



## CALL FOR PAPERS

**We need to get the right information at the right time to behave socially responsibly.  
We need to understand the concept of social responsibility and to communicate it to others.  
Then our awareness about social responsibility benefits will rise, we'll be more responsible.  
And our culture will change toward a more responsible society.**

### Deadlines:

- 30 November 2012 – abstracts in English (and Slovene, if possible); **new deadline: 15<sup>th</sup> December 2012**
- 10 December 2012 – information about acceptance; **new deadline: 25<sup>th</sup> December 2012**
- 10 January 2013 – final papers in English; **new deadline: 25<sup>th</sup> January 2013**
- 1 February 2013 – information about the conference program;
- 4 March 2013 – submission of power-point presentations and posters;
- 7, 8, 9 March 2013 – Conference in Maribor, Slovenia.

**Further information:** available at the conference web site: [www.irdo.si](http://www.irdo.si) or:

**IRDO - Institute for the Development of Social Responsibility**

Preradovičeva ulica 26, 2000 Maribor, Slovenia, E-mail: [info@irdo.si](mailto:info@irdo.si), Fax: + 386 (0)2 429 71 04

**Program committee:** (Programme questions)

Prof. Emer. DDr. Matjaž Mulej, Head of Program committee: [mulej@uni-mb.si](mailto:mulej@uni-mb.si)

Dr. Andrej Fištravec, Head of IRDO Scientific Research Centre and Vice-Head of Program committee:  
[andrej.fistravec@zrss.si](mailto:andrej.fistravec@zrss.si)

**Organizational committee:** (Organizational questions and paper submissions)

Sabina Kojc, project manager: [sabina.kojc@irdo.si](mailto:sabina.kojc@irdo.si), + 386 (0)40 56 44 85

Anita Hrast, Head of Organizational committee: [anita.hrast@irdo.si](mailto:anita.hrast@irdo.si), + 386 (0)31 344 883

### Honorary sponsor (in request):

Dr. Danilo Türk,  
President of the Republic of Slovenia

### Organizer:



### In partnership with:

University of Maribor, Slovenia

### In cooperation with (in request):

- Association for Culture and Education KIBLA, Maribor
- Chamber of Commerce and Industry of Štajerska, Maribor, Slovenia
- European Academy of sciences and arts, Salzburg
- Faculty of Arts - Department of Sociology, University of Maribor, Slovenia
- International Academy for Systems and Cybernetic Sciences (IASCYS), Vienna
- Ministry of Education and Sport, Office of Youth, Republic of Slovenia
- Municipality of Maribor
- Narodni dom Maribor
- Pekarna magdalenske mreže, Maribor, Slovenia
- Slovenian Research Agency
- CSR Europe, Enterprise 2020

Dear Sirs and Ladies,

We invite you kindly to help humankind find its way out from the current socio-cultural crisis. **The 8th IRDO international conference SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES 2013: EDUCATION AND COMMUNICATION FOR MORE SOCIAL RESPONSIBILITY is expected to detect & develop influences over and factors of innovation of education and communication, to develop and innovate a more socially responsible society and our culture.** We all communicate and educate for lifelong time, but especially we have to be careful what we put in the education programs for our youngsters of all ages to be more socially responsible.

**One's social responsibility is one's responsibility for one's impacts on society (EU, 2011).**

**Everybody needs to get the right information at the right time to behave socially responsibly. We need to understand the concept of social responsibility and to communicate it to others. Then our awareness about social responsibility benefits will rise, we'll be more responsible and our culture will change toward a more responsible society.**

We trust your **professional knowledge and practical experience**, interesting theories and different solutions for solving this problem. That's why we kindly invite you to share them with other authors and discussants, including scientific & other researchers, top consultants, other experts and experienced practitioners, with joining this conference as **audience** and/or with **contributing your paper**.

For social and economic reasons SR means that everybody behaves as a reliable person beyond social community's requirements defined in legislation. **It exposes giving up the dangerous one-sidedness in order to free all of us of its tough consequences and to attain more survival possibilities, success and wellbeing, in a longer term, at least. The economic, social and natural crisis showing up in 2008 results from such dangerous one-sidedness, which lacks social responsibility's interdependence and holistic approach in both - values and knowledge of influential humans.**

Thus, much information will be collected at one spot to be applied in research and practice – therefore you should **not miss this conference!** Share your ideas, dilemmas, and views with speakers and other participants. The number of speakers is limited. Please find some crucial **instructions for authors of papers** attached.

