

The socio-economic essence of (corporate) social responsibility

EDU4SOCIETY

2nd Multiplier Event

**The healthy business ecosystem through
joining forces and collaboration between all
stakeholders**

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University of Maribor, SLOVENIA

Prof. Emeritus Dr., Dr., Matjaž Mulej

The selected challenge and viewpoint

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

Humans/organizations with the strongest impact on the world-wide 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 – **healthy society?**

Knowledge or **values**? SR 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, culture, ethics and
norms for end of neoliberalism and war**

Table 1 *Interdependence of values, culture, ethics, and norms, i.e. VCEN*

<p>Individual values (interdependent with knowledge)</p>	<p>→</p>	<p>Culture = values shared by many, habits making them a rounded-off social group</p>
<p>↑</p>	<p>×</p>	<p>↓</p>
<p>Norms = prescribed ethics on right and wrong in a social group</p>	<p>←</p>	<p>Ethics = prevailing culture about right and wrong in a social group</p>

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

Social responsibility: 7 core subjects



ISO 26000: 7 principles

1. accountability,
2. transparency,
3. ethical behavior (honesty, equality, integrity)
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 rule without influence from big companies that pursue their interests rather than the human and humane ones – via government.** → **Their need for trust of people etc.?**

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.

SREDIM Phases USOMID Steps Inside SREDIM Phases	1. Select problem / opportunity to work on in an USOMID circle	2. Record data about the selected topic (no 'Why')	3. Evaluate recorded data on the topic (<i>'Why is central'</i>)	4. Determine and develop chosen solution/s to the topic	5. Imple- ment chosen solution to the topic in reality	6. Maintain implemented solution for a requisitely long term
1. Individual brain- writing by all in the organisational unit / circle	All 6 hats	White hat	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 imple- mentation	All 6 hats in preparation of mainte-nance
2. Circulation of notes for ad- ditional brain- writing by all	All 6 hats	White hat	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 imple- mentation	All 6 hats in preparation of mainte-nance
3. Brain-storming for synergy of ideas / sug-gestions	All 6 hats	White hat	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 imple- mentation	All 6 hats in preparation of mainte-nance
4. Shared con- clusions of the circle	All 6 hats	White hat	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 imple- mentation	All 6 hats in preparation of mainte-nance

Social responsibility – systemic behavior – knowledge-cum-values management

→ Survival of humankind

→ In business: the most holistic ones are not in crisis (see Collins – ‚visionary companies‘ & ‚good to great‘) →

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** = SR = 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**.

Or → **NO peace, NO development, BUT WWIII.**

THANKS FOR ATTENTION, WORRY AND ACTION!