



**INVITATION  
FOR PARTICIPATION AT**  
IRDO Joint Conferences on  
**SOCIALLY RESPONSIBLE SOCIETY 2021**  
**10–11 June 2021**  
Maribor, Slovenia, European Union  
**ONLINE PERFORMANCE**



Contribute to Social Responsibility & Sustainability.  
Be part of these TWO conferences.  
Register for participation at [www.irdo.si](http://www.irdo.si)!

**16<sup>th</sup> IRDO International  
Scientific Conference**  
**SOCIAL RESPONSIBILITY AND CURRENT  
CHALLENGES 2021: Challenges and  
opportunities of digitalisation for  
sustainable future**  
**10th June 2021**  
**ONLINE** (in English)

**1<sup>ST</sup> IRDO & Citizens' Initiative for an  
Integral Green Slovenia National  
expert and business conference:**  
**Challenges and opportunities for  
sustainable development of  
Slovenia in the European Context**  
**11th June 2021**  
**ONLINE** (in Slovenian and English)

**INFORMATION:** IRDO – Inštitut za razvoj družbene odgovornosti, [www.irdo.si](http://www.irdo.si), [info@irdo.si](mailto:info@irdo.si)



## Dear Ladies and Gentlemen!

We invite you kindly to the **IRDO Joint Conferences on SOCIALLY RESPONSIBLE SOCIETY 2021** to be held on **10<sup>th</sup> and 11<sup>th</sup> June 2021 online, from Maribor, Slovenia:**

- **16<sup>th</sup> IRDO International Science Conference SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES 2021:** Challenges and opportunities of digitalisation for sustainable future – 10th June 2021, ONLINE (in English)
- **1<sup>st</sup> IRDO & Citizens' Initiative for an Integral Green Slovenia National expert and business conference:** Challenges and opportunities for sustainable development of Slovenia in the European Context – 11th June 2021, ONLINE (in Slovenian and English)

**Due to the crisis and pandemic situation the conferences will be held online (Zoom). We invite you to collaborate at the conference as participant.**

In the Digital age, corporate social responsibility (CSR) and digital transformation are becoming one of the main factors of the company's competitiveness. Digital transformation is currently the most important element of the Fourth Industrial Revolution that changes the way of doing business. It requires the necessity of deep changes in the sphere of awareness of people working in the businesses.

Digital transformation seems to be an effective solution to the main problems that appear in the competitive business environment. Corporate Digital Responsibility (CDR) is standing out as the new direction changing the relationship between labour and technology as well as shaping the ethical use of new technologies.

The EU digital strategy is aimed at fair and competitive digital economy with Europe as a global digital player. Technology shall work for people envisaging an open, democratic, and sustainable digital society. More content on this topic can be found here:

<https://ec.europa.eu/digital-single-market/en/content/european-digital-strategy>

The 2021 Scientific Conference aims to provide a broader insight into what researchers, teachers, managers, and others, can do to integrate social responsibility and digitalization into the social and natural environment in which we operate.

Therefore, with a view to contribute to a sustainable future as a pathway from the current crisis, we will:

- Discuss methods for developing concepts of digital responsibility to align them with the current developments in it and the necessary holistic development in the social, ecological and business environment, with particular emphasis on reflexive behavior, interdependence and creative collaboration.

- Present examples of responsible digital behavior by individuals and groups in business, government and non-governmental organizations or active citizenship, and evaluate how to rethink standard processes from several aspects.

By sharing experience, theoretical and practical, we will try to find the right path to socially responsible digitalization in companies, organizations, and in education.

The aim of the professional-business conference, organized together with the Citizens' Initiative for an Integral Green Slovenia, is to examine the challenges and opportunities for the sustainable development of Slovenia in the European context.

Therefore, we invite you to the conference as participants to share your experience, views, and suggestions with other participants, including scientific and other researchers, top consultants, other professionals, and experienced practitioners who will attend this conference as listeners and/or as contributing authors. Young authors, students involved in high and higher educational processes are also very welcome.

