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SOCIAL RESPONSIBILITY - PRECONDITION FOR HEALTH

I am neither physician nor psychologist, but an economist with specialization in systems theory as a science on human attainment of requisite holism and in invention-innovation-diffusion processes as a science on implementation of novelties with benefit for their users. Hence I will focus on social responsibility as everyone's (new) responsibility for his/her influence on society on the basis of practicing interdependence as a precondition for requisite holism. Both interdependence and (requisite) holism are exposed by both systems theory and ISO 26000 on social responsibility. The – unfortunate and dangerous – situation in society is well clarified by the fact that ISO 26000 was passed only as an advisory rather than obligatory standard; this means that the social health is considered less important rather than crucial. On the basis of the research program which we have been performing as the ‘Scientific research center of IRDO’, I will show how diverse can be contributions to the social health as one of the purposes of the socially responsible behavior of humans. We attracted about 500 authors from several ten countries as volunteers, mostly with contributions to nine IRDO conferences, but also to five our books for international publishers and three collections of articles in the top international journals on systems theory and cybernetics. ‘ResearchGate’ publishes data on interest of the international audience in authors; in texts by Matjaž Mulej, e.g. beyond 1.200 readers were interested in 2013.

The selected problem and viewpoint

Health belongs to the most important values of humans at large: physical, mental, psychical, and social, in synergy. Obviously, humans with the strongest impact on the world-wide life reality often tend to prefer their own short-term and narrow-mindedly defined profits over the general human health. This global very dangerous fact may be seen as a crucial reason for United Nations, European Union, associations of progressive companies, International Standards Organization to pass their documents on social responsibility and consider social responsibility the way out from the current socio-economic crises. Many persons ask ‘What do I have to do with social responsibility? What and how can I contribute? How can I benefit?’ I wish to help them in this overview of our five recent books and three recent guest-edited journals, which the IRDO Scientific research center has generated in volunteering international cooperation. We have no room here for details about the nine IRDO conferences and the IRDO commissioned research projects, which have also been crucial.

‘Social responsibility beyond neoliberalism and charity’

This project started five years ago in the basis of invitation of the world-top publisher ‘Bentham Science’ located in USA, United Arabic Emirates and several more countries. It grew to four books with 33 chapters by 48 authors from 13 countries under editorship of Professors Matjaz Mulej and Robert Dyck; a foreword by Prof. Dr. Danilo Türk, former President of the Republic of Slovenia and former top official of United Nations is in all four books (over his entire period as President, the IRDO conferences and HORUS were under his auspices).

Volume 1 is titled: SOCIAL RESPONSIBILITY – A NON-TECHNOLOGICAL INNOVATION PROCESS. It contains four longer chapters, after a preface and a foreword:

1. Radical Innovation of Values, Culture, Ethics, and Norms Required for Social Responsibility; Matjaz Mulej and Robert G. Dyck
2. Human and Organizational Social Responsibility; Matjaz Mulej and Anita Hrast
3. Crisis? What Crisis? John Raven
4. Towards A New Economic Paradigm: The Parallel History of Economic Thought and the Way Forward; Gergely Toth

Volume 2 is titled: SOCIAL RESPONSIBILITY - RANGE OF PERSPECTIVES PER TOPICS AND COUNTRIES. It contains eight chapters, after a preface and a foreword:

1. Responsible corporate management and community involvement; Štefka Gorenak
2. Social responsibility and the rule of law; Breda Mulec
3. Well-being as the basic aim of social responsibility; Simona Šarotar Žižek
4. First responders in regional disasters: a case of social responsibility; Gerhard Chroust, Günther Ossimitz, Markus Roth, Nadine Sturm, Peter Ziebesberger
5. Requisite holism of behavior when facing complexity of pandemic diseases – new trends in Healthcare information system (HIS); Teodora Ivanuša, Matjaž Mulej, Iztok Podbregar, Bojan Rosi
6. Innovation of managerial attributes to incorporate a more systemic world-view; Matjaž Mulej, Tatiana A. Medvedeva, Vojko Potočan, Ždenka Ženko, Simona Šarotar Žižek, Anita Hrast, Tjaša Štrukelj
7. The economic and environmental decline of Atenquique, Mexico, associated with socially irresponsible corporate ownership; József G. Vargas-Hernández
8. Socially responsible business in the “BRICS” economies: the way to a sustainable future; Zhanna S. Belyaeva Alberto G. Canen

