

Systemic Behavior by Social Responsibility → Transformation

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Transform, MB 17 9 2013

The selected problem

Hawaii, spring 2013, CO2 like 3 million years ago →

Neoliberal economics → detrimental – monopolies by
,market fundamentalism' & only 15% with +6\$/day →
new international documents against neoliberal economics
& for way out from the crisis:

E.g. UNO around 2000; CSR Europe; EU 2011; ISO 26000
(2010) → systemic behavior by:

(1) interdependence, and (2) Holistic approach

HUMAN PROSPERITY VS. GDP GROWTH?

Growth, crisis, and prosperity

Cassiers (2011):

cultural, political, financial, economic, alimentary, ecological,
and social crises

Being – having

Growth \neq prosperity (6 rich countries; world misery)

Human well-being = sign of prosperity \leftarrow VCEN, not
knowledge only \leftarrow systemic = requisitely holistic approach
= all crucial viewpoints/professions & attributes in synergy

Definition of social responsibility (SR) - 1

CSR = responsibility of co-s for **impacts on society** (EU, 2011)

SR Principles:

- (1) Accountability,
- (2) **Transparency**,
- (3) Ethical behavior,
- (4) **Respect for stakeholder interests**,
- (5) Respect for the rule of law,
- (6) **Respect for international norms of behavior**,
- (7) Respect for human rights. (ISO 26000, 2010)

Definition of social responsibility (SR) - 2

(3) Ethical behavior =
values of

honesty,

equity and

integrity =

- concern for people, and the environment and
- commitment to address the impact of one's activities and decisions on stakeholders' interests.

Definition of social responsibility (SR) – 3 ISO 26000

7 contents:

1. Governance, management, organization
2. Labor practices
3. Environment
4. Fair business practices
5. Customers
6. Human rights
7. Broader community

2 linking concepts:

- 1) Interdependence
- 2) Holism



Social responsibility – innovation process against problems caused by one-sidedness; precondition for sense-making = thriving life/society/economy

Lack of SR = lack of requisite holism → oversights → failures

IIDP and innovation, as its outcome, need a broader definition

Business program

Organization

Methods

VCEN

Our habits

Technology

Management Style

Management Processes

Business style

Others' habits

Innovation – dialectical system of preconditions (**SR** and **systemic behavior** included)

Innovation = (invention X entrepreneurship and entrepreneurial spirit X requisite holism X management X co-workers X innovation-friendly culture X customers X competitors X suppliers X natural environment X socio-economic environment and other outer, i.e. ,objective‘ conditions X random factors, such as luck).

Ideas – inventions – suggestions – potential innovations – innovations – diffusion – authors‘ benefit & new ideas

Social responsibility – potential innovation that reduces troubles/cost by systemic behavior

SR = innovation of VCEN and management/governance – RH

Market and government – not reliable, one-sidedness, no RH

Costs of systemic, e.g. **honest behavior** < cost due to **mistrust, one-sidedness, etc.** = strikes, **poor work/creativity**, lost partners/markets, **dangerous natural environment**, illnesses, **misery** etc.

SR → ownership = right of use without abuse;

SR → **less problems** of (1) **extreme division** and (2) affluence

Strategy of Promotion of Social Responsibility - 1

SR Mission = promote global VCEN of SR → **survival** of the current civilization (by RH behavior) → strategy, e.g.

1. **Research on SR**
 2. Law supporting SR
 3. **Professional SR programs**
 4. Cooperation promoting SR
 5. **SR in education programs**
 6. Public Relations on SR
 7. **Portal on SR**
 8. **Examples**
 9. Collect info/cases etc.
 10. **Support SR initiatives**
(not accepted so far in **Slovenia**)
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Strategy of Promotion of Social Responsibility - 2

Humans as:

- **Consumers** – less/no greed, **just real needs** press for SR &
- **Organizations**: (1) suppliers, (2) customers, (3) **public awareness makers and users &**
- **Governments**: support competition and **fight monopolies & world-wide democracy**
- Educators, scientists, media, opinion makers: **models and methods → VCEN & knowledge → transformation**

Everybody can trigger the process for SR - VCEN

Some suggestions – 1

No more ‚Bubble Economy‘

From **over-consuming** to **saving** society, adding sufficiency to efficiency

Ownership right without abuse (‚process owners‘)

Awareness – **paradigm shift** → VCEN innovation

Available, but un(der)-used technologies

Interdisciplinary creative cooperation; **methods OK**

Some suggestions – 2

Bottom line: Freedom & Equality & Brotherhood

Real rather than fictitious/monopolized market

Well-being of many, not only owners 1% / 15%

Humans' interdependent needs: for survival, joy, power, freedom, and belonging;

Human inner motivation!!! Multilayered entities

Democracy = requisite holism by systemic behavior

Some suggestions – 3

Related human attributes → innovation of VCEN → more
RH/SR/systemic behavior

Consideration of **very new conditions**, not just a **business-as-usual** crisis, but crisis of affluence based on one-sidedness

Bubble Economy no longer possible ↔ Earth

85% of humans = saving society

Life cycle of needs - Non-material needs → wellbeing beyond welfare

Some suggestions – 4

Awareness building:

- RH through SR → survival by SR principles = systemic
- SR pays off also in short term and locally
- SR = seven areas, linked by interdependence and holism
- SR = human attribute, not only companies (tools)
- Decisions – need innovation process (IIDP) to succeed by becoming innovations, incl. SR = systemic behavior

Some suggestions – 5

- SR – fights all monopolies and abuses
- SR diminishes and prevents costs, resulting from dissatisfaction
- SR - ‘opportunity cost and benefit’ – add in accountancy
- Neoliberal: ‘reduce cost at any cost’ = not RH/SR
- Suppliers to public sector: RH/SR, innovative, business excellence, TQ

Some suggestions – 6

- SR **supports competitiveness** ← customers value SR & are less shopping-addicted
- **Monopolistic behavior = lack of RH/SR** → trouble due to reaction by riots etc. = **costly, detrimental**
- **Need to innovate VCEN & knowledge**
- Need for **capacity of interdisciplinary creative cooperation**
 - **RH/SR by given methods**

Concluding remarks

In the **contemporary conditions** we humans are condemned to RH, SR and related IIDP,

- to **thrive** and

- **improve our quality of business and personal lives,**

- solve the **pilled-up problems of environmental preconditions** of our **survival**

Non-technological IIDP, especially about **management style** and **VCEN** and resulting **habits,** is **unavoidable.**

SR is unavoidable, also as a **component of business ethics.**

Some conclusions

Survival of humankind ← requisite holism ← involvement of many in interdisciplinary cooperation based on ethics of interdependence ← businesses and politicians alone = not enough, *considered areas included*

SR = New initiative = the way out from the blind alley →
ecosystems approach = requisite holism → survival – by
(C)SR = requisite holism = systemic thinking/behavior

THANK YOU FOR WORRY & ACTION!