

WORLD FORUM FOR A **SUSTAINABLE SOCIETY**

16th ANNUAL CONFERENCE

Social Sustainability
through Competitiveness
with Qualitative Growth

18-19 October 2013
Sofia University • Bulgaria



PROGRAMME

18 October

Friday

Aula Magna

08:00-09:00 Registration

09:00-09:30 Opening Ceremony Chair: Prof. Dr. George Chobanov
Keynote Speech by Prof. Dr. Joachim Schwalbach:
Sustainability and Innovations

09:30-10:45 Executive Panel on:
Cities as Motors for a Sustainable Society
Introductory Keynote Speech by Prof. Dr. Dieter Flämig:
Ideas for the Future of Cities in the Era of Sustainability
Prof. Peter Ruge: *Architecture of Cities in the Era of Sustainability*
Prof. Dr. Kai Strunz / Marcus Gronau:
Smart Grids as a Backbone of Sustainable Cities
Alexander Yu Li: *The China-Project GREEN HEALTH CITY as an European-Chinese Cooperation for the Global Sustainability*

10:45-11:00 Coffee Break

11:00-11:45 Doctor Honoris Causa Ceremony for Prof. Tsvetan Ignatov
with speech of him:
Record Sequences in Life and Science

11:45-12:30 Research Panel on Sustainability
Chaired by Prof. Dr. Joachim Schwalbach
Introductory Keynote Speech by Prof. Dr. George Chobanov:
Clusters, Flows, and Economic Performance in a Sustainable Economic System
Peter Stoyanov: *Discoveries and Diversification in International Trade Flows: An Application to EU12 Trade over 1988:2012*

12:30-14:00 Lunch Break

14:00-14:45 Prof. Dr. Schulz-Nieswandt: *The Future of Social Policy in the European System of Multi-Level Governance I: Services of General (Economic) Interest*
Michael Sauer: *The Future of Social Policy in the European System of Multi-Level Governance II: Open Method of Coordination*
Prof. Dr. Faridah Djellal: *Innovation in services and entrepreneurship; beyond industrialist and technologist concepts of sustainable development.*

14:45-15:45 Executive Panel on Energy & Industrial Sustainability
Chaired by Prof. Dr. Dieter Flämig:
Introductory Keynote Speech by Atanas Georgiev:
Energy Regulation, Market Liberalization and Industrial Competitiveness
Alexander Vladkov, PR manager, Siemens Bulgaria:
135 Years of Siemens in Bulgaria: Sustainable Projects and Partnerships
Konstantin Delisivkov, executive director, BFIEC: *Industrial Energy Consumers for Competitiveness and Sustainability*
Petr Dokladal: *CEZ GROUP as a responsible citizen of Bulgaria*
Vanya Kaneva and Maria Doychinova: *CSR activities in CEZ GROUP Bulgaria*
Marie Stepankova: *CSR activities in CEZ GROUP Czech Republic*

15:45-16:15 Coffee Break

16:15-19:00 Parallel Sessions:
Track A (New Conference room)
Institutions for Sustainability: In Memory of Ronald Coase
Organized by the Centre for Economic Theories and Policies
(www.economy.uni-sofia.bg)
Chaired by Prof. Dr. George Chobanov
Prof. Dr. Tamara Todorova:
The Transaction-cost Roots of Market Failure
Prof. Dr. Teodor Sedlarski:
Legal Rules and Behavioral Norms in a Sustainable Society.
Dr. Georgi Ganev:
Ronald Coase and economics in a non-ergodic world.
Anton Gerunov: *Behavioral models of economic expectations as foundations for sustainable macroeconomic policy.*
Assoc. Prof. Dr. George Mengov:
Intuitive-emotional decision making in an economic experiment.
Aleksandar Vasilev: *Indivisible hours squared: indivisible private and public hours*
Prof. Dr. Hermann Elendner:
The Information Content of Credit Ratings
Prof. Dr. L. Magafas:
Is the Greek debt responsible for the Crisis in whole Eurozone?
Assoc. Prof. Dr. Miroslava Christova: *Sustainability in Firms' Behavior: Practical Observations from Bulgaria (2007-2013)*

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Track B (Room 1): Governance for Sustainability
Chaired by George Miaoulis:

Lubomira Stantcheva, Prof. Dr. Vladimir Stantchev: *Addressing Sustainability in IT-Governance Frameworks*

Johannes Schubert, Erik Mautsch, Prof. Dr. Vladimir Stantchev, Prof. Dr. Gerrit Tamm: *Information Security and Privacy Aspects of Technologies for Sustainability - the Outlook for Germany*

Erik Mautsch, Johannes Schubert, Prof. Dr. Vladimir Stantchev, Prof. Dr. Gerrit Tamm: *Smart intelligence in healthcare management - innovative human and machine interaction for a better Sustainable Society*

Assoc. Prof. Dr. Krassimira Schwertner:
Integration Based on Service-Oriented Architecture

Dr. Eleonora Stancheva, Dr. Iliyana Ankova, Dr. Nadya Velinova:
Evolution of the fundamental concepts and principles in the context of integrated reporting.