Volume 3 is titled: Social Responsibility -Sustainability, Education and Management. It contains 8 chapters, after a preface and a foreword:
1. Avoiding a Global Transport Crisis Following the Depletion of oil and Gas Supplies: A Crucial Case of Social Responsibility; John Kidd
2. The Role of Indicators and Scientific Research in the Sustainable Development of Croatia: An Overview; Emira Bečić and Jadranka Švarc
3. Social Responsibility Promotion by a Learning Region for Sustainable Development: A Case from Slovenia; Ana Vovk Korže and Mojca Kokot Krajnc
4. University Education on Sustainable Development as a Contribution to the Shared Responsibility of Experts and Knowledge-Based Society; Jan W. Dobrowolski
5. Performance Levels of Roma Pupils in Foreign Language Learning: Social Responsibility in School; Saša Jazbec, Branka Čagran and Alja Lipavčič Oštir
6. Can Strategic Management Show the way out from the Current Crisis towards Social Responsibility? Tjaša Strukelj
7. Family and Non-Family Enterprises: Differences in Core Values, Culture and Ethical Climate as Signs of Social Responsibility; Mojca Duh and Jernej Belak
8. Socially Responsible Management in Public Administration; Nina Tomazevic

Volume 4 is titled: SOCIAL RESPONSIBILITY - METHODS, DILEMMAS AND HOPES. It contains thirteen chapters, after a preface and foreword:

1. Support to Ethics of Interdependence and Holism by Edward de Bono’s Methods of Thinking; Matjaz Mulej and Nastja Mulej
2. Capability of New Systems Theories to Help Escape the Crisis; Vesna Čančer and Matjaž Mulej
3. Trust Management by Computer Simulation: Towards a Fair, Responsible and Sustainable Economy; Denis Trček
4. A New Fractal Metric for Social Responsibility; Robert G. Dyck
5. The Syntax of Autocratic Systems and the Cybernetic Alternative of Systems Based on Social Responsibility; Matjaz Mulej, Kazimierz Turkiewicz, Domenika B. Turkiewicz
6. Use of System Theory Through Corporate Social Responsibility in the International Company Novartis and its Sandoz Generic Division; Matjaz Mulej and Siniša Petrović
7. More Social Responsibility by Learning Foreign Language and Culture: Case of Slovenian Pre-Primary Education; Mihaela Brumen, Branka Čagran and Fanika Fras Berro
8. Justice, Justness: How to ACT Right Pivot of the Ethics of Interdependence; Helmut K. Loeckenhoff
10. New Economy and Social Responsibility; Robert G. Dyck
11. Self-Determination and Self-Esteem of Employees as Factors of Managers’ and Employees' Social Responsibility; Simona Šarotar Žižek, Sonja Treven, Danica Svetec and Vesna Čančer
12. Requisite Personal Holism as a Basis of Social Responsibility; Simona Šarotar Žižek; Zdenka Ženko and Sonja Treven
13. Living Networks of Networks: The Societal and Environmental Responsibility of Humanity in the Fight between Humans and the Wild; Pierre Bricage

Social responsibility – a new socio-economic order

The Systems Research and Behavioral Science Journal published our collection of 15 articles electronically in 2014, too, while their publication on paper is foreseen in 2015:

