Social responsibility as a Systemic Way toward Peace and Development Instead of the Current Global Socio-economic Crisis

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The selected problem and viewpoint

The current humanity is far from peace & development; why?

Humans/organizations with the strongest impact on the worldwide life reality often prefer their own short-term and narrow-mindedly defined profits/benefits over the general human well-being, even over survival of humankind

Knowledge or values?

Social responsibility: the way out from the current socio-economic crises by exposing interdependence, holism and responsibility = systemic behavior by ISO 26000
Social responsibility is one’s responsibility for one’s impacts on society → healthy society by systemic behavior

The essence of social responsibility – human values for end of neoliberalism and war
<table>
<thead>
<tr>
<th>Individual values (interdependent with knowledge)</th>
<th>Culture = values shared by many, habits making them a rounded-off social group</th>
</tr>
</thead>
<tbody>
<tr>
<td>↑</td>
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<tr>
<td>×</td>
<td>↓</td>
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<tr>
<td>Norms = prescribed ethics on right and wrong in a social group</td>
<td>← Ethics = prevailing culture about right and wrong in a social group</td>
</tr>
</tbody>
</table>
ISO 26000 (ISO, 2010) - seven content areas

(1) organization, management and governance,
(2) human rights,
(3) labor practices,
(4) environment,
(5) fair operating practices,
(6) consumer issues, and
(7) community involvement and development.

Linked by: interdependence and holism
Interdependence and holistic approach to social responsibility in ISO 26000
ISO 26000: 7 principles

1. accountability,
2. transparency,
3. ethical behavior,
4. respect for stakeholder interests,
5. respect for the rule of law,
6. respect for international norms of behavior, and
7. respect for human rights
Market & government & humans – with SR values

Neoliberalism → monopolies, not free market

Market alone has not proved to be able to rebalance crucial consequences of human one-sidedness, neither have governments alone; both are too monopolized to attain requisite holism, which humanity needs to survive: (1) eighty percent of the global market are controlled by less than 750 out of the studied thirty million organizations; (2) nobody can become president, e.g. in USA without money from big companies that pursue their interests rather than the human and humane ones – via government.
A potential methodological support for human transition from one-sided to requisitely holistic behavior via social responsibility

De Bono: '6 Thinking Hats' (combined with my USOMID)

Everybody uses the same hat/approach in the same phase of work:

• White = neutral, objective, facts without interpretation;
• Red = feelings, emotions, intuition, irrationality, unproved;
• Black = watching out, caution, pessimism, search for danger, doubt, critique; it all works well against mistakes;
• Yellow = optimism, search for advantages of proposals, search for implementation ways;
• Green = energy, novelty, creation, innovation;
• Blue = organization, mastering, control over procedure.
<table>
<thead>
<tr>
<th>SREDIM Phases</th>
<th>USOMID Steps Inside SREDIM Phases</th>
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<tbody>
<tr>
<td>1. Select problem / opportunity to work on in an USOMID circle</td>
<td>1. Individual brain-writing by all in the organisational unit / circle</td>
</tr>
<tr>
<td>2. Record data about the selected topic (no 'Why')</td>
<td>2. Circulation of notes for additional brain-writing by all</td>
</tr>
<tr>
<td>3. Evaluate recorded data on the topic ('Why is central')</td>
<td>3. Brain-storming for synergy of ideas / suggestions</td>
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<tr>
<td>4. Determine and develop chosen solution/s to the topic</td>
<td>4. Shared conclusions of the circle</td>
</tr>
<tr>
<td>5. Implement chosen solution to the topic in reality</td>
<td>5. Maintain implemented solution for a requisitely long term</td>
</tr>
</tbody>
</table>

- **All 6 hats**
- **White hat**
- **Red hat**
- **Black hat**
- **Yellow hat**
- **Green hat**

- All 6 hats, red, black, yellow, green first of all
- All 6 hats, red, black, yellow, green first of all
- All 6 hats, red, black, yellow, green first of all
- All 6 hats, red, black, yellow, green first of all
- All 6 hats, red, black, yellow, green first of all
- All 6 hats, red, black, yellow, green first of all
- All 6 hats in preparation of implementation
- All 6 hats in preparation of implementation
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Social responsibility – systemic behavior – knowledge-cum-values management

→ Survival of humankind

→ In business: the most holistic ones are not in crisis

Practice of specialization + cooperation → Ethics of interdependence → SR → requisite holism → fewer oversights → more creativity → innovations → way out from the crisis → success and satisfaction → happiness by peace and development = systemic behavior

Rationality alone is not rational
Conclusions

Transition from the concept of neoliberal one-sidedness to the concept of requisite holism = systemic behavior = a non-technological invention-innovation-diffusion process by introduction and diffusion of social responsibility with its three most crucial notions:

• One’s responsibility for one’s impacts over society;
• Interdependence; and Holistic approach.

With one-sided information these notions are very difficult to realize → NO peace, NO development, BUT WWIII.

THANKS FOR ATTENTION, WORRY AND ACTION!