



20th IRDO International Conference: INNOVATIVE, SUSTAINABLE & SOCIALLY RESPONSIBLE SOCIETY 2025: Personal responsibility as a part of social responsibility and sustainability

11th-12th June 2025, Slovenia, EU, ONLINE, www.irdo.si, conference@irdo.si

2025 IRDO CONFERENCE PROGRAMME

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(Organizers reserve the right to change the program.)

Day 1: Wednesday, 11 June 2025

Time	Contribution	Author
8:30–9:00	Registration of participants	
9:00–9:20	GREETINGS (online)	Moderator: Igor Perko
	Opening of the conference	Matjaž Mulej, Anita Hrast, Igor Perko, Peter Glavič
	Greeting from the University of Maribor	Prof. Dr. Polona Tominc Dean of EPF, UM
	Acknowledgement to authors and sponsors	Anita Hrast, IRDO
9:20–10:20	PLENARY LECTURES (online)	Moderator: Igor Perko
	Sustainability of the Past	Dane Munro
	The Devoted Observer: Systems Thinking as a Path to Possibility	Tadeja Jere Jakulin, Taja Maček
	Plenary Discussion (20 min)	
10:20–10:40	Coffee Break	
12:00–13:00	Lunch Break	
10:40–15:40	PARALEL LECTURES (Room 1, 2,3)	
	ROOM 1: (Inter)national legislation and frameworks that strengthen values for personal responsibility and sustainability (online)	Moderator: Tadeja Jere Jakulin
	Individual PERSON and social responsibility	Živko Bergant, Igor Manohin
	Systemic Transparency: From Blind Peer Review to Responsible Academic Judgment	Tadeja Jere Jakulin
	Shore Excursion CSR: System Dynamics in Cruise Tourism	Taja Macek, Tadeja Jere Jakulin, Peter Stumpf
	Planet-centric values as a way to sustainable practices and inclusive identities.	Tea Golob, Matej Makarovič
	The relation between economic prosperity and political preferences in the interpretation of contemporary events	Mihael Sket

Analysis of greenwashing tactics in advertising campaigns	Urška Tkalec, Nina Kovačević, Maša Berke
Greenwashing or Genuine Change? A Critical Review of Amazon's Sustainability Claims	Urška Klopčič, Mojca Mihec, Nevena Pantović
Exploring the symbolic ethics of society modernization in China	Yi Hu
How Sustainable Finance Disclosure Regulation shapes sustainable investments	Teodora Marković

Time	Contribution	Author
10:40–15:40	ROOM 2: Education focused on personal responsibility as part of social responsibility (online)	Moderator: Anita Hrast
	Evaluating the Impact of Integrating Personal Responsibility into Social Responsibility Education on Student Outcomes (Special Reference to Delhi NCR)	Shikha Dubey, Yashi Singh, Ajay Dwivedi, Sayma Parveen
	The Impact of AI on Education: Complexity Issues	Peter Ototsky
	CaseUp 2025: Empowering Youth to Shape a Sustainable Future in the UAE	Dagmar Turkova, Izma Fatima, Sandra Abramovic, and Miro Mihec
	Media literacy through the eyes of children and parents	Tatjana Novak, Gabrijela Cojzer
	ROOM 3: Systems thinking and systemic innovations for the transition to a fairer, greener economy and society (online)	Moderator: Igor Perko
	Coping with Global Warming: Systemic Design, Scope and Scale	Markus Schwaninger
	Back to the future... the hourglass of sustainability between personal and social orientations	Francesco Caputo, Cristina Cervino, Raffaele D'Amore, Gerardo Bosco
	Lateral thinking as a tool for individual and shared social responsibility	Matjaž Mulej, Nastja Mulej
	The Language of Tyranny: Prisoners of the Mind -Trojan Horses, Brain Worms, Double Helix and Black Vortexes	Lowell F. Christy Jr. Valarie Lamont
	A perspective on generative artificial intelligence for the enhancement of methods in System Dynamics	Massimiliano Pirani Andrea Generosi Luca Spalazzi
	Addressing the human-nature disconnect to improve individual and social responsibility	Sujay Dinnalli, Sheshadri Ramaswamy
	Formation of socially responsible leaders for self-developing poly-subject environments	Vladimir Lepski
	An Interaction between a Cybernetician Systems Thinker "Real fairy tale"	Teodora Ivanuša, Igor Perko
	Lifeboat money: securing human well-being	Shann Turnbull PhD
	The role of personal responsibility in ensuring sustainable development: A systems approach to age management	Vasja Roblek, Sławomir Wyciślak

15:40-16:00 Conclusions (online)