1. Toward more social responsibility as a new – systemic – socio-economic order or disappearance of humankind; Matjaž Mulej, Anita Hrast, Robert Dyck
2. A Comparative Analysis of International CSR Standards as Enterprise Policy/Governance Innovation Guidelines; Petya Dankova, Milena Valeva, Tjaša Štrukelj
3. Social Responsibility and Citizen-Driven Innovation in Sustainably Mastering Global Socio-Economic Crises; Gerald Steiner, Filippina Risopoulos, Matjaz Mulej
4. Youth education for social responsibility; Robert Dyck
5. Management with a Frame of Mind for Systemic Thinking: A Conceptual Condition Setting Tool; Jean-Paul Ngana
6. Ethical Tax Corporate Governance of State-owned Enterprises; Lidija Hauptman, Jernej Belak
7. Restorative Practices: A systemic approach to support Social Responsibility; Markus van Alphen
8. Toward more Governmental Social Responsibility; the Case of Natural or Intentional Outbreaks of Highly Contagious Diseases; Teodora Ivanusa, Iztok Podbregar, Bojan Roš
9. Educational Model for Promoting Creativity and Innovation in Primary Schools; Borut Likar, Franc Cankar, Blaž Župan
10. Social Participation of High-School Students with special Needs – a case of promotion of systemic behaviour and social responsibility; Majda Schmidt, Edvard Protner, Branka Čagran
12. A new socio-economic order: evidence about employees’ values’ influence on corporate social responsibility; Vojko Potocan, Zlatko Nedelko
13. Integrated Approach to Social Responsibility: a Model of Stakeholders Interaction in Russia and China; Zhanna Belyaeva, Alexander Kazakov
15. Transparency as a Precondition of Systemic Behavior: the Case of European retailing Banks regarding Social Responsibility Communication; Mirjana Pejić Bach; Mislav Omazić; Jovana Zoroja

Social Responsibility – measures and measurement

In Systems Practice and Action Research our guest-edited issue was published online in 2013. We focused on another viewpoint: ‘Social Responsibility – measures and measurement’. In contains an Editorial and eleven contributions:

1. Editorial; Matjaz Mulej, Anita Hrast, Zdenka Zenko
2. Social Responsibility – Measures and Measurement as a Basis for Organizational Systemic Action; Zdenka Zenko, Anita Hrast, Matjaz Mulej
3. Transformation processes of the corporate development in Russia: social responsibility issues; Zhanna S. Belyaeva
4. The influence of employees’ ethical behavior on enterprises’ social responsibility; Vojko Potocan, Matjaz Mulej, Zlatko Nedelko
5. Measurement preconditions Systemic Action: the Case of Integral Low-Carbon Country and Sustainable Development Indicators; Emira Bečić, Darja Piciga, Anita Hrast
6. Corporate governance and the practice of business ethics in Slovenia; Jernej Belak
7. Critical self-evaluation – an Attribute of Systemic Behavior:
8. Authors of Natural Science Learning Materials as Evaluators; Branka Čagran, Milena Ivanuš Grmek
9. Measurement of employees subjective well-being as an aim of social responsibility; Simona Sarotar-Žižek, Borut Milfelner, Vesna Čančer
10. Project management supports (requisitely) holistic - socially responsible action in business systems; Igor Vrečko, Sonja Sibila Lebe
11. Competencies for mastering the crisis by corporate social responsibility; Gerald Steiner, Filippina Risopoulous, Matjaž Mulej
12. Social efficacy by responsible change management; Laura Pană

Social responsibility and holism in tourism

Guest-editors of an issue of Kybernetes, devoted to Social responsibility and holism in tourism, as the very first issue, too, on this topic were Ass. Prof. Sonja Sibila Lebe and Prof. Emer. DDr. Matjaž Mulej. Texts were submitted in February 2014 to be published later in 2014. They include:

1. CSR-based model for HRM in tourism and hospitality; Marija Rok, Matjaž Mulej
2. Systemic integration of holistic project- and hospitality management; Igor Vrečko, Sonja Sibila Lebe
3. Building a Model of Researching the Sustainable Entrepreneurship in the Tourism Sector; Katja Crnogaj, Barbara Bradač, Miroslav Rebernik, Doris Gomezelj
4. Holism and Social Responsibility for Tourism Enterprise Governance; Tjaša Strukelj, Metod Šuligoj
5. Institutional context and hotel social responsibility; Maria Dolores Sánchez-Fernández, Alfonso Vargas-Sánchez, Paula Remoaldo
6. The Systems Approach to the Improvement of Innovation in Slovene Tourism; Marko Ropret, Tadeja Jere Lazanski, Borut Likar
7. Complex tourism systems: a visibility graph approach; Rodolfo Baggio
9. Systems thinking and alternative business model for responsible tourist destination; Jelena Đurkin, Marko Perić
11. Social responsibility, motivation and satisfaction: small hotels’ guests perspective; Saša Zupan, Borut Milfelner
12. Towards 2.0 systems thinking: a cross-cultural study of sustainable tourism ads; Wided Batat, Sonja Pretnović
13. Industry specific effects of CSR initiatives; hotels and airlines; Ana B. Casado-Díaz, Juan L. Nicolau, Felipe Ruiz-Moreno, Ricardo Sellers
14. Branding paradigms and the shift of methodological approaches to branding; Marica Mazurek
15. Social responsibility in tourism: System archetypes approach; Mirjana Pejić-Bach, Jovana Zoroja, Marjana Merkač-Skok
16. A New Method for Evaluating Tour Online Review Based on Grey 2-tuple Linguistic; Chuanmin Mi, Xiaofei Shan, Yuan Qiang, Stephanie Yosa, Ye Chen
17. Education for responsible persons, tourists and hosts through knowledge of neighbouring countries’ languages in cross-border areas; Mihaela Brumen, Branka Čagran, Matjaž Mulej
18. Managing Knowledge Transfer Partnership for a rural Community: the Outcomes at Wirksworth; Peter Wiltshier, Michael Edwards
19. Systemic thinking for socially responsible innovations in social tourism for people with disabilities; Zdenka Ženko, Valentina Šardi

