

WORLD FORUM FOR A SUSTAINABLE SOCIETY

15th INTERNATIONAL
CONFERENCE

Social Sustainability through
Competitiveness with
Qualitative Growth

Faculty of Economics and
Business Administration,
Sofia University St. Kliment Ohridski

12 - 13 October 2012
Sofia, Bulgaria

PROGRAMME



11 October

Thursday

Arrival of participants

12 October

Friday

Aula Magna

09:00 – 10:00 Registration of participants with coffee

10:00 – 10:30 **Opening ceremony**
*Chairperson: Dieter Flaemig***Club of Sophia Launch**
*George Chobanov, Secretary General***Welcome by representatives of co-organizing institutions:**
*Joachim Schwalbach (Humboldt University)**Gernot Gutmann (Koeln University)**Corbett Gaulden (College of Business,
Angelo State University)**Kai-Ingo Voigt (Nuernberg-Erlangen University)*10:30 – 12.30 **MAIN STREAM: ECONOMIC THEORY OF SUSTAINABILITY IN SOCIETIES
AND BUSINESS (AULA MAGNA)**
*Chairperson: Gernot Gutmann*10:30 – 11:00 *George Chobanov:*
Sustainable Economic System Principles and the Laws of Nature11:00 – 11:30 *Joachim Schwalbach:*
Sustainability and the Internalization of Social Costs11:30 – 12:00 *Corbett Gaulden:*
**Markets or Hierarchies: Economics Sustainability under the
Conditions of Economic and Financial Crisis in Europe**12:00 – 12:30 *Kai-Ingo Voigt:*
The social impacts of innovations

12:30 – 14:00 Lunch

14:00 – 16:00 **MAIN STREAM: IMPLEMENTATION AND OPTIMISATION
OF SUSTAINABLE DEVELOPMENTS (AULA MAGNA)**
*Chairperson: Kai-Ingo Voigt***12 October**

Friday

14:00 - 14:30 *Dieter Flämig*
Financial Instruments for Sustainable Developments14:30 – 14:45 *Katrin Wippich (B.A.U.M. e. V.)*
**Financing of Climate Protection Activities: Regional Future Funds -
a New Financial Concept for Europe**14:45 – 15:00 *Nikolaus Nowak (ShareWood Switzerland AG)*
**Sustainable Solutions for Afforestation and
Wood-industries as Private and Public Investments**15:00 – 15:15 *Konstantin Delisivkov:*
Sustainable energy policy developments15:15 – 15:30 *Dimitar Birov:*
Socio-Technical Ecosystems Transitions for Sustainability15:30 – 15:45 *Yana Topalova:*
**Ecoinnovations, Bioeconomics, Sustainable Development –
Perimeter, Connections, Problems**15:45 – 16:00 *Albena Voutsova:*
**National instruments promoting research and innovation -
way towards sustainable development of the regions**16:00 – 16:15 *Todor Yalamov:*
**Could scenario planning contribute to sustainability: the case of
emerging multinationals in Bulgaria**16:30 **Welcome Cocktail with a glass of wine****13 October**

Saturday

09:00 – 10.30 **MAIN STREAM: ECONOMIC THEORY OF
SUSTAINABILITY IN SOCIETIES AND BUSINESS (New Conference Hall)**
*Chairperson: Detelin Elenkov*9:00 – 9:30 *Jean-Pierre Gern*
Hidden hindrances to sustainable development9:30 – 9:45 *Teodor Sedlarski*
The Institutional Logic of Sustainable Growth9:45 – 10:00 *Anastassia Bankova:*
**Sustainable Development through Appropriate
Organizational Structures**

- 10:00 – 10:30** Coffee break
- 10:30 – 12:30** **MAIN STREAM: EDUCATION AND TRAINING FOR A SUSTAINABLE SOCIETY** (New Conference Hall)
Chairperson: Alexander Nikolov
- 10:30 – 10:45** *Henrik Egbert, Teodor Sedlarski:*
New Concepts for Post-Crisis Textbooks: The Case of the Production Possibility Frontier
- 10:45 – 11:00** *Marina Semerdjieva:*
Social Comparison - the core of important political processes in the European Union
- 11:00 – 12:30** Doctoral Academy in Sustainable Development Management
- 12:30 – 14:00** Lunch
- 14:00 – 15:30** **MAIN STREAM: SUSTAINABLE ENTREPRENEURIAL BEHAVIOR AND ITS FRAMEWORK** (New Conference Hall)
Chairperson: Teodor Sedlarski
- 14:00 – 14:15** *Eleonora Stancheva, Iliyana Ankova, Nadya Velinova:*
A conceptual model for accounting valuation
- 14:15 – 14:30** *Eleonora Stancheva, Iliyana Ankova:*
Factors, influencing Bulgarian higher education in accounting.
- 14:30 – 14:45** *Krassimira Schwertner:*
Enterprise Database in the Cloud
- 14:45 – 15:00** *Zhelyu Vladimirov:*
Factors for the e-business adoption by the Bulgarian small and medium tourism organisations
- 15:00 – 15:15** *Sonia Mileva, Naalyan Gendzheva:*
Research on globalization challenges in front of leading Bulgarian touroperators.
- 15:15 – 15:30** *Tzvetan Ignatov and Angel Matsanov:*
Applications of Some Properties of Multivariate Lorenz Curves and Gini index
- 15:30 – 15:45** *Milka Semova:*
Alumni Clubs – Strategic Resource for University Development: Successful Projects, Products and Services in the Alumni Fundraising Area.
- 16:00 – 17:00** Conference roundup and a glass of wine