All participants are asked to discuss on authors work in the various topics of our conference! So far, over a thousand authors from all over the world have participated in previous 15 IRDO Scientific Conferences. Proceedings of past conferences can be found here: <https://www.irdo.si/en/irdo-conference/>

**We look forward to your participation at the IRDO International & National Joint Conferences ONLINE!**

3

With kind regards,



**Prof Emeritus Peter Glavič, PhD**  
University of Maribor, Faculty of Chemistry and Chemical Technology, Head of Centre for Professors emeriti and retired higher education teachers, and Vice-Chairman of the IRDO Conference Program Committee  
m.p.



**Prof Emeritus Matjaž Mulej, PhD, PhD** University of Maribor, Faculty of Economics and Business, President of the IRDO Expert Council and Chairman of the IRDO Conference Program Committee  
m.p.



### **Conference orientations**

There are many social contradictions and negative traits in the world; many authors (e.g. Schwab, 2016; Piketty, 2013) highlight the need for better tailored and faster responses to the consequences of the rapid evolution of science and technology. Due to the speed of development, we face challenges that are crucial to a sustainable future and our existence.

4

The measures must be systemic, i.e. requisitely holistic, and interdisciplinary, to counteract the negative consequences of uncontrolled, unholistic development, e.g. of »the 4<sup>th</sup> Industrial Revolution,» and to improve the current socio-economic systems towards full social responsibility. Organizations decide by collaborative authorized people. Therefore, the theme of our conferences is searching the path to responsible development / future of the world in the 21<sup>st</sup> Century, also in line with the 17 United Nations Sustainable Development Goals under the Transforming our World: The 2030 Agenda for Sustainable Development.

### **Conference themes**

We will discuss about personal, social, political, economic, business, environmental and other aspects of social responsibility and sustainable development / future, especially:

#### Scientific Conference (1<sup>st</sup> day):

- System perspectives on digitalisation
- Transdisciplinarity of digitalisation
- Digitalisation in the education systems
- Digitalisation in learning

#### Business & Expert Conference (2<sup>nd</sup> day):

- The integral green path to a sustainable Europe
- Original Slovenian contribution to the Conference on the Future of Europe





### **Participants and speakers at the conferences**

In particular, we invite the following participants and lecturers to the conference:

- Researchers, scientists and experts of various fields
- Managers and experts from companies, government, public and non-governmental organizations
- Experts from different departments in companies, governments and non-governmental organizations, research organizations, EU officials, public relations experts, etc.
- Managers and teachers at universities and other educational organizations
- Legislators and regulators
- Students, youth workers, youth organizations
- Journalists and other opinion makers
- Other interested individuals, including the elderly and the unemployed.

5

**Conference papers** will be published in **e-Conference proceedings** – publication with ISSN record as an electronic book (full article) in the IRDO "Social Responsibility" collection and available at [www.irdo.si](http://www.irdo.si).

### **Languages:**

- The official language of the international scientific conference is English, and the same applies to the publication of author papers in conference proceedings for 1<sup>st</sup> day.
- The official language of the national expert and business conference is Slovene, and the same applies to the publication of author papers in conference proceedings for 2<sup>nd</sup> day.

**The method of conferences implementation:** The conferences will be held ONLINE via Zoom.

## CONFERENCE BODIES

### PROGRAM COMMITTEE:

#### Leadership:

- **Janja Hojnik, Prof., PhD.,** Vice-Rector for Quality, Human Resources and Legal Affairs, University of Maribor, Slovenia;
- **Matjaž Mulej, Prof. Emeritus, PhD., PhD.,** University of Maribor, Faculty of Economics and Business, Department of Entrepreneurship and Business Economics, and IRDO Institute for the Development of Social Responsibility, Maribor, Head of the IRDO Expert committee and Head of the IRDO Scientific-research centre board, Chairman of the IRDO 2021 Conference Program Committee, Honorary Founding President of IASCYS (International Academy of Systems and Cybernetic Sciences), Member of three international academies, Slovenia;
- **Peter Glavič, Prof. Emeritus, PhD.,** University of Maribor, Faculty of Chemical Engineering, Laboratory for Process Systems Engineering and Sustainable Development, Head of Centre for Professors Emeriti and Retired Higher Education Teachers, University of Maribor, Slovenia, and Vice-Chairman of the 2021 IRDO Conference Program Committee, Slovenia;