Looking forward to enjoying your company at **the 8<sup>th</sup> IRDO conference on 7<sup>th</sup> - 9<sup>th</sup> March 2013 in Maribor, Slovenia!**

**Dr. Andrej Fištravec,**  
Head of IRDO Scientific research  
centre, Vice-head of the 8<sup>th</sup> IRDO  
conference Programme committee  
m.p.

**Anita Hrast,**  
Manager of IRDO,  
and Head of the 8<sup>th</sup> IRDO  
conference Organizational  
committee  
m.p.

**Dr. Dr. Matjaž Mulej, Prof. Emeritus,**  
Head of Research board of IRDO  
Scientific research centre and Head of  
the 8<sup>th</sup> IRDO conference Programme  
committee  
m.p.

**The 8th IRDO international conference**  
**SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES 2013:**  
**EDUCATION AND COMMUNICATION FOR MORE SOCIAL RESPONSIBILITY**  
**(IZOBRAŽEVANJE IN KOMUNICIRANJE ZA VEČ DRUŽBENE ODGOVORNOSTI)**  
**Thursday – Saturday, the 7<sup>th</sup> - 9<sup>th</sup> March 2013**  
**Maribor, Slovenia**

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## **INFORMATION FOR AUTHORS OF PAPERS**

### **1. Short presentation of the IRDO conference history:**

The IRDO conference named SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES has since 2006 created the tradition of making a rich survey of the behaviour and development concerning the social responsibility (SR). European Union defines SR as one's responsibility for one's impacts on society. The IRDO conference exposes a selected topic pressing in the given period of time.

The world top political bodies and local communities understand more and more that the visible problems concerning the nature and humans, including economy, around the world are not problems of nature, but of people and related SR.

Topics covered so far include: Social responsibility in general (2006), Managers' Role in the development of Social Responsibility in for-profit and not-for-profit organizations (2007), Social responsibility as contribution to stakeholders' long term success in market (2008), Work – a bridge to cooperation: relations with co-workers and different age generations (2009), Social responsibility: nature and humans (2010), Youth in focus of world changes (2011). In 2012 IRDO conference focused on Innovation of culture toward more social responsibility - the way out of socio-cultural crisis. In 2013 Maribor is 'The European capital of youth' and the 8<sup>th</sup> IRDO conference is making a contribution to it with the above title and topic.

### **2. Why to research and present papers on topics of SR education and communication?**

In October 2011, European Union published its action plan for promotion of social responsibility (SR) and urged governments of EU member states and big enterprises to promote social responsibility and be its role models along with all other organizations with public influence; this includes business, governments, non-profit organizations, individuals, schools of all levels, and **youngsters of all ages**.

EU calls for application of, among others, ISO 26000 standard on social responsibility in each organization. Its 7 core subjects include **organizational governance, human rights, labour practices, the environment, fair operating practices, consumer issues, and community involvement and development**. The crucial novelties linking them are interdependence and holistic approach.

The timing of both documents' publication says that SR is supposed to **help humankind find its way out from the current socio-cultural crisis: as the new culture**. But for this aim we, first, need to get the right information at the right time to behave socially responsibly. We need to understand the concept of social responsibility and to communicate it to others. Then our awareness about social responsibility benefits will rise, we'll be more responsible and our culture will change toward a more responsible society.

Enterprise 2020 is an ambitious initiative launched by CSR Europe in 2010 to address the European and global challenges which are increasingly bringing into question our current patterns

of living, working, learning, communicating, consuming and sharing resources. IRDO Institute is a National partner organization (from Slovenia) of CSR Europe. In the context of the EU's Europe 2020 strategy, Enterprise 2020 highlights the contribution that businesses can make to achieve the EU goals for building a smart, sustainable and inclusive economy delivering high levels of employment, productivity and social cohesion by 2020. Since its launch, Enterprise 2020 has become the European movement for companies committed to developing innovative business practices and working together with their stakeholders to provide solutions to emerging societal needs.

**ISO26000:2010** addresses criteria of socially responsible behaviour by its 7 principles: 1. accountability, 2. transparency, 3. ethical behaviour, 4. respect for stakeholder interests, 5. respect for the rule of law, 6. respect for international norms of behaviour, and 7. respect for human rights. Many humans, especially youngsters are educated in this culture, but not all.

**Values** reflect and influence human attitudes and habits, either for the dangerous irresponsibility of so far or for the necessary social responsibility of humans as individuals and their organizations all way from family, friends, enterprises, communities, countries, to the entire humankind. The current alternative is clear: either we perish in the next (world) war, or SR becomes the prevailing values & culture – attitude and habit, ethics and norm of our behaviour. But this includes also all of us (of any age) willing to update our knowledge, communication, values and habits.