Dialectical Systems Thinking And The Law Of Requisite Holism Concerning Innovation

This book was published as the third volume in the series ‘Exploring Unity through Diversity’ by Assoc. Prof. Dr. Wolfgang Hofkirchner, Bertalanffy Center for the Study of Systems Science (BCSSS), Vienna, Austria. Its publisher was ‘Emergent Publications’, Litchfield Park, AZ, USA.

CHAPTER 0—THE SELECTED PROBLEM AND VIEWPOINT OF ITS CONSIDERATION; Matjaž Mulej

0.1 Circumstances in which the Problem and Viewpoints of its Consideration are selected
0.2 Systems Theory as a Theory of Requisitely Holistic Thinking and Worldview

CHAPTER 1—SYSTEMS THINKING: AGAINST CRUCIAL OVERSIGHT CAUSED BY OVER-SPECIALIZATION—

CASE OF EVOLUTION TOWARDS SUSTAINABLE AND SOCIALLY RESPONSIBLE ENTERPRISE AND SOCIETY; Vojko Potočan; Matjaž Mulej

1.1 Requisite Holism in brief
1.2 Poor Understanding of Requisite Holism—Background
1.3 Sustainability and Social Responsibility—a Way of Requisite Holism
1.4 The Essence of Social Responsibility (SR); Anita Hrast
1.5 Four or Five Phases of Development of the Basis of Competitiveness
1.6 Conclusions from Chapter 1

CHAPTER 2—FROM SYSTEMS THINKING TO SYSTEMS THEORY IN THE TURBULENT 20TH CENTURY; Matjaž Mulej

Chapter 3—SYSTEMS THEORY AND CYBERNETICS—HOLISM AGAINST BIG CRISES CAUSED; Matjaž Mulej

3.0 The Selected Problem and Viewpoint for Dealing with it in Chapter 3
3.1 Holistic Thinking versus Narrow Specialization
3.2 Difficulties with Implementation of Holism following Bertalanffy
3.3 Economic Reasons Opposing Holistic Thinking in Practice: The Law of Requisite Holism in Decision-Making
3.4 Concluding remarks

CHAPTER 4—REDUCTION, REDUCTIONISM, SPECIALIZATION, AND PROBLEMS OF COOPERATION; Matjaž Mulej

Chapter 5—COMPLEXITY, COMPLICATEDNESS, RELATIONS, EMERGENCE, SYNERGY VS. SIMPLICITY AND LOCKED-IN THINKING AND ACTING; Matjaž Mulej

Chapter 6—KNOWLEDGE, INFORMATION, PROFESSIONS, ORDER; Matjaž Mulej
Chapter 7—SYSTEMS THEORIES: TOOLS OF HUMAN ACTION AND/OR HUMAN FORMATION; Matjaž Mulej

Chapter 8—HOLISM VERSUS ONE-SIDEDNESS AND OVERSIGHT: REQUISITE HOLISM; Matjaž Mulej

Chapter 9—THE BASIS FOR (REQUISITE) HOLISM TO BE ATTAINED: INTERDEPENDENCE AND ETHICS/VEN OF INTERDEPENDENCE; Matjaž Mulej

