

The Next Phase: Innovative Sustainable Socially Responsible (ISSR) Society



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Humankind cannot survive as humanity, if we do not replace the current practice of socio-economic relations, in which neoliberalism destroys free market and democracy and causes a global socio-economic crisis, with a socially responsible society;

- we can achieve neither social responsibility nor sustainability, which is part of socially responsible practice, if we do not incorporate innovation into a given practice,
- in particular non-technological, i.e. user-friendly innovations in mutual relations, which social responsibility contains,
- as well as technological ones that make healthy living easier.

Therefore, we speak about an Innovative Sustainable Socially Responsible (ISSR) Society, as a synergy of many humans' ISSR behavior, be it in their role of individuals, businesses, other organizations, communities, societies, and humankind.

The corporate social responsibility (CSR) has been a good first step, but limitation to it is not holistic enough to resolve the current global socio-economic crisis surfacing since 2008 (but caused since the prevailing of neoliberalism and illiberalism earlier and later) with accumulation of problems without end. In recent times the necessity of innovation of human behavior was especially exposed under the term of the dangerous climate change's pressure over the given human habits, again. But it was more proclaimed than practiced, including +50 wars in 2023, which are far away from social responsibility and sustainability.

Biography:

Matjaž MULEJ, Double PhD, systems theory, innovation management, authored Dialectical Systems Theory and Innovative Business Theory, now applied to social responsibility. 2,500 publications in +40 countries. Visiting professor abroad: 15 semesters, including Cornell University (Fulbright). Consulted companies: 500 times, 6 countries. +3.000 citations, +110,000 readings. Three international Academies of Sciences.