## 2. The IRDO 2013 Conference is aimed at:

- Sharing professional views, opinions, and experiences from theory and practice, concerning values, culture, ethics and norms (VCEN), expressed as social responsibility (SR) via education of youngsters (or whatever age) and communication;
- Pointing out strengths and weaknesses of the current practice of promotion and implementation of SR among different stakeholders (employees, teachers, media, business, government, NGO's, etc.);
- Promoting good practices to show what are the possibilities and results of SR in Slovenia, EU and elsewhere;
- Contributing professional contents for drafting the National strategy of development of social responsibility;
- Reformulations of contemporary socioeconomic measures supportive of SR of youngsters (of whatever age);
- Informing the broader society about the advances in practice of SR.

**Every day the morning program** is aimed at several **invited international experts with rich experiences**, related workshops and discussions. Their presentations are followed by open-space style presentations of abstracts of all afternoon speakers. **The afternoon program** is open for everybody submitting theoretical and/or practical contributions accepted in a double blind review process by the conference board. The third day interesting performances of youngsters (of whatever age) in Slovenia and abroad will be presented.

### 3. Suggested topics for contributions:

#### A. Education models, programmes and projects concerning social responsibility:

Development of social responsibility programmes, projects, including the 7 principles in all 7 areas of ISO 26000 cited above, and development for humans' and their organizations' holistic approach and ethics of interdependence as a/the prevailing values/culture/ethics/norms/habits. Implementation of social responsibility as an invention-innovation-diffusion process in education practice:

A1: in schools of all levels - from kindergarten to doctoral programs

A2: in business theory and practice

A3: in non-governmental organizations

A4: in governmental and public institutions

#### B. Communication of SR:

National and branch awareness-raising campaigns, various communication models, tools, messages, channels, measurements, etc.:

B1: In media

B2: in schools from kindergarten to doctoral programs

B3: In business theory and practice

B4: in non-governmental organizations

B5: in public institutions

B6: In government

#### C. Development of individual, organizational and societal SR policies:

C1: Culture of social responsibility in media and other sources of indirect education

C2: Government strategies for development of social responsibility

C3: Legislation and public policies

C4: Creation of public dialog on SR topics

C5: Codes of conduct as teachers', parents', experts', managers' and others' culture supportive of social responsibility

C6: The best practices promoting SR (projects, awards, etc.) and their impact over social responsibility of individuals and organizations

#### D. Youth and creativity, SR strategies, projects:

D1: Youth worker as a new profession promoting social responsibility

D2: Critical literacy of young people (how to look critically at the media info, the impact of media on youth, etc.)

D3: Creative actions, ads, campaigns, protests for more SR

#### E. Other: Your suggestions for topics are welcome!

### 4. Content, size, and language of your contributions:

Contributions should tackle **any of the topics** suggested above from viewpoints of theory and/or practical solutions concerning development of social responsibility focusing on finding ways out from the current crisis and backing in Slovenia and elsewhere... Especially welcome are concrete strategies, tactics, and proposals. Theoretical contributions should be backed by practical experiences and present the latter too, where existing.



**Paper abstracts** should be up to 250 words long and in **English** and **include up to 5 key words**. E-mail them to [sabina.kojc@irdo.si](mailto:sabina.kojc@irdo.si) by **30 November 2012**.

**Detailed instructions** for formatting of papers and other conference information will be sent to authors of accepted abstracts. Contributions should be **up to 4.000 words** long, in Times New Roman, letter size 10.

Conference papers will be published in **IRDO Proceedings** on CD, abstracts in hard copies (with CIP, ISBN/ISSN), as a book in the IRDO's series 'Družbena odgovornost / Social responsibility'.

#### **5. Selection of submitted contributions:**

Abstracts and papers will be accepted or refused after a double blind review. Accepted papers will be sorted in three groups:

- A. Papers with 20 min oral presentation with power-point and 10 min discussion;
- B. Workshops with discussion of 25 minutes after 5 minutes introduction.
- C. Posters for group discussion in breaks.

#### **6. Methods, used at conference:**

We will give priority to discussions and limit the number of traditional lectures. The Open Space Method will also be used. Official language at the Conference is English and Slovene; it is the authors' free choice (in agreement with the present audience).

#### **7. Deadlines:**

- **30 November 2012** – abstracts in English (and Slovene, if possible); **new deadline: 15<sup>th</sup> December 2012**
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#### **8. Registration and conference fee:**

The conference fee for non-authors is 190.00 EUR + VAT.