9.0 The Selected Problems and Viewpoint of Dealing with it in Chapter 9
9.1 Adam Smith was misread
9.2 General Systems Theory—Short of Ethics of Interdependence (in Practice)
9.3 Ethics and ethics of interdependence; Stefan Kajzer, Vojko Potočan
9.4 Lack of Consideration of Interdependence in 20th Century Practice: Causing the need for making of Systems Theory, not only Systems Thinking
9.5 Conclusions from Chapter 9

CHAPTER 10—MODERN (MATERIALISTICALLY) DIALECTICAL THINKING—A FORERUNNER OF SYSTEMS/HOLISTIC THINKING AND CONSIDERATION OF INTERDEPENDENCE; Matjaž Mulej

Chapter 11—SOME (SOFT) SYSTEMS THEORIES AND THEIR APPLICABILITY TO THE ISSUES OF REQUISITE HOLISM AND ETHICS OF INTERDEPENDENCE—A BRIEF OVERVIEW; Matjaž Mulej

11.0 The Selected Problem and Viewpoint of Dealing with it in Chapter 11
11.1 The Chaos Theory and Requisite Holism and Ethics of Interdependence
11.2 The Complexity Theory, Requisite Holism and Ethics of Interdependence
11.3 A Selection of Contemporary Soft Systems Theories—A Comparative View Concerning their Usefulness to the Issues of Requisite Holism and Ethics of Interdependence
11.3.0 The Selected Problem and Viewpoint of Dealing with it in Chapter 11.3
11.3.1. The Viable Systems Theory (VST); Duško Uršič
11.3.2 The Soft System Methodology (SSM); Duško Uršič
11.3.3 The Critical Systems Thinking (CST); Duško Uršič
11.3.4 Dialectical Network Thinking; Bojan Rosi
11.3.5 Control System Theory; Tatjana Mlakar
11.3.6 Cybernetics of the 1st, 2nd, and 3rd Order; Vesna Čančer
11.3.7 A New—4th Order Cybernetics; Stane Božičnik
11.3.8 The Role of Information in Systems Thinking
11.3.9 Some Tools Usable for Simplification of Management/Impact in Complex Processes and Situations
11.3.10 Historical Parallelism of Systems Thinking: Maya and the Evolution of Consciousness vs. Contemporary Systems Thinking; Tadeja Jere Lazanski
11.3.10.3. Conclusions from Chapter 11.3.10
11.3.11 Some Comparative Conclusions about the Selected Soft Systems Theories
11.4 Some Conclusions about Systems Thinking about the Contemporary Life Problems; Bojan Rosi

CHAPTER 12—DIALECTICAL SYSTEMS THINKING: ABOUT COMPLEXITY, INTERDEPENDENCES, WHOLES AND REQUISITE HOLISM/WHOLENESS INSTEAD OF CRUCIAL OVERSIGHTS; Matjaž Mulej

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12.1 Dialectical System (DS) versus the System and the Object of Consideration
12.2 The Dialectical Systems Theory (DST)
12.3 Dialectical Systems Theory: Grounds of Human Interventions
12.3.0 The Selected Problem and Viewpoint of Dealing with it in Chapter 12.3
12.3.1 The General Ground: Entropy versus Evolution, Human Intervention
12.3.2 Grounds for Human Intervention: Objective and Subjective Starting Points
12.3.3 DST’s Ten Guidelines concerning Influence over the Subjective Starting Points
12.3.3.0 Questions to be answered to define the Starting Points
12.3.4 DST’s ten Guidelines concerning Implementation of Starting Points
12.3.5 The Law of Requisite Holism
12.3.6 Support to Requisite Holism by Contemporary Operations Research Methods
12.3.7 Typology of Systems and Models
12.4 Dialectical Systems Theory and its Application by USOMID