6

#### Members – International:

- **Alberto Canen, Prof. Emer., PhD.,** Federal University, Rio de Janeiro, Brazil;
- **Alfonso Reyes, Prof., PhD.,** University de los Andes, Bogota, Columbia;
- **Angela Espinosa, Prof. Emeritus, PhD.,** University of Hull, The Business School, UK.;
- **Gerald Steiner, Prof., PhD.,** Prof. of Systemic and Sustainability Management, Donau University, Krems, Austria, and Harvard University, Boston, MA, USA;
- **Helmut Loeckenhoff, PhD.,** Independent researcher, Backnang, Germany;
- **Johannes GOELLNER, MSc, Dipl.-Ing.,** Chairman of the Board, Center of Risk & Crises Management (CRC), Vienna, Austria
- **Jose Perez Rios, Prof. Emeritus, PhD.,** University of Valladolid, Spain;
- **Monty Lynn, Prof., PhD.,** Professor of Management, Abilene Christian University, Abilene, TX, USA;
- **Pierre Bricage, Prof. Emer., PhD.,** Secretary General, International Academy for Systems and Cybernetic Sciences (IASCYS), Pau, and University of Pau, France;
- **Raul Espejo, Prof., PhD.,** President of the World Organisation of Systems and Cybernetics (WOSC) and Director at Syncho Research, UK;
- **Stefan Blachfellner, Mag,** Bertalanffy Center for the Study of Systems Science & International Federation for Systems Research, Vienna, Austria;
- **Stuart Umpleby, Prof. Emer., PhD.,** President of IASCYS (International Academy for Systems and Cybernetic Sciences), George Washington University, Washington, D. C., USA;
- **Vladimir Lepskiy, Prof., PhD.,** Institute of Philosophy, Russian Academy of Sciences, Russia;
- **Zhanna Belyaeva, Assoc. Prof., PhD.,** Prof. of Social Responsibility, Graduate School of Economics and Management, Head of Research Centre for Global Social Responsibility Excellence, Ural Federal University named for Boris Jelcin, Yekaterinburg, and EMBRI Country Director, Russia,
- **Tal Pavel, Prof. PhD.,** Head of Cyber studies, The Information Systems Program (B.Sc.), School of Management and Economics, The Academic College of Tel-Aviv, Yaffo, Izrael,
- **Małgorzata Roge-Wiśniewska, Prof., PhD,** University of Warsaw, Poland.

## Members – Slovene:

- **Igor Perko, Assoc. Prof., PhD.,** University of Maribor, Faculty of Economics and Business, WOSC director-general, Vice-Chairman of the 2021 IRDO Conference Program Committee, Slovenia;
- **Darja Piciga, PhD,** Citizens' Initiative for an Integral Green Slovenia; Vice-Chairman of the 2021 IRDO Conference Program Committee, Slovenia.
- **Ana Vovk Korže, Prof., PhD., PhD.,** University of Maribor, Faculty of Arts, Head of the International Centre for Ecoremediations, Vice-Chairman of the 2021 IRDO Conference Program Committee, Slovenia.
- **Teodora Ivanuša, Prof., PhD., PhD.,** Faculty of Organizational Sciences, University of Maribor, Slovenia, and President of Slovenian Society for System Research,
- **Anita Hrast, MSc.,** IRDO Institute for the Development of Social Responsibility,
- **Darja Boršič, Prof., PhD.,** University of Maribor, Faculty of Economics and Business, Editor-in-chief of "Our economy" – Journal of Contemporary Issues in Economics and Business,
- **Vojko Potočan, Prof., PhD.,** University of Maribor, Faculty of Economics and Business, Slovenia,
- **Milan Zorman, Prof., PhD.,** University of Maribor, Faculty of electrical engineering and Computer Science,
- **Tadeja Jere Jakulin, Prof., PhD.,** University of Primorska, Faculty of Tourism Studies-TURISTICA, Slovenia, and Vice-president of Slovenian Society for System Research,
- **Rado Bohinc, Prof., PhD.,** Chair for Organizational and Human Resource Management and Development, Research Centre for Comparative Law, University of Ljubljana, Faculty of Social Sciences & Association Academy for Social Responsibility Ljubljana,
- **Urša Golob Podnar, Assoc. Prof., PhD.,** Chair of Marketing Communications and Public Relations, Centre for Marketing and Public Relations, University of Ljubljana, Faculty of Social Studies,
- **Mirko Markič, Prof., PhD.,** Faculty of Management, University of Primorska, Slovenia.
- **Simona Šarotar Žižek, Assoc. Prof., PhD.,** University of Maribor, Faculty of Economics and Business, Department of General Management and Organization
- **Tjaša Štrukelj, Assist. Prof., PhD.,** University of Maribor, Faculty of Economics and Business, Department of Strategic Management and Company Policy, Head of the Project 'Faculty of Economics and Business and Social Responsibility', Certified Leader for Social responsibility and Sustainable Development (2019),
- **Roberto Biloslavo, Prof., PhD.,** University of Primorska, Faculty of Management, Slovenia,
- **Živko Bergant, Assist. Prof., PhD.,** College of Accountancy and Finance, Ljubljana,

