



MARIBOR2012

European Capital of Culture

CALL FOR PAPERS

FOR THE

The 7th IRDO international conference

SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES 2012

INNOVATION OF CULTURE TOWARD MORE SOCIAL RESPONSIBILITY

- THE WAY OUT OF SOCIO-CULTURAL CRISIS

(INOVIRANJE KULTURE ZA VEČ DRUŽBENE ODGOVORNOSTI - KOT POT IZ SOCIO-KULTURNE KRIZE)

Thursday – Saturday, the 8th -10th March 2012

Maribor, Slovenia

Deadlines:

- **20 December 2011** – abstracts in English (and Slovene, if possible);
- **30 November 2011** – information about acceptance;
- **20 January 2012** – final papers in English;
- **1 February 2012** – information about the conference program;
- **3 March 2012** – submission of ppt presentations and posters;
- **8, 9, 10 March 2012** – Conference in Maribor, Slovenia.



Further information: available at the conference web site: www.irdo.si or:

IRDO - Institute for the Development of Social Responsibility

Preradovičeva ulica 26, 2000 Maribor, Slovenia, E-mail: info@irdo.si, Fax: + 386 (0)2 429 71 04

Program committee: (Programme questions)

Prof. Emer. DDr. Matjaž Mulej, Head of Program committee: mulej@uni-mb.si

Dr. Andrej Fištravec, Head of IRDO Scientific Research Centre and Vice-Head of Program committee: andrej.fistravec@zrss.si

Organizational committee: (Organizational questions and paper submissions)

Sabina Kojc, project manager: sabina.kojc@irdo.si, gsm: 040 56 44 85

Anita Hrast, Head of Organizational committee: anita.hrast@irdo.si, gsm: 031 344 883

Honorary sponsor:

Dr. Danilo Türk,
President of the Republic of Slovenia
(in request)

In cooperation with (in request):

- Public Institute MARIBOR 2012 – European Capital of Culture
- Association for Culture and Education KIBLA, Maribor
- European Academy of sciences and arts, Salzburg
- Faculty of Arts, University of Maribor – Sociology department ??
- Umetniška akademija UM – v nastajanju (=?)
- Government's Office for Slovenians Abroad
- International Academy for Systems and Cybernetic Sciences (IASCYS), Vienna
- Municipality of Maribor
- Ministry of Culture of Slovenia
- Ministry of Education and Sport, Office of Youth, Republic of Slovenia
- Narodni dom Maribor
- Slovenian Research Agency
- Styrian Chamber of Economy, Maribor, Slovenia

Organizer



Dear Sirs and Ladies,

In November 2010, ISO 26000 standard on social responsibility was published. Its 7 core subjects include **organizational governance, human rights, labour practices, the environment, fair operating practices, consumer issues, and community involvement and development**. The crucial novelties linking them are interdependence and holistic approach. The timing of ISO 26000's publication says that it is supposed to **help humankind find its way out from the current socio-cultural crisis: as the new culture**.

For social and economic reasons social responsibility means that everybody behaves as a reliable person beyond social community requirements defined in legislation. **It exposes giving up the dangerous one-sidedness in order to free all of us of its tough consequences and to attain more survival possibilities, success and wellbeing, in a longer term, at least. The economic, social and natural crisis showing up in 2008 results from such dangerous one-sidedness, which lacks social responsibility's interdependence and holistic approach.**

Culture reflects and influences human attitudes and habits, either for the dangerous irresponsibility of so far or for the necessary social responsibility of humans as individuals and their organizations all way from family, friends, enterprises, communities, countries, to the entire humankind. The current alternative is clear: either we perish in the next war, or social responsibility becomes the prevailing culture – attitude and habit, ethics and norm of behaviour.

The conference is expected to detect / develop influences over and factors of innovation of culture toward social responsibility.

We trust your **professional knowledge and practical experience**, interesting theories and different solutions for solving this problem. That's why we kindly invite you to share them with other authors and discussants, including scientific & other researchers, top consultants, other experts and experienced practitioners, with **contributing your paper to the**

The 7th IRDO international conference
SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES 2012
INNOVATION OF CULTURE TOWARD MORE SOCIAL RESPONSIBILITY –
THE WAY OUT OF SOCIO-CULTURAL CRISIS
(INOVIRANJE KULTURE ZA VEČ DRUŽBENE ODGOVORNOSTI - KOT POT IZ SOCIO-KULTURNE KRIZE)
Thursday – Saturday, the 8th -10th March 2012
Maribor, Slovenia

Thus, much information will be collected at one spot to be applied in research and practice – therefore you should **not miss this conference!** Share your ideas, dilemmas, and views with speakers and other participants. The number of speakers is limited. Please find some crucial **instructions for authors of papers** attached.