CHAPTER 13—USOMID: AN APPLIED METHODOLOGY OF DIALECTICAL SYSTEMS THINKING; Matjaž Mulej

13.0 The Selected Problem and Viewpoint of Dealing with it in Chapter 13
13.1 The USOMID concept: a Reflection of the Seven Components of the Starting Points
13.2 Programoteque
13.3 The USOMID-SREDIM as the General Method of Creative Work and Cooperation Procedure
13.4 The USOMID Circle—an Organizational Possibility Supportive of Creative Cooperation
13.5 Combination of USOMID-SREDIM with the Six Thinking Hats Method; Nastija Mulej
13.6 Values and their Influence
13.7 Ethics of Interdependence; Vojko Potočan
13.8 Social Responsibility—a Way of Requisite Holism and Ethics of Interdependence; Jožica Knez Riedl
13.9 Sustainable Enterprise Ethics (SEE)—Another Way of Requisite Holism and Ethics of Interdependence; Vojko Potočan
13.10 From corporate social responsibility to corporate social innovation? Filippina Risopoulou; Gerald Steiner
13.10.1 Introduction
13.10.2 From CSR to CSI?
13.10.3 Corporate Social Innovation (CSI)
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13.10.5 Conclusions and Implications for Research
13.11 Some Conclusions from Chapter 13 concerning Ethics
13.12 Some Conclusions about USOMID as Applied Dialectical Systems Thinking

CHAPTER 14—A CASE OF DIALECTICAL SYSTEMS THINKING: REQUISITELY HOLISTIC MANAGEMENT OF THE INVENTION-INNOVATION-DIFFUSION PROCESS; Matjaž Mulej
14.0 The Selected Topic/Problem and Viewpoint of our Dealing with it here
14.1 The Dialectical System (DS) in Chapter 14
14.2 The Invention-Innovation-Diffusion Process (IIDP)
14.3 Innovation Typology—an Additional Factor of Complexity of Requisitely Holistic IIP and KM in it, as well as Mastering of it; Tjaša Strukelj
14.4 DS of Basic Preconditions for Invention to become Innovation
14.5 Application of USOMID-SREDIM/6 Thinking Hats Method
14.6 Application of Co-Laboratories of Democracy
14.7 Action rather than Thinking alone Makes Innovation from Knowledge and Invention—Diffusion of Novelties; Zdenka Ženko
14.7.0 The Selected Problem and Viewpoint of Dealing with it in Chapter 14.7
14.7.1 Action Based on the Theory of Diffusion of Innovation
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14.8.1 Definition of the Innovative Business as a Dialectical System
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14.10.0 The Problem and the Selected Viewpoint for Dealing with it in Chapter 14.10
14.10.1 Creativity, Insight, and Quality Enhancement as Factors in Innovation Processes in Government and Other Public Offices
14.10.2 Roots of the Lack of Innovation Capacity in Government
14.10.3 A Dialectical System of Suggestions how to Make Public Officers Act as Role Models of Innovation
14.10.4 Some Concluding Remarks
14.11 Four times Ten Guidelines Enabling Innovative Business and Innovative Society; Karin Jurše; Zdenka Ženko
14.12 Some Conclusions about Innovative Business and Innovative Society; Štefan Kajzer
THINKING: GREEN PAPER ON INNOVATION (1995); Matjaž Mulej

Chapter 15—Introductory Remark

15.1 Innovation, the Firm and the Society
15.2 Innovation and Public Action

CHAPTER 16—CAN AND MAY ONE AVOID INNOVATION, ETHICS OF INTERDEPENDENCE AND THE LAW OF REQUISITE HOLISM? NO LONGER! Matjaž Mulej

Chapter 17—CONCLUDING REMARKS; Matjaž Mulej

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17.2 Growing Complexity of Innovation and Therefore Growing Dependence of Success on Systems Thinking
17.3 Need for Careful Choice of Systems Theory
17.4 The Seven Principle Attributes of Systems Thinking Applied in this Book
17.5 Suggestion concerning Systems Education
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17.5.3 Some Conclusions

Concluding remarks

The essence of social responsibility is deeply in human attributes that are expressed with the seven principles in ISO 26000:

1. Accountability
2. Transparency
3. Ethical behavior
4. Respect for stakeholders
5. Respect for rule of law
6. Respect for international norms
7. Respect for human rights

And in two concepts from systems theory:
   a) Interdependence
   b) Holistic approach.

As the collected and analyzed data, which are above summarized in chapters and articles of my co-authors and myself report, nobody has any accuse to avoid these issues any time in any post and in any activity. Of course, our list is only indicative. We had no more room. What is briefed here is written on about 2.000 pages. The four books are e-published, so are the journal issues, too.

References:
Mulej, M., R. Dyck, editors and coauthors, with coauthors (2014): Social responsibility beyond neoliberalism and charity. 4 volumes. BethamScience, Shirjah, UAE