy. Counterfeit goods appear due to the motive for profit and the lack of awareness of some manufacturers. Counterfeit goods not only reduce the quality of products but also negatively affect the interests of consumers.

When demand exceeds supply, resource scarcity can lead to severe socio-economic problems such as inflation, shortages of goods, and even conflicts. High competitive pressure, inequality, and lack of opportunities in a market economy can make people susceptible to negative behaviors such as fraud, corruption, and violence. "Inequality in property ownership creates a vicious cycle where the wealthy, with their power and privilege, easily set rules that benefit their group, further widening the gap between the rich and the poor" (Quoc et al., 2024, p. 975). Concealing these behaviors is only temporary and will be discovered sooner or later. "If pushed by the policymakers, these reforms bring change to the present-day vocational educational system, enhancing the students' competency to achieve success on par with the goals of their chosen vocations and the society and the economy as a whole" (Zeng et al., 2024, p.373). However, increasing competitive pressure can lead to serious social consequences, such as labor exploitation, inequality, and social imbalance, especially when resources become scarce. Under such conditions, human values and other factors can be distorted. The rules of the market economy are not immutable. However, they are constantly being formed and adjusted based on historical experience and each country's specific economic, political, and social context.

Each individual is unique and has their own goals in life. However, in a modern consumer society, comparing oneself with others and setting overly high standards of success has put tremendous pressure on many people. Diversity is the core driving force for the sustainable development of the market economy. "Money is necessary for competitive development, but its consequences cause resource depletion, social division, and distortion of creativity" (Quoc et al., 2024, p.4079). The relationship between people, work, career, and property has many factors, including traditional and modern values. Honest communication is the foundation for building and maintaining any relationship. "He who is trustworthy in tiny matters is trustworthy also in much, and he who is dishonest in tiny matters is dishonest also in much" (Matthew et al., 2012, p.251). Personal interests are an essential factor that influences each person's decision to tell the truth or lie.

When personal interests conflict with rules, individuals are easily tempted to choose to lie to achieve their goals. Moral education is essential in forming individuals' sense of honesty and responsibility. In addition, creating and perfecting monitoring and handling mechanisms for violations is also necessary to prevent violations and protect the community's interests. The relationship between individuals, the market economy, and morality is a complex, ever-changing issue with many layers of meaning. Ethical standards in a market economy are essential to maintain order and promote sustainable development. "Human personality and morality have become objects of purchase and sale and have become the material in which money exists" (Marx et al., 2000, p.37). However, strict adherence to these standards in a fiercely competitive environment is a great challenge for each individual. In addition, establishing and perfecting monitoring and handling mechanisms for violations is also necessary to prevent wrongdoing and protect the interests of society.

4.3. Human Prices in Market Economy Conditions

The market economy brings many diverse products, services, and occupations. However, unfair distribution, counterfeit, and poor quality goods have reduced the quality of life of many people. Building and enforcing professional standards is extremely necessary to overcome this situation. These standards are a measure of professional qualifications and the basis for ensuring the quality of products and services. Workers will be motivated to improve their qualifications when professional standards are improved, enhancing product and service quality. In addition, strict implementation of professional standards also helps eliminate counterfeit and poor-quality goods, protect consumer rights, and create a healthy business environment. If they are flexible, they can stifle individual creativity and development. "Everyone has the right to live a happy and meaningful life, free from social norms. Social norms allow people to interact and cooperate effectively" (Hung et al., 2024, p.4665). Instead, people must build a system of diverse norms that respects individual differences and encourages

creativity. In a market economy, building and maintaining an effective system of norms requires the active participation of many parties, including policymakers, businesses, social organizations, and citizens. But “Strict adherence to norms can sometimes stifle human creativity” (Quoc, N. A., & Van Y, N., 2024, p. 776). Everyone must know their responsibility to comply with common standards and build a fair, civilized, and sustainable society. Imposing general standards on everyone, regardless of individual differences, creates a sense of injustice and hinders the development of society.

Each individual is unique and carries their values. By judging people only through a general stereotype, each person denies the diversity and richness of humanity. In a market economy, money is often considered a measure of value. “Money promises to satisfy all needs, but at the same time, it can also lead to greed and dissatisfaction. In modern society, finance has become essential to a person's power, status, and self-esteem” (Van Y et al., 2024, p. 1875). However, the value of a person cannot be measured solely by money. In modern society, with the strong development of the market economy, everything seems priced in cash, leading to the extensive commercialization of many aspects of life, including love. “What exists for me thanks to money, what I can pay for, that is, what money can buy, is myself, the one who has money” (Marx et al., 2000, p.212). Love, a noble spiritual value, is easily distorted when attached to material things. The commercialization of love leads to consequences such as arranged marriages, love for profit, and seriously unbalanced relationships. When love becomes a commodity to be bought and sold, it loses its inherent pure beauty. True love becomes fragile in modern society, where material values are increasingly emphasized.