Looking forward to enjoying your company at **the 7th IRDO conference on 8th - 10th March 2012 in Maribor, Slovenia!**

Dr. Andrej Fištravec,
Head of IRDO Scientific research centre,
Vice-head of the 7th IRDO conference
Programme committee
m.p.

Anita Hrast,
Manager of IRDO,
and Head of the 7th IRDO conference
Organizational committee
m.p.

DDr. Matjaž Mulej, Prof. Emeritus,
Head of Research board of IRDO Scientific
research centre and Head of the 7th IRDO
conference Programme committee
m.p.

Attachment: Conference data of importance to paper contributors, Registration form

The 7th IRDO international conference
SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES 2012
**INNOVATION OF CULTURE TOWARD MORE SOCIAL RESPONSIBILITY –
THE WAY OUT OF SOCIO-CULTURAL CRISIS**
(INOVIRANJE KULTURE ZA VEČ DRUŽBENE ODGOVORNOSTI - KOT POT IZ SOCIO-KULTURNE KRIZE)
Thursday – Saturday, the 8th -10th March 2012
Maribor, Slovenia

INFORMATION FOR AUTHORS OF PAPERS

1. Short presentation of the conference:

The IRDO conference named SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES has since 2006 created the tradition of making a rich survey of the behaviour and development concerning the social responsibility. It exposes in a conference a selected topic pressing in the given period of time. The world top political bodies and local communities understand more and more that the visible problems concerning the nature and humans around the world are not problems of nature, but of people and related social responsibility. Topics covered so far include: Social responsibility in general (2006), Managers' Role in the development of Social Responsibility in for-profit and not-for-profit organizations (2007), Social responsibility as contribution to stakeholders' long term success in market (2008), Work – a bridge to cooperation: relations with coworkers and different age generations (2009), Social responsibility: nature and humans (2010), Youth in focus of world changes (2011). In 2012 IRDO conference is focusing on Innovation of culture toward more social responsibility - the way out of socio-cultural crisis.

2. The IRDO 2012 Conference is aimed at:

- Sharing professional views, opinions, and experiences from theory and practice, concerning values, culture, ethics and norms (VCEN), expressed as social responsibility (SR);
- Pointing out strengths and weaknesses of the current practice of promotion and implementation of VCEN of SR;
- Promoting good practices to show what are the possibilities and results of VCEN of SR in Slovenia and several other countries in EU and elsewhere;
- Contributing professional contents for drafting the National strategy of development of social responsibility;
- Reformulations of contemporary socioeconomic measures supportive of VCEN of SR;
- Informing the broader society about the advances in practice of VCEN of SR.

Every day the morning program is aimed at a several **invited international experts with rich experiences**, related workshops and discussions. Their presentations are followed by open-space style presentations of abstracts of all afternoon speakers. **The afternoon program** is open for everybody submitting theoretical and/or practical contributions accepted in a double blind review process by the conference board. The third day interesting performances from youth in Slovenia and abroad will be presented.

3. Suggested topics for contributions:

A. Contemporary Sciences and Culture in terms of Social Responsibility:

- Culture vs. nature
- Society in intercultural records
- Cultural construction of society and nature
- Technology and culture
- Penetration of the virtual reality into the everyday life of modern human

B. Socialization of culture and social responsibility:

- Values, culture, ethics, and norms in society and organizations,
- Types of culture and socializations (...),
- Performances, education and training,
- Family, youth and social responsibility,
- Encouragement of creativity and innovativeness in society, etc.

C. Economy and culture of social responsibility:

- Development of social responsibility and its role inside the 7 areas of ISO 26000: Organizational governance, human rights, labour practices, the environment, fair operating practices, consumer issues, and community involvement and development for holistic approach and ethics of interdependence as a/the prevailing values/culture/ethics/norms/habits.
- Implementation of social responsibility as an invention-innovation-diffusion process.
- Codes of conduct as business culture.
- Accountancy reporting about 'opportunity cost' prevented/diminished by social responsibility.
- Marketing and public relations aspects of social responsibility in its segment of charity.

D. Development of individual, organizational, and societal culture policies supportive of social responsibility:

- Government strategies for promotion of culture of social responsibility.
- Legislation and public policies, ...
- Culture of social responsibility in media, education.
- Culture as arts – regional promoter of an innovative region.
- Culture, personal and social responsibility...