Moderators: Matjaž Mulej, Igor Perko

Day 2: Thursday, 12 June 2025

Time	Contribution	Author
8:30–9:00	Registration of participants	
9:00–9:05	GREETINGS (online)	Moderator: Anita Hrast
	Opening of the 2nd Day of the conference	Prof. Dr. Igor Perko, Anita Hrast, MSc.
9:05–10:20	PLENARY LECTURES (online)	Moderator: Anita Hrast
	How to speed-up the Economic Development in Slovenia	Peter Glavič, Borut Vodušek
	Designing a mobile web portal Odgovoren.si – the backgrounds	Igor Perko, Matjaž Mulej, Anita Hrast
	Responsibility in the Post-Crisis Organizations: Strategic Shifts in Internal Communication for Sustainable and Resilient Organizational Culture	Natalie Cvinkl Postružnik, Nina Lesar
	Plenary Discussion (15 min)	
10:20–10:40	Coffee Break	
12:00–13:00	Lunch Break	
10:40–15:40	PARALEL LECTURES (Room 1, 2,3)	
	ROOM 1: Sustainable business models that strengthen personal social responsibility in practice (online)	Moderators: Tadeja Jere Jakulin, Sonja Sibila Lebe, Anita Hrast
	Roma informal entrepreneurs and municipal waste management in Hungary: use of smartphones to estimate the extent of informally retrieved bulky waste.	Tim Gittins, László Letenyei
	Responsible Journeys: A Systems Perspective on Modern Pilgrimage Motivations	Tilen Nipič, Tadeja Jere Jakulin
	The Attitudes of Communities to Casinos Building	Marica Mazurek
	Designing a Socially Responsible Beauty Industry	Ana Đorđević and Sandra Abramović
	Global Luxury in the New Sustainability Concept Redefining Prestige through Purpose, Innovation & Social Impact	Sandra Abramović
	EU Sustainability Regulatory Updates Following the Omnibus Package and the Strategic Business Value of Sustainability Regulations Beyond Compliance	Martina Cappelli, Marta Mucci
	Comparison of three types of LLM generated Word Interferences for the Fixation Phenomenon in Design Thinking – case study of libraries innovation	Fabrice Fischer, Mickaël Gardoni
	The Role of a Historic Silver Mining Legacy in Destination Management: A Generational Comparison	Tomáš Čihák, Blanka Šimánková Hornová
	Micro-Changes, Macro-Impact: How Small Actions Create Systemic Change	Katja Gajgar

Time	Contribution	Author
10:40–15:40	ROOM 2 (Blue Room): Digital responsibility and AI: Designing Ethical and Inclusive Digital Futures, Digital responsibility and AI (online & onsite)	Moderator: Nomi Hrast
	Cultural Challenges in the Adoption of Data-Driven Decision Making	Jonathan Randall
	Exploring the Ethical and Sustainability Dimensions of Generative AI: Evidence from Poland	Maciej Czaplewski, Marcin Janowski
	User requirements analysis as a foundation for marketing planning in Odgovoren.si	Ajša Lutar and Ognjen Savković
	Content Analysis for the Development financial planning in Odgovoren.si	Maks Srt and Nomi Hrast
	Identifying digital technologies for designing a mobile portal odgovoren.si	Ines Pačnik and Nataša Barberić
	Environmental dangers of AI	Vanna Jensen
	Creating a sustainable culture in an organization	Tim Kalič
	Enhancing digital literacy among the elderly	Sara Lipavic, Taisa Lin Smrekar, Henry Kelsall
	Responsible AI in the era of large language models	Matej Habjanič and Bojan Žlahtič
	OpenAI and Environmental Responsibility	Lovro Breznik
	ROOM 3 (S4 room): Digital responsibility and AI: Risks, Ethics, and Sustainable Innovation (online & onsite)	Moderators: Matjaž Mulej, Igor Perko
	3D PRINTING	Mia Samardžić, Nora Pavičević, Tamara Terzić
	Technological Possibilities for Harnessing Water Energy	Hristijan Simionov, Darko Glavche
	How Google collects user data on mobile phones	Tjaša Koisek, Rene Mohar
	The ethics of using Internet of Things in the case of Tesla	Neja Šimek Oven
	Blockchain behind closed doors: The handling of user data by crypto companies	Nejc Buzeti, Aljoša Števanec, Daniil Biryukov
	Data privacy in small organizations	Maja Petek, Eva Vaukan
	Cybersecurity in the world of cryptocurrencies: the case of the Bybit hack (2025)	Til Murkovič, Rok Poš
	Cryptocurrency and cybersecurity: The role of digital responsibility in preventing data breaches	Milena Gligorova, Merisa Durović and Karmen Lebar
	Optimising weather model data using advanced machine learning methods	Rene Rajzman, Robert Meolic, Andrej Souvent, Milan Zorman
15:40-16:00	Final conclusions (online & onsite)	Moderatorja: Igor Perko, Matjaž Mulej