Trying to buy love with money is an illusion. “People should not consider money as the only determining factor in life. Individuals must balance economic, social, and environmental interests to improve society. Providing values such as work, association, and rational activity is necessary” (Giau et al., 2024, p. 9248). Love is not a measurable transaction. When each person treats love as a business, both parties lose value. In a commodity economy, it is necessary to educate people about the importance of true love. When each individual is respected, and their potential fully develops, the division of labor will create more value for society.

The value of a job is not only measured by salary but also by its contribution to the joint development. Whether intellectual or manual labor, every job is important and deserves respect. In the modern economy, knowledge plays an increasingly important role. At the same time, everyone needs to learn and innovate continuously to meet the growing needs of society. A sustainable market economy is based on economic growth and must respect cultural diversity and protect the environment. Scientific knowledge is the driving force for development but is not the only measure of human value. Therefore, everyone must harmoniously combine economic growth and environmental protection to build a sustainable market economy. The application of science in production must go hand in hand with ensuring environmentally and socially friendly products and services. Scientific knowledge provides practical solutions to social problems, while traditional values guide people with principles of life and ethics to apply knowledge responsibly. “In this paradigm, respect for indigenous knowledge is paramount, bringing forth centuries of wisdom and practices that have long embraced a harmonious relationship with nature” (Peters et al., 2024, p.19). This combination not only helps preserve national cultural identity but also creates new values, contributing to the expected progress of humanity.

People must harmoniously combine economic growth and environmental protection to achieve sustainable development while minimizing social inequality. Overemphasis on short-term economic profits can lead to many negative consequences, such as indiscriminate exploitation of resources, environmental pollution, and widening the gap between rich and poor. “Additionally, the findings highlight the positive impact of A.I. in personalizing content based on precise audience data analysis, which enhances the viewer experience and increases satisfaction” (Makki et al., 2024, p.265). Enterprises must be socially responsible, aiming for profit and caring about society's sustainable development.

The remaining value in labor, career, and products is measured by the price of wages, salaries, and goods exchanged and bought and sold. The value of people becomes price, calculated by money in a market economy. “Humans are not only products of humans but also products of goods and money. Money is necessary for competitive development, but its consequences cause resource depletion, social division, and distortion of creativity” (Quoc et al., 2024, p. 4079). The buying and selling of commodities becomes the buying and selling of jobs, positions, careers, and labor; that is, the buying and selling of people. In a market economy, each individual sells their truth, creativity, freedom, lies, instincts, and slavery, measured in terms of money. Human life in a commodity economy is oriented by cash, the trend of social development is outlined, and the maximum exploitation of individual potential is achieved by money. Money makes individual life two-sided; good and evil are determined by the amount of money earned. The amount of money earned can be good or bad.

5. RESULT

From the discussion, the result is:

First, the objects of life are alive, but the chosen objects have value, while the unchosen objects are meaningless to life. The object's value is the value of the chosen subject; the subject is the value. People are both the subject and the object of each other's life, so everyone is respected.

Second, the value of people becomes the value of the products that are perceived, created, and produced. These products are not only for the subject to exist but also for others to live. Products that are exchanged, bought, and sold with money become commodities.

Third, the price of commodities is determined by the law of value, supply and demand, competition, and the

market. People living in a market economy need many different types of commodities. Money and commodities are different, but cash and commodities are unified in exchange.

Fourth, life needs goods to survive, leading to the need for money to exchange, buy and sell goods. Life is paid for by money; the whole process of earning money pays for the entire life, so money becomes the price to measure living standards, enjoyment, and income. Differences in life, occupation, and job position can lead to discrimination between people.

6. CONCLUSION

With the results achieved, I can draw some conclusions as follows:

First, animals live in the tangible natural world, while humans live in the products created. Products are not only for the subject to exist but also for others to live. Mutual satisfaction without compensation and profit, when there is no mutual satisfaction, is to force each other's lives. That is, to appropriate each other's products.

Second, all occupations are the value of life; different occupations are the division of labor; all are good for human existence. The normative force in the market economy is cooperation and solidarity in the division of social labor. Money creates competition to eliminate counterfeit, fake, and poor quality goods to improve the quality of life and eliminate lies and social injustice, in which all lives are fair and equal. Therefore, there is no discrimination against people to make the social environment better.

Third, discrimination makes people hostile because they do not know how to appreciate each other's lives. Money teaches people to serve, care for, and help each other. A life of serving money becomes a person with money to be served; therefore, having money means being served, cared for, and helped in the market economy.

Fourth, human values in the market economy are expressed in labor, occupation, and job position, leading to efficiency, productivity, and product quality. The product of exchange and purchase is the price of goods. People become commodities in the market economy, measured in money. Profit makes goods redundant when there are no users and consumers, and money becomes meaningless; therefore, goods need people to make the population larger. People are the value of goods.

Fifth, promoting human values in a market economy means eliminating counterfeits, shoddy goods, and professional dishonesty. Eliminating artificial injustice means reclaiming human rights. The struggle is not to eradicate artificial values but to eliminate lies in a commodity economy.

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