**The conference fee for authors of accepted contributions will be reduced to 75% of Conference fee (from 190.00 EUR to 142.50 EUR + VAT).** Doctoral students (authors of Papers), non-profit organizations (authors of Papers) and IRDO Institute members have 50% discount on conference fee (from 190.00 EUR to 95.00 EUR + VAT).

**Registration fee for authors should be paid on organizer account till 10<sup>th</sup> February 2013.** All authors will get original invoice as confirmation of their conference fee payment.

All participants (also authors) should make their own accommodation arrangements. More information: <http://www.maribor-pohorje.si/prenocisca.aspx>

#### **9. Foreseen participants and speakers at the 8th IRDO Conference:**

- Education and research organizations, businesses, governments and NGOs representatives, EU officials,
- Educators at Universities and other Schools,
- Students, Youth workers, Youth organizations,
- Heads and staff of businesses, governmental, public, and non-governmental organizations;

- Consultancies in management, law, education, economic and other researchers / practitioners, scientists and experts,
- Journalists and other public opinion makers;
- Communication/culture/arts institutions, agencies, freelancers,
- And other interested individuals.

## 10. Conference boards:

### Program committee:

- **Matjaž Mulej, Ph. D. Ph. D.**, Prof. Emeritus, University of Maribor, Faculty of Economics and Business, and IRDO, Head of the IRDO Expert committee and Head of the IRDO Scientific-research centre board; Head of the 8<sup>th</sup> IRDO conference Program committee;
- **Andrej Fištravec, Ph. D.**, Head of IRDO Scientific research centre and Vice-Head of the 8<sup>th</sup> IRDO conference Program committee, senior adviser of National Education Institute;
- **Ana Kuntarič, Ph. D.**, Alpe Adria University Klagenfurt, Austria;
- **Andrej Naterer, Ph.D.**, Assistant professor, Department of Sociology, Faculty of Arts, University of Maribor,
- **Breda Mulec, Ph. D.**, Minister's Office, The Government Office for Slovenes Abroad,
- **Emira Bečić, Ph. D.**, Researcher, Ministry for Science, education and sports, Republic of Croatia, Zagreb, Croatia.
- **Filippina Risopoulos, Ph. D.**, Karl-Franzens University Graz, Austria;
- **Gerald Steiner, Ph. D.**, Assoc. Prof., Karl-Franzens University Graz, Austria, and Harvard University, Boston, MA, USA;
- **Sandra Bašić Hrvatin, Ph. D.**, Prof., Research Associate, Communication and Media Studies,
- **Gergely TÓTH, Ph.D.**, Associate professor, Department of Economics and Social Sciences, University of Pannonia, Georgikon Faculty, Keszthely, Hungary,
- **Helmut Loeckenhoff, Ph. D.**, Independent researcher, Germany;
- **Mark Esposito, Ph. D.**, Professor of Management at Grenoble School of Management, France;
- **Pierre Bricage, Ph.D.**, (IASCYS), International Academy for Systems and Cybernetic Sciences (IASCYS), Vienna
- **Robert Dyck, Ph. D.**, Prof. Emeritus, Virginia Tech University, Blacksburg, VA, USA;
- **Roger Haw, Ph. D.**, Ansted University, British Virgin Islands, and Malaysia;
- **Suzana Žilič Fišer, Ph. D.**, Director-General of the Public Institute MARIBOR 2012 – European Capital of Culture
- **Urša Golob, Ph. D.**, Prof., Faculty of Social Sciences, University of Ljubljana, Ljubljana, Slovenia,
- **Veysel BATMAZ, Ph.D.**, Istanbul University, İletişim Fakültesi, Istanbul, Turkey.
- **Zbigniew Klos, Ph.D.**, Poznan University of Technology, Poland

### Organizational committee:

- **Anita Hrast**, Manager of IRDO Institute, Head of the 8<sup>th</sup> IRDO conference Organizational committee;
- **Andrej Fištravec, Ph.D.**, Head of IRDO Scientific research centre, senior adviser of National Education Institute, Vice-Head of the 8<sup>th</sup> IRDO conference Organizational committee,
- **Iztok Slatinek**, University of Maribor
- **Angelca Ademovič**, Manager of Creditexpress d.o.o., Maribor, and vice-head of the IRDO Institute board;
- **Aleksandra Podgornik, M. A.**, manager, Štajerska gospodarska zbornica (Styrian Chamber of Economy), Maribor;
- **Natalija Postružnik, M.A.**, Member of IRDO Institute Expert board,
- **Andrej Borko**, Narodni dom Maribor,
- **Dejan Pestotnik**, Kibla, Maribor,
- **Urša Breznik**, Manager of Pekarna magdalenske mreže, Maribor, Slovenia
- **Sabina Kojc**, IRDO project manager,
- **Lina Ademovič**, IRDO project manager,
- **Aleš Jambreč**, IRDO project manager,
- **Iva Roj**, IRDO project assistant.