E. Law and social responsibility

F. Culture/art in practice in terms of social responsibility:

- Presentations of culture/artistic programmes, actions, projects and initiatives,
- Awareness raising campaigns,
- The best practices, related to the culture (projects, awards, etc.) and their impact over social responsibility of individuals and organizations, especially enterprises

G. Other: Your suggestions for topics are welcome!

4. Content, size, and language of your contributions:

Contributions should tackle **any of the topics** suggested above from viewpoints of theory and/or practical solutions concerning development of social responsibility focusing on finding ways out from the current crisis and VCEN backing in Slovenia and elsewhere... Especially welcome are concrete strategies, tactics, and proposals. Theoretical contributions should be backed by practical experiences and present the latter too, where existing.

Paper abstracts should be up to 250 words long and in **English** and **include up to 5 key words**. E-mail them to sabina.kojc@irdo.si by **15 November 2011**.

Detailed instructions for formatting of papers and other conference information will be sent to authors of accepted abstracts. Contributions should be **up to 4.000 words** long, in Times New Roman, letter size 10.

Conference papers will be published in **IRDO Proceedings** on CD, abstracts in hard copies (with CIP, ISBN/ISSN), as a book in the IRDO's series 'Družbena odgovornost / Social responsibility'.

5. Selection of submitted contributions:

Abstracts and papers will be accepted or refused after a double blind review.

Accepted papers will be sorted in three groups:

- A. Papers with 20 min oral presentation with ppt and 10 min discussion;
- B. Workshops with discussion of 20 minutes after 5 minutes introduction.
- C. Posters for group discussion in breaks.

6. Methods, used at conference:

We will give priority to discussions and limit the number of traditional lectures. The Open Space Method will also be used. Official language at the Conference is English and Slovene; it is the authors' free choice.

7. Deadlines:

- **20 December 2011** – abstracts in English (and Slovene, if possible);
- **30 November 2011** – information about acceptance;
- **20 January 2012** – final papers in English;
- **1 February 2012** – information about the conference program;
- **3 March 2012** – submission of ppt presentations and posters;
- **8, 9, 10 March 2012**– Conference in Maribor, Slovenia.

8. Registration:

The conference fee for non-authors is 190.00 EUR + VAT.

The conference fee for authors of accepted contributions will be reduced to 75% of Conference fee (from 190.00 EUR to 142.50 EUR + VAT). Doctoral students (authors of Papers), non-profit organizations (authors of Papers) and IRDO Institute members have 50% discount on conference fee (from 190.00 EUR to 95.00 EUR + VAT).

Registration fee for authors should be paid on organizer account till 10th January. After this time authors will get original invoice as confirmation of their conference fee payment.

All participants (also authors) should make their own accommodation arrangements. More information: <http://www.maribor-pohorje.si/prenocisca.aspx>

9. Foreseen participants and speakers at the 7th IRDO Conference:

- Interested culture/arts organizations, business, government and NGOs,
- Educators at Universities and other Schools,
- Students, Youth workers, Youth organizations,
- Heads and staff of HRM in businesses, governmental, public, and non-governmental organizations;
- consultancies in management, law, education, economic and other researchers / practitioners, scientists and other experts,
- Journalists and other public opinion makers;
- Culture/arts institutions, freelancers,
- And other interested individuals.

10. Conference boards:

Program committee:

- **Ddr. Matjaž Mulej**, Prof. Emeritus, University of Maribor, Faculty of Economics and Business, and IRDO, Head of the IRDO Expert committee and Head of the IRDO Scientific-research centre board; Head of the 7th IRDO conference Program committee;
- **Dr. Andrej Fištravec**, Head of IRDO Scientific research centre and Vice-Head of the 7th IRDO conference Program committee, senior adviser of National Education Institute;
- **Dr. Suzana Žilič Fišer**, Director-General of the Public Institute MARIBOR 2012 – European Capital of Culture
- **Mitja Čander**, Programme director, Maribor - European Capital of Culture
- **Mag. Franc Hočevar**, *senior adviser to president of Slovenia about political affairs and member of the IRDO Expert committee;*
- **Dr. Breda Mulec**, **secretary in the Minister's Office, The Government Office for Slovenes Abroad,**
- **Metka Štoka Debevec**, coordinator of the inter-sectorial working group for social responsibility, the Slovenian Ministry of work, family, and social affairs;
- **Dr. Filippina Risopoulos**, Karl-Franzens University Graz, Austria;
- **Dr. Ana Kuntarič**, Alpe Adria University Klagenfurt, Austria
- **Dr. Robert Dyck**, Prof. Emeritus, Virginia Tech University, Blackburg, VA, USA
- **Dr. Mark Esposito**, Professor of Management at Grenoble School of Management, France
- **Dr. Gerald Steiner**, Assoc. Prof., Karl-Franzens University Graz, Austria;
- **Prof. Dr. Roger Haw**, Ansted University, British Virgin Islands, and Malaysia;
- **Dr. Helmut Loeckenhoff**, Independent researcher, Germany

