

Systemic behavior through social responsibility

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L. v. Bertalanffy was a philosopher, art historian and theoretical biologist, hence an interdisciplinary expert. He wished humankind to consist of citizens of the world rather than of single nations; this would support holism rather than one-sidedness in human relations. He also wrote that he had created his General Systems Theory against the over-specialization. Specialization is both unavoidable and dangerous: it causes insights and oversights, which mean one-sidedness and a fictitious holism. A real holism is impossible, for us humans; it requires covering totally all attributes from totally all viewpoints and totally all synergies.

This is why I¹ introduced **the concept of requisite holism**, covering all crucial attributes from all crucial viewpoints and all crucial synergies. What is crucial and may not be left aside, is a human decision both in the phase of defining the objectives and in the phase of realizing them, be it in research or in the production of anything. This makes systemic behavior crucial against the current global social-economic crisis and in all human activities.

N. Winner was also an interdisciplinary expert: mathematics, philosophy and zoology. He was brave and humble enough to invite natural scientists and engineering scientists to join his team on a task, which ended as the invention of cybernetics.

ISO 26000 on social responsibility reflects these findings and the current social-economic and political reality by:

- putting interdependence as the basis, expressing the fight against over-specialization by interdisciplinary cooperation of narrow specialists who are willing and able to listen to each other because of mutual differences in order to be complementary to each other;
- putting holistic approach at the top, expressing the highly appreciated result of the practice of interdependence, which supports insights and avoids oversights as much as possible;
- finding both attributes of human behavior realized, if action participants apply their social responsibility, which means that they consider consequences of their action, i.e. their short- and long-term, narrow and broader influences on society, i.e. on humans and natural preconditions of humankind's survival.

Survival of humankind is the critical shared point of systemic behavior and social responsibility. The first authors lived in the 20th century with two world wars and the great depression between them. Survival was in big danger. Relatively systemic behavior of humankind prevented e.g. the nuclear war, reduced some humankind's dangers of wars, hunger, epidemics and natural preconditions problems, but did not really solve them. Non-systemic behavior prevailed and prevails, unfortunately.

Therefore, a global social-economic crisis surfaced in 2008, after having been around under the official cover for years. At the same time a large interdisciplinary group worked for several years on the concept of social responsibility, limited to corporations and their free will and market pressure rather than legal obligation. The 2008 crisis made room for UNO documents on survival of humankind and ISO 26000 (ISO, 2010). Many further similar documents were passed, but only partially practiced.

The 7 principles of social responsibility are (ISO, 2010):

- **Accountability;**
- **Transparency;**
- **Ethical behavior;**
- **Respect for interests of stakeholders;**
- **Respect for the rule of law;**
- **Respect for the international norms;**
- **Respect for human rights.**



Social responsibility (7 core subjects summarizing the entire life), interdependence and holistic approach, these three attributes are critical for humankind to survive in the current conditions marked by the neoliberal monopolistic abuse of the free market and democracy (too). They help humans practice systemic behavior.

¹I studied international trade (B.A.), economic analysis (B.A.), development economics (M.A.), systems theory (Ph.D.) and non-technological innovation management (Ph.D.). Over the recent 18 years I applied them to social responsibility as a non-technological innovation supporting holistic approach, based on interdependence and responsibility for one's influences on society. Our most recent 3 conferences (out of 18) discuss Innovative Sustainable Socially Responsible Society, instead of Corporate Social Responsibility (ISO 26000) alone; so do our most recent books (out of 35) with contributions from over one thousand co-authors. https://en.wikipedia.org/wiki/Matjaž_Mulej

See also at: www.irdo.si, **Matjaž Mulej** or at: www.izum.cobiss/ Bibliographies 08082.