7

## ORGANISATIONAL BOARD:

- **Anita Hrast, MSc.,** Manager of IRDO - Institute for the Development of Social Responsibility and President of 2021 IRDO Conference Organizing Committee;
- **Igor Perko, Assoc. Prof., PhD.,** University of Maribor, Faculty of Economics and Business, WOSC director-general, Vice-President of the 2021 IRDO Conference Organizational Committee, Slovenia;
- **Teodora Ivanuša, Prof., PhD., PhD.,** Faculty of Organizational Sciences, University of Maribor, Slovenia, and President of Slovenian Society for System Research,
- **Nomi Hrast,** IRDO - Institute for the Development of Social Responsibility;
- **Gašper Cvetič,** IRDO - Institute for the Development of Social Responsibility;
- **Kaja Bračič,** IRDO - Institute for the Development of Social Responsibility;
- **Tomaž Bole,** Gallus Foundation.





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W: [www.irdo.si](http://www.irdo.si), [www.horus.si](http://www.horus.si), [www.model-m.si](http://www.model-m.si), [www.paktzamlade.si](http://www.paktzamlade.si)

## ABOUT IRDO INSTITUTE

**IRDO – The Institute for the Development of Social Responsibility** was established in 2004 with the aim of researching and promoting the development of social responsibility in Slovenia and in the world. It seeks to connect all key actors in the field of social responsibility development (companies, government, civil society, ...) and to implement joint activities and campaigns to raise awareness of the wider society about the need and importance of social responsibility in Slovenia. Through its activities, the IRDO Institute contributes to the transfer and adaptation of foreign knowledge and concepts to Slovenian conditions and needs, and at the same time enables the exchange of Slovenian knowledge and experience with foreign experts, companies and organizations. IRDO is a voluntary, research and public interest organization in the field of youth.

8

Activities: IRDO advises companies and other stakeholders on how to operate in a socially responsible manner and how effectively connect with others. To the best of its ability, it educates and establishes media support for the development of social responsibility and performs other tasks in the field of development and enforcement of social responsibility in Slovenia. IRDO carries out the following activities: research, consulting, education, information, promotion, networking and charity. Websites: [www.irdo.si](http://www.irdo.si), [www.horus.si](http://www.horus.si), [www.paktzamlade.si](http://www.paktzamlade.si), [www.model-m.si](http://www.model-m.si) and others.

The activities in 2021 are:

- Training for obtaining the certificate of Head of Social Responsibility and Sustainable Development (almost each month in a year)
- IRDO Joint Conferences on SOCIALLY RESPONSIBLE SOCIETY 2021: 10-11 June 2021, Maribor, Slovenia, European Union, ONLINE PERFORMANCE
- 13th award ceremony of the Slovenian Horus 2021 Social Responsibility Award (expected in December 2021)
- 1st award ceremony of the Slovenian Youth Award for Social Responsibility Adrastos (expected in September 2021)
- Monthly magazine IRDO Mozaik - First Slovenian socially responsible news (10 issues per year)
- Strategic consulting to companies in the field of social responsibility and sustainable development
- Internal trainings for companies in the field of social responsibility and sustainable development
- and several other projects.