Dr. Eleonora Stancheva: *Few thoughts on some of the challenges and perspectives towards contemporary accounting theory.*

Assoc. Prof. Dr. Sonia Mileva: *Tourism vs dark tourism. Possibility or abstraction in Bulgaria.*

Prof. Dr. Maria Vidolova:
Study of social processes using mathematical methods.

Dr. Bancho Banov: *Marriage Market and Sustainable Growth: Supply and Demand According to Demographic Statistics*

20:00 Cocktail party

19 October

Saturday

New Conference Hall

Full day Doctoral and Student Workshop with presentations by doctoral candidates and students.

9:00-12:30 Doctoral Academy in Sustainable Development Management Session organized and chaired by Prof. Dr. Henrik Egbert, Anhalt University of Applied Sciences

Presentations of Master Students from Business Administration and Economics
Financed by the German Academic Exchange Service (DAAD) and the Federal Foreign Office Germany (Programme: Academic Reconstruction of South Eastern Europe)

Yasen Georgiev: *Which Fiscal Policy Is Appropriate In The Case Of Bulgaria?*

Vladimir Bonev: *Effects of Social Networks on Our Economic Behavior and the Emergence of Social Shopping*

Pavlin Bonev:
Government Intervention In Postsecondary Education In Bulgaria (2009-2012)

Nikolina Mileva: *Evaluating The Efficiency of Market Liberalization in the Field of Air Navigation Support Services*

Miljana Ristovska: *Heavy Metal Contamination Of Paddy Soils And Rice (Oryza Sativa L.) From Koc`Ani Field (Macedonia)*

Robert Pleskov: *Fraudulent Financial Reporting*

Ana-Marija Hristovska: *Technological Unemployment*

Zaklina Gerasimovska: *Collaboration between retailer and manufacturer as precondition for better shopping experience (Focus on FMCG Industry)*

Coffee Break

Blerina Gjonaj: *Determinants of Managerial Performance And Technology Environmental Impact: A Cross-Cultural Study in Albania*

Ina Cuko: *Talent And Organization - Planning A Double Bottom Line Venture*

Hasan Loxha: *Development of competition in Kosovo's mobile telecommunication market*

Orgesa Kalem: *Brand Counterfeiting as a Marketing Problem: What Does it Mean Counterfeiting?*

Carmen Otto: *EU Enlargement and the Balassa-Samuelson Effect*

Muhammad Wasif Saleem: *Entrepreneurial Model For Pakistani SME'S*

Jabran Haider: *Co-optition Increase Logistics Efficiency*

Kreshnik Xhangolli: *A Theoretical Model on the Role of Information Asymmetries in Pay-What-You-Want Pricing Mechanism*

Lunch Break

12:30-14:00

14:00-19:00

Doctoral Academy in Sustainable Development Management Session organized and chaired by Prof. Dr. Joachim Schwalbach, Humboldt University, Berlin

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Marina Stefanova: *Building Partnerships – Corporate Social Responsibility beyond the Company Boundaries*

Hristina Stoyanova: *Dynamics in IT Offshoring to Bulgaria*

Boryana Bogdanova: *A Wavelet Point of View on the Bulgarian Stock Market Integration*

Lyuben Ivanov: *The Application of the Aggregate Signal Measure F_Score for Fundamental Valuation of Bulgarian Public Companies*

Milen Velushev: *Influence of Foreign Direct Investments for Improvement of the Competitiveness of Bulgarian Economy*

Konstantin Delisivkov: *European Energy Market Liberalization – Market Models and Perspectives*

16:30-17:00

Coffee Break

Angel Nikolaev: *Development and Assessment of Renewable Energy Policy Scenarios by 2050: The case of Bulgaria*

Teodora Peneva: *Social Policies for Reducing Energy Poverty in Bulgaria*

Ivaylo Kastchiev: *Water Operators in Bulgaria: Current situation, Challenges and needs, Future development*

Milka Semova: *National Dimensions of Alumni Campaigns*

Carmine D'Arconte: *Towards a more effective approach to sustainability*

Mirena Todorova: *Business Goes Social Online for Customers in Current Sustainable Economic System*

Naalyan Gendzheva: *Value Driven Reengineering – Contemporary Strategy for Tour Operators – Case Study in Bulgaria*

Denitsa Gavrilova: *Consumer Behaviour and the New Forms of Sales*

Elitza Gancheva: *Theoretical Aspects of Effectiveness in the Upscale Hotel Industry*

Irina Gueorguieva-Mateva: *Education and Training in the Accountancy Profession for Sustainable Developments.*

19:00-20:00

Conference roundup and a glass of wine

Poster Session

1. Prof. Dr. A. Yakovlev.
Determination of Efficiency of State Regulation over Human Capital.

WORLD FORUM FOR A SUSTAINABLE SOCIETY

16th ANNUAL CONFERENCE and Doctoral Workshop on

Social Sustainability through Competitiveness with Qualitative Growth

18 - 19 October 2013

Venue:

Aula Magna Sofia University,
Tsar Osvoboditel blvd 15,
1000 Sofia, Bulgaria

Organized by:

CLUB OF SOPHIA



Club of Sophia is a forum addressing those, who share a value system, based on harmony of society and nature, on balance of individual and common, on private and public, on efficiency and necessity. A harmony of society and nature perception has deeper roots in ancient civilizations expressing their wisdom. Goddess of wisdom Sophia is the Club of Sophia symbol. Club of Sophia is for all people, who like to live in a wise society.

