

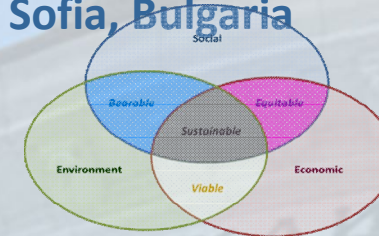
17th Annual Conference and Doctoral Workshop on
Social Sustainability through Competitiveness with Qualitative Growth
WORLD FORUM FOR SUSTAINABLE SOCIETY

Date: 17 - 18 October 2014

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

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.

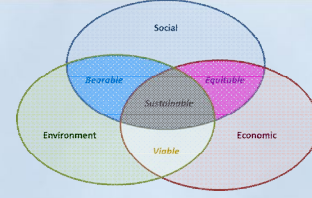
Sustainable human society is functioning in harmony with laws of nature. It is based on environmental, economic and social balances.

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 misbalances 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 then 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.

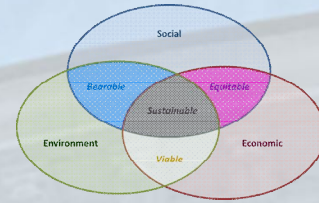
In the recent past, we were able to recognize tendencies like **Good Corporate Governance, Corporate Social Responsibility, Social Entrepreneurship**, approaching common values of human society.

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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

Suggested streams, so far (new suggestions expected):

I. Economic theory of sustainability in societies and business

- Risk, uncertainty and ergodisity in nature and society (George Chobanov)
- *Rules and behavioral norm of a sustainable society: the institutionalist approach. (Teodor Sedlarski)*

II. Sustainable entrepreneurial behavior and its framework

- Sustainability and Innovations

III. Implementation and optimisation of sustainable developments

IV. Education and training for sustainable developments.

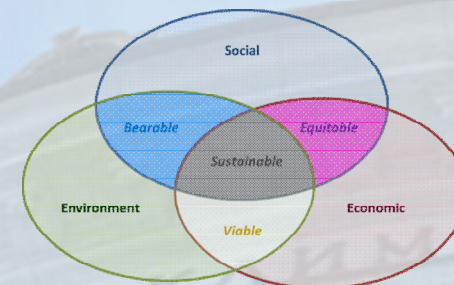
- *Doctoral Academy in Sustainable Development Management (Joachim Schwalbach, Alexander Nikolov, Henrik Egbert)*

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PAPERS SUBMISSION



Participants can submit papers for short (15 min) presentation or a keynote speech (30 min) in a stream. Participants can suggest streams as well.

Proposals for contributions have to be sent **before September 30, 2014**

Full text submission: **October 30, 2014**

Contact Person: Ivanka Djakova conference@feb.uni-sofia.bg

Selected papers will be published in special volumes by Springer Verlag or by Peter Lang Verlag

English is the working language of the Conference.

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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.



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DOCTORAL WORKSHOP

Admission:

Participants of the doctoral workshop will be selected by a scientific committee based on submitted abstracts of maximum 500 words. Proposals should indicate the stage of the PhD process, the research question, central propositions, and the methodological design.

Applications should further include a current CV, the name(s) of their supervisor(s), and a confirmation that they are currently registered as PhD students.

Participants chosen to present their research should be prepared to submit a full proposal of 3000 words. Presentations will be limited to 20 minutes with additional 30 minutes for discussion.

Abstract submissions should be sent in PDF format to **Assist. Prof. Lyuben Ivanov** email: phd-project@feb.uni-sofia.bg until **October 1st, 2014**.

Notifications of admission will be sent by email on **October 10th, 2014**.

Full papers should be sent to **Assist. Prof. Lyuben Ivanov** until **November 1st, 2014**.

We offer a limited number of non-presenting students to attend the workshop as guests and discussants. Applications should also be sent to **Assist. Prof. Lyuben Ivanov**



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DOCTORAL WORKSHOP

Cost and Fees:

Participants of the doctoral workshop will have to register at the normal conference fee for students which is 40 €. It allows participants to attend the workshop as well as all conference sessions. Accommodation and travel will be at the participants' own expenses.

Scientific Committee:

Professor Joachim Schwalbach (Humboldt-University Berlin), Chairman
Professor Henrik Egbert Anhalt University, Germany
Professor Frank Schulz-Nieswandt, University of Cologne, Germany
Professor Kai-Ingo Voigt, University of Nuernberg-Erlangen, Germany
Professor Lorraine Warren, University of Southampton
Professor Georgi Chobanov (Sofia University)
Professor Teodor Sedlarski (Associate Dean, Sofia University)
Professor Alexander Nikolov (Sofia University)
Professor Zoya Mladenova (Varna Economic University, Bulgaria)
Professor Vladimir Stantchev, SRH University Berlin, Germany

Contact:

For submission of papers and for any further information regarding the doctoral workshop please contact: **Assist. Prof. Lyuben Ivanov** email: phd-project@feb.uni-sofia.bg
Information about the DASUN project: <http://phd.feb.uni-sofia.bg>



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STUDENT WORKSHOP

The student workshop offers the opportunity for distinguished students to present their research projects. Students participation will be awarded a special certificate .

Scientific Committee:

Teodor Sedlarski (St. Kliment Ohridski University in Sofia), Chairman
Henrik Egbert (Anhalt University of Applied Sciences, Germany)
Ralitsa Ganeva (St. Kliment Ohridski University in Sofia)
Miroslava Hristova (St. Kliment Ohridski University in Sofia)
Georgi Mengov (St. Kliment Ohridski University in Sofia)

Contact:

For submission of papers and for any further information regarding the student workshop please contact: **Assist. Prof. Lyuben Ivanov**
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REGISTRATION



Deadline	Registration Fee
Up to October 1 st 2014	<input type="checkbox"/> 30 EUR
After October 1 st /On spot	<input type="checkbox"/> 60 EUR

BANK ACCOUNT:

SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI", ANNUAL CONFERENCE 2014,
FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION

BNB (BULGARIAN NATIONAL BANK)

BIC - BNBGBGSD

IBAN - BG52 BNBG 9661 3100 1743 01

Delegate's Registration fee includes:

Access to the plenary sessions

Access to the poster session

Delegate's kit

Social Events

Please, fill in the attached Registration Form

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ACCOMMODATION



Hotel	Single room per night	Double room per night
Hotel 5*	<input type="checkbox"/> 105 EUR	<input type="checkbox"/> 125 EUR
Hotel 4*	<input type="checkbox"/> 90 EUR	<input type="checkbox"/> 115 EUR
Hotel 3*	<input type="checkbox"/> 45 EUR	<input type="checkbox"/> 50 EUR

In case of double room, please, fill in the name of the second person:

.....

Period:

16 October

17 October

18 October

Total number of nights:

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SOCIAL PROGRAM TOURS



Sofia City Tour – half day tour

On 19 October morning 35 EUR

Perperikon – one day tour

(Worldwide unique higher energy place)

On 19 October morning 56 EUR

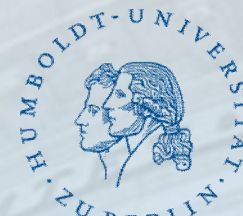
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Organizing universities



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



Humboldt-Universität
zu Berlin



University of Cologne
Faculty of Management,
Economics and Social Sciences



Angelo State University
College of Business, Texas, USA



FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG



Kharkiv Polytechnic Institute



HOCHSCHULE
BERLIN
The International Management University



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The Center for Economic Theories and Policies (www.economy.uni-sofia.bg)

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