# REGISTRATION

**Register before 20th February 2013 and save 20% of your fee!**

FEES by types of participation (in EURO, VAT is not included)	Conference participation	
	2-3 days / EUR	1 day / EUR
<b>Lower fee – registration by 20 Feb. 2013</b>		
Enterprises, public institutions	<b>152</b>	<b>80</b>
Non-profit organizations and individuals	<b>40</b>	<b>32</b>
<b>Full fee - registration after 20 Feb. 2013</b>		
Enterprises, public institutions	<b>190</b>	<b>100</b>
Non-profit organizations and individuals	<b>50</b>	<b>40</b>
<b>Two or more delegates from the same organization</b>	<b>10% lower total fee</b>	
Authors (25% lower fee); invited speakers are free of fee	142,50	
IRDO members (individual, organizations), graduate students	95	50
	50% lower fee, also for several delegates	
Undergraduate students, jobless, and retired persons*	Free of fee	
<b>Members of co-organizers of the conference: pay 20% less!</b>		

## Notes:

- Fee includes: presence at the conference, proceedings, lunch, refreshments in breaks, participation in the evening event. VAT is added to the cited conference fee.
- Hotel rooms are NOT included in fee, neither is traveling.
- \*Undergraduate students, jobless and retired persons prove their status with documents on registration. They pay no fee. Students register to the conference presenting their status documents.
- Conference works in English and Slovenian languages.
- Invited speakers in PLENARY SESSIONS do not pay conference fee, but pay their own accommodation and traveling costs.
- All other authors pay reduced Conference fee (-25%) as written in table left. Authors pay Conference fee for 3 days, with 25% discount, also if they are present at the Conference only 1 or 2 days.
- If participation is for 2 days at least, participant shall pay the whole conference fee.

**Payments:** Registration fee for authors should be paid to IRDO account till 10<sup>th</sup> of January 2012. After this time authors will get original invoice as confirmation of their conference fee payment.

## Payment data:

Name: IRDO – Inštitut za razvoj družbene odgovornosti (IRDO – Institute for the Development of Social Responsibility)

Address: Preradovičeva ulica 26, SI-2000 Maribor, Slovenia

Bank: Nova KBM d.d., Maribor

Bank account: SI560 4515-0001074492; SWIFT KBMASI2X

Single lowering of fees only. On the basis of registration the bill for fee will be issued. In case of cancellation before 28 Feb. all fee is repaid, before 1<sup>st</sup> March 2013 - 70% is repaid; after 1<sup>st</sup> March 2013 no fee is repaid. Cancellation can be sent to e-mail [info@irdo.si](mailto:info@irdo.si) or by fax +386(0)2 429 7104 or by regular mail to the address below in blue print.

## Accommodation:

Should be arranged by conference participants them-selves. More information - **HOTELS:**

**English language:** <http://www.hotel.si/Search.aspx?adults=1&arrival=2011-10-05&city=148&departure=2011-10-06&page=0&stars1=1&stars2=1&stars3=1&stars4=1&stars5=1&language=ENG>

**The number of participants is limited, therefore you are kindly asked to register as soon as possible.**

**Fill in the attached registration form and send it to IRDO by e-mail at [info@irdo.si](mailto:info@irdo.si), or fax at +386 (0) 2 429 7104**

## Additional information:

**IRDO – Institute for the Development of Social responsibility** ✍ Preradovičeva ulica 26, 2000 Maribor, Slovenia

✍ e-mail for registration: [info@irdo.si](mailto:info@irdo.si) ✍ fax: + 386 (0)2 429 71 04 ✍ Conference web page: [www.irdo.si](http://www.irdo.si)

✍ ddr. Matjaž Mulej, Prof. Emer., e: [mulej@uni-mb.si](mailto:mulej@uni-mb.si); ✍ Dr. Andrej Fištravec, e: [Andrej.fistravec@zrss.si](mailto:Andrej.fistravec@zrss.si);

✍ Anita Hrast, e: [anita.hrast@irdo.si](mailto:anita.hrast@irdo.si) ✍ Sabina Kojc, e: [sabina.kojc@irdo.si](mailto:sabina.kojc@irdo.si), + 386 (0)40 56 44 85