

HUMAN RIGHTS IN INNOVATIVE SUSTAINABLE SOCIALLY RESPONSIBLE SOCIETY

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Research Question: How can human rights be more respected than so far in human history, if the innovative sustainable socially responsible society (ISSRS) becomes reality, not utopia.

Purpose: To help humankind find its way out from the current blind-alley, caused by neo-liberalism replacing the free market and democracy, including a too poor care for human rights.

Method: Desk research, based on the Dialectical Systems Theory, development economics and concept of (corporate) social responsibility, summarised in ISO 26000 and related UNO documents.

Results: Human rights, as defined now, have always been violated, but less and less, because the utopia of ending the abuse of humans by bosses became reality, step by step, over human history.

Organization: Social responsibility, sustainability and innovation are becoming more and more crucial to managers, organization, or practice; they support competitiveness.

Society: ISSR society, as suggested by this research, makes social responsibility and care for environment normal rather than utopia, even more: a crucial precondition of humankind's survival.

Originality: Librarian research found no reference on ISSR; value or the originality of the research reaches beyond ISO 26000, which includes human rights in its seven principles.

Limitations / further research: Research is limited, at this stage, to positive cases and criticism of the given practice called neoliberalism; suggestions for further research include further steps toward requisite holism of the model and ways of implementation of ISSRS.

Keywords: social responsibility, sustainability, innovation, non-technological innovation, slavery, feudalism, capitalism, genders' equality, neoliberalism, ISSRS.

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Matjaž Mulej, Emeritus Professor, PhD. (Systems theory in economics), PhD. (Innovation management), retired from University in Maribor, Faculty of Economics and Business, member of three international academies of sciences and arts, recipient of Norbert Wiener Gold Medal (granted by WOSC), many awards for the work on innovation in Yugoslavia, Slovenia, Maribor, University of Maribor; close to 2.500 publications in close to 50 countries, close to 110.000 reads (according to Research Gate), beyond 2.200 citations (according to Academia) from around the world, visiting professor abroad 15 semesters (Austria, China, Germany, Mexico, USA /most, including Fulbright visiting professor at Cornell U., Ithaca, NY, and U. of Oregon, Eugene, OR), beyond one hundred books and proceedings as co-author and co-editor, half of them as head of research at IRDO Institute for the Development of Social Responsibility (in 18 years, after retirement); consultant to enterprises and other organizations about 500 times in six countries.

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