

Neoliberalism or Bases for an Innovative Sustainable Socially Responsible Society?

Matjaž Mulej, double Ph.D., Emeritus Professor,
University of Maribor, Slovenia,
and co-founder, head of research and expert board
at IRDO Institute for the Development of Social Responsibility, Ljubljana, Slovenia
matjaz.mulej@um.si, www.um.si, www.irdo.si

Anita Hrast, M.Sc.,
director and co-founder
at IRDO Institute for the Development of Social Responsibility, Ljubljana, Slovenia
anita.hrast@irdo.si, www.irdo.si

Abstract

The growing complexity of global challenges increasingly questions the adequacy of neoliberalism as the dominant socio-economic paradigm. Climate change, social inequalities, demographic transformations, digital disruption, declining trust in institutions, and geopolitical instability reveal the limitations of development models based primarily on market competition and short-term economic efficiency. This paper examines the concept of the Innovative Sustainable Socially Responsible Society (ISSRS) as a systemic alternative to neoliberalism. Building upon social responsibility, sustainability, innovation, stakeholder governance, and the law of requisite holism, the paper synthesizes findings from the two-volume monograph *Bases for an Innovative Sustainable Socially Responsible Society* and related international literature. The analysis suggests that humanity's long-term survival and well-being require a transition toward a development model based on trustworthiness, interdependence, innovation, sustainability, and social responsibility. ISSRS is proposed as an emerging paradigm capable of integrating these dimensions into a coherent framework for societal transformation.

Keywords: neoliberalism, ISSRS, social responsibility, sustainability, innovation, systems thinking, requisite holism

1