Organizational committee:

- **Anita Hrast**, Manager of IRDO Institute, Head of the 7th IRDO conference Organizational committee;
- **Dr. Andrej Fištravec**, Head of IRDO Scientific research centre, senior adviser of National Education Institute, Vice-Head of the 7th IRDO conference Organizational committee,
- **Alma Čaušević** Main executive programme producer, Maribor - European Capital of Culture,
- **Martina Kositer**, Maribor - European Capital of Culture,
- **Jasmina Holc**, Maribor - European Capital of Culture,
- **Andrej Borko**, Narodni dom Maribor,
- **Dejan Pestotnik**, Kibla,
- **Angelca Ademovič**, Manager of Creditexpress d.o.o. and vice-head of the IRDO Institute board;
- **Aleksandra Podgornik, M.A.**, manager, Štajerska gospodarska zbornica (Styrian Chamber of Economy), Maribor;
- **Sabina Kojc**, IRDO project manager,
- **Lina Ademovič**, IRDO project manager,
- **Iva Roj**, IRDO project assistant.

REGISTRATION

Register before 20th February 2012 and save 20% of your fee!

FEES by types of participation (in EURO, without VAT)	Conference participation	
	3 days / EUR	1 day / EUR
Lower fee – registration by 20 Feb. 2012		
Enterprises, public institutions	152	80
Non-profit organizations and individuals	40	32
Full fee - registration after 20 Feb. 2012		
Enterprises, public institutions	190	100
Non-profit organizations and individuals	50	40
Two or more delegates from the same organization	10% lower total fee	
Authors (25% lower fee); invited speakers are free of fee	142,50	
IRDO members (individual, organizations), graduate students	95	50
	50% lower fee, also for several delegates	
Undergraduate students, jobless, and retired persons*	Free of fee	
Members of co-organizers of the conference: 20% less!		

Notes:

- Fee includes: presence at the conference, proceedings, lunch, refreshments in breaks, participation in the evening event. Conference fee does not include VAT.
- Hotel rooms are NOT included in fee, neither is traveling.
- *Undergraduate students, jobless and retired persons prove their status with documents on registration. They pay no fee. Students register to the conference presenting their status documents.
- Conference works in English and Slovenian languages.
- Invited speakers present in PLENARY SESSIONS and do not pay conference fee, but pay their own accommodation and traveling costs.
- All other authors pay reduced Conference fee (-25%) as written in table left. Authors are paying Conference fee for 3 days, with 25% discount, also if they are present at the Conference only 1 or 2 days.
- If participation is for 2 days only, participant shall pay whole conference fee.

Payments: Registration fee for authors should be paid to IRDO account till 10th of January 2012. After this time authors will get original invoice as confirmation of their conference fee payment.

Payment data:

Name: IRDO – Inštitut za razvoj družbene odgovornosti (IRDO – Institute for the Development of Social Responsibility)

Address: Preradovičeva ulica 26, SI-2000 Maribor, Slovenia

Bank: Nova KBM d.d., Maribor

Bank account: SI560 4515-0001074492; SWIFT KBMASI2X

Single lowering of fees only. On the basis of registration the bill for fee will be issued. In case of cancellation before 28 Feb. all fee is repaid, before 1st March 2012 - 70% is repaid; after 1st March 2012 no fee is repaid. Cancellation can be sent to e-mail info@irdo.si or by fax +386(0)2 429 7104 or by regular mail to the address below in blue print.

Accommodation

Should be arranged by conference participants them-selves. More information - **HOTELS:**

Slovene language: <http://www.hotel.si/Search.aspx?adults=1&arrival=2011-10-05&city=148&departure=2011-10-06&page=0&stars=1&stars2=1&stars3=1&stars4=1&stars5=1>

English language: <http://www.hotel.si/Search.aspx?adults=1&arrival=2011-10-05&city=148&departure=2011-10-06&page=0&stars=1&stars2=1&stars3=1&stars4=1&stars5=1&language=ENG>

The number of participants is limited, therefore you are kindly asked to register as soon as possible.

Fill in the attached registration form and send it to IRDO by e-mail at info@irdo.si, or fax at +386 (0) 2 429 7104

Additional information:

IRDO – Institute for the Development of Social responsibility ✉ Preradovičeva ulica 26, 2000 Maribor, Slovenia

✉ e-mail for registration: info@irdo.si ✉ fax: + 386 (0)2 429 71 04 ✉ Conference web page: www.irdo.si

✉ ddr. Matjaž Mulej, Prof. Emer., e: mulej@uni-mb.si ✉ Anita Hrast, GSM: 031 344 883, e: anita.hrast@irdo.si