

# **The complexity view on influence of the social and economic environment to the organizational challenges in 21 centuries**

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## **ABSTRACT**

The paper tries to clarify the economic and political situation in the first half of the 21 century and need for fostering the socially conscious organizations. The society is faced with a dilemma of how to provide social and economic development and to reduce environmental damage, caused by the constant human desire for economic growth.

It will be necessary to realize that capitalism is faced with the question of how to proceed at low or even zero growth? In a zero or even negative growth pushed the economic system as we have seen the cost of future high oil prices, limited resilience of global ecosystems, utilization of cultivated land scarcity and pollution of water resources and social pressures in order to avoid anthropogenic climate change. The capitalist system is thus faced with the transition to kind of regulated stead-state capitalism. Tendencies of the decree of profit rate in competitive markets are likely to lead to the transformation of the final phase of capitalism in the post-capitalist society, which will be based on the sustainable consumption governance and non-profit business. Micro small and medium-sized enterprises have to constitute a fundamental challenge for responsible development that will base on innovative approaches, whatever the branch of activity.

The paper consists of the following parts. After the introduction, theoretical background of the paper investigates determinants of thinking about the entrepreneurial challenges in 21 centuries. Third part of the paper presents the socioeconomic, environmental and technological factors as a challenge for SMEs in developing new business models. The fourth part includes the suggestions about the development paths in the post-industrial society. Discussion and conclusions are presented in the fifth part of the paper.