Wise society is synergistically sustainable in its three aspects: ecological, economic and social. We do not wait for the Prophet. The communicating, feeling and creating human society is the Prophet. We do not only recognize problems, we suggest solutions. We promote an interdisciplinary movement towards a science of global sustainability – with a strong and efficient transfer to practical users.

Club of Sophia Coordinating Board:

Prof. Dr. Joachim Schwalbach, Humboldt University in Berlin, Prof. Dr. Dieter Flaemig, Berlin,
Prof. Dr. George Chobanov, Sofia University in Bulgaria, General Secretary
E-mail: georgech@feb.uni-sofia.bg

THE SUSTAINABLE SOCIETY

Club of Rome initiated in the early seventies a worldwide movement concentrating on sustainable use of resources. Very soon, it became clear, that issues of environmental sustainability go beyond environmental protection and sustainable use of resources and involve economic and social sustainability of human society.

Environmental sustainability grew up involving economic and social aspects of sustainability and forming the concept of a sustainable society.

Sustainable human society is functioning in harmony with laws of nature. It is based on environmental, economic and social balances.

Sustainable society could be developed by an international science-based movement, bringing incentives for changes in human behavior norms, for a new conception of the world, for the need of sustainable social and economic development of human society, for a new social agreement.

Two universities: Sofia University in Bulgaria, Humboldt University in Berlin, Germany are initiating a movement of all people who accept the idea for creating a sustainable society and would like to be involved in its development.

For coordinating the movement towards a sustainable society, 12.10.2012 in Aula Magna of Sofia University, Club of Sophia was founded.

WORLD FORUM FOR A SUSTAINABLE SOCIETY

WORLD FORUM FOR SUSTAINABLE SOCIETY is inviting scientists, researchers, educators and entrepreneurs to share ideas, theoretical developments and good practices in order to find ways of creating a sustainable society.

Financial and economic crises last years made clear, that sustainable social and economic development of human society requires basic changes in economic theory, human behavior norms and the value system of society.

Existing economic theory is basically build up on the dominance of the own utility principle. This is a necessary, but not sufficient condition for sustainable societies. For its sustainability, society needs a long term balance by adding the common utility principle based on the necessities of today and tomorrow. Balance of public and private utility allows harmony in a society for a longer period of time. This balance of contradictory complementarities is implemented already in the classical works of Adam Smith "The Wealth of Nations" and "The Theory of Moral Sentiments". Unfortunately, most of the later developments in modern economic theory were concerned with the first reference, ignoring the second one. This brought essential distortions in human value system and behavior norms, being directed mainly towards a society of profit maximization and disregarding social issues.

Social aspects belong to every serious economic theory. The simple fact, that **human beings are social beings** has been recognized in ancient time by great philosophers like Aristotle but quite often disregarded.

Ignorance of human beings social nature is a main reason for economic system imbalances and non sustainability like economic and financial crises with catastrophic implication for human society.

People have a common code, a common spiritual space. Common is more essential than particular.

Society could exist without every of its individual members but not vice versa.

Currently, theoretical developments, mainly in Institutional Economics are concerned with rules and behavior norms in human society.

In the recent past, we were able to recognize tendencies like **Good Corporate Governance, Corporate Social Responsibility, Social Entrepreneurship**, approaching common values of human society.

MAIN STREAMS OF THE FORUM

- I. Economic theory of sustainability in societies and business
- II. Sustainable entrepreneurial behavior and its framework
- III. Implementation and optimisation of sustainable developments
- IV. Education and training for sustainable developments

DOCTORAL WORKSHOP

The doctoral workshop has a special session at the World Forum. It took place for the first time in 2012. This year's workshop will particularly address interdisciplinary research in the fields of sustainability in a globalized context. We are inviting PhD candidates from social sciences, law, business sciences and economics as well as from natural sciences and engineering to engage in a dialogue on solutions for global challenges of sustainability. Proposals may address the scientific topics in the main streams of the World Forum but do not necessarily have to be limited to these. Rather they should investigate subjects representing cutting edge fields of research.

The workshop offers PhD candidates a unique possibility to present and discuss their research projects in an inspiring academic community of both fellow PhD students and experienced researchers. A friendly and supportive atmosphere will allow students to improve their academic skills and abilities as well as to connect with international PhD colleagues and faculty members.

Scientific Committee:

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(Humboldt-University Berlin), Chairman
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