We invite you to become a member of the IRDO Institute - collective and individual members. Take advantage of membership benefits and discounts that you can also use for this conference. More can be found on: [www.irdo.si](http://www.irdo.si), [info@irdo.si](mailto:info@irdo.si), 031 344 883.





## REGISTRATION FEE & PAYMENT DATA

Conferences will be held online on 10th and 11th June 2021.

TYPE OF PARTICIPATION AT THE JOINT CONFERENCE	REGISTRATION FEE
	IN EUR
✚ Regular Authors (individual and companies)	150 €
✚ IRDO and affiliated organisations members, second and third paper	100 €
✚ Registration fee for individual participant without author's article	50 €
✚ Students, the unemployed and the elderly (as authors and/or participants only)	For free

The number of participants is limited, so please register as soon as possible.

The application form – enclosed and take a look at the conference website: <https://www.irdo.si/en/home/>  
Please send us your application form as soon as possible to: [info@irdo.si](mailto:info@irdo.si).

**Payment due date:** The registration fee must be paid to the bank account of the IRDO Institute no later than 8th June 2021.

### Payment instructions:

Name: IRDO – Inštitut za razvoj družbene odgovornosti (Institute for the Development of Social Responsibility)  
Bank: Nova KBM d. d., Maribor; SWIFT KBMASI2X  
Account number: IBAN SI560-4515-0001074492  
Address: Cesta 13. Julija 65a, 1261 Ljubljana-Dobrunje, Slovenija  
Reference: 2311-2021  
Intent: Conference fee for (your first and last name)

**Proof of payment:** Participants will receive an original invoice as proof of payment of the conference fee.

### Additional information:

The registration fee includes lectures at the conference & e-proceedings. VAT is not included in the stated conference fee (IRDO is not liable for VAT). Hotel rooms and travel expenses are NOT included in the price. The official language of the conference is English, unless only Slovenian-speaking participants will be present at each section. Invited lecturers in plenary lectures do not pay the registration fee for the conference, but pay their own living and travel expenses, if necessary. All other authors pay the conference fee as written in the table. Students and seniors need to identify their status. A payment invoice will be issued based on your payment. In case of cancellation before 6th June 2021, 50 % of the registration fee will be refunded, after this date the registration fee will not be refunded. Participants without copyright contributions must also register for the conference with an application form and pay the registration fee (according to type of participation at the conference).

**Accommodation:** Authors and participants (if they participate at the conference onsite) shall organize and pay the costs for their accommodation on their own.

### MORE INFORMATION

IRDO – Institute for the Development of Social Responsibility, Cesta 13. julija 65A, 1261 Ljubljana - Dobrunje, Slovenia, EU; Web: [www.irdo.si](http://www.irdo.si) Email: [info@irdo.si](mailto:info@irdo.si) Phone: +386 31 344 883



Organizer:



Co-organizer:



Co-organizer:



Co-organizer:



Co-financer:



Co-financer (in request):



In cooperation with:

- World Organisation of Systems and Cybernetics (WOSC)
- University of Maribor, Slovenia
- Slovenian Society for Systemic Research (SdSr)
- Citizens' Initiative Integral Green Slovenia
- International Academy for Systems and Cybernetic Sciences (IASCYS), Vienna, Austria
- European Academy of Sciences and Arts, Salzburg
- Bertalanffy Center for the Study of Systems Science (BCSSS)
- International Federation for Systems Research (IFSR)
- Center of Risk & Crises Management (CRC), Vienna, Austria
- COPERNICUS Alliance - European Network on Higher Education for Sustainable Development
- CSR Europe, Belgium
- Danube University Krems, Austria
- Slovenian Association for Quality and Excellence
- Chamber of Commerce and Industry of Štajerska, Slovenia
- Association of Employers of Slovenia
- Managers' Association of Slovenia
- Network for Social Responsibility of Slovenia
- Association Social Responsibility Academy, Slovenia
- Gallus Foundation, Slovenia

10



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