

Business Systems Laboratory - 2nd International Symposium
SYSTEMS THINKING FOR A SUSTAINABLE ECONOMY,
Advancements in Economic and Managerial Theory and Practice



B.S.LAB

Universitas
Mercatorum

Università telematica delle
Camere di Commercio Italiane

January 23-24, 2014

Universitas Mercatorum

Via Appia Pignatelli 62, 00178 Roma, Italy

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web: <http://bslab-symposium.net>

- **Организация Business System Laboratory (BS-Lab)** - некоммерческая профессиональная и академическая ассоциация , нацеленная на развитие научных исследований и обучение социальным и бизнес-системам. **BS-Lab** специализируется на разработке и распространении идей системного подхода в бизнес- науках , а также на укреплении контактов и обмене между фирмами и научными кругами.
- Мероприятия **BS-Lab** включают издание и публикации в научных журналах, сотрудничество и обмен идеями между учеными и бизнес-практиками с помощью проведения совещаний и конференций, создание высоких этических стандартов в ведении бизнеса.

Symposium Program

THURSDAY, JANUARY 23, 2014

- 13,00-14,00: **Registration of participants**

PLENARY SESSION

- 14,00 - 15,00:
 - *Welcome address: **Giorgio Marbach**, Chancellor Universitas Mercatorum*
 - *Symposium introduction: **Gandolfo Dominici**, Scientific Director Business Systems Laboratory*
 - *Acknowledgments: **Maria Antonella Ferri**, Conference Program Chair*
- 15,00 - 16,30:
 - *Organisational Transparency, Inclusion and Sustainability: **Raul Espejo**, WOSC - World Organisation of Systems and Cybernetics;*
 - *A systems thinking view on sustainable consumption and growth debates: [Andrè Martinuzzi](#), RIMAS - Research Institute for Managing Sustainability, Vienna University of Economics and Business, Austria;*
 - *Marketing and Sustainability: [John Schouten](#), Department of Marketing, Aalto University School of Business, Finland.*
- 16,30- 17,00 - **Coffee Break**
- 17,00 - 18,00:
 - *The Sustainability of Sustainability: [Maurice Yolles](#), Centre for the Creation of Coherent Change & Knowledge, United Kingdom;*
 - *Can Advancements in Economic and Managerial Practice be achieved without Systems Thinking Education as the Foundation?: [Ockie Bosch](#), University of Adelaide Business School, Australia.*

- 17,00 - 18,00:
 - *The Sustainability of Sustainability: [Maurice Yolles](#), Centre for the Creation of Coherent Change & Knowledge, United Kingdom;*
 - *Can Advancements in Economic and Managerial Practice be achieved without Systems Thinking Education as the Foundation?: [Ockie Bosch](#), University of Adelaide Business School, Australia.*

- 18,00- 18,30:
 - *"B.S.Lab Award for the advancements in Systems Thinking applied to management" to: Prof. Maurice Yolles and Prof. Ockie Bosch - (Chair: [Gaetano Maria Golinelli](#), President CUEIM, Italy - B.S.Lab Honorary Board President)*

- 18,30- 18,40 - *Presentation of the 3rd B.S.Lab Symposium*

- 18,40 - 19,10: *B.S.Lab General Assembly - (Chair: Gianpaolo Basile, President Business Systems Laboratory)*

- **20,15 pm: SYMPOSIUM DINNER** - *Restaurant "Il Pomodorino" , Via Campania, 45.*

FRIDAY, JANUARY 24, 2014

PARALLEL SESSIONS

Tracks:

- I. **Advancements in Systems Thinking. The path towards Sustainable Social Systems** (Chair: Maurice Yolles)
- II. **The Viable firm. Consonance, Value and Sustainability** (Chair: Frank Stowell)
- III. **Evaluating Sustainable Development** (Chair: Andrè Martinuzzi)
- IV. **Sustainable Marketing** (Chair: Diane Martin)
- V. **Technology and Smart Improvements for A Better Living** (Chair: Arabella Mocciano Li Destri)
- VI. **Education for Sustainability** (Chair: Ockie Bosch)
- VII. **Business models for sustainability** (chair: Arturo Capasso)
- VIII. **Corporate Social Responsibility and Ethics** (Chair: Mauro Sciarelli)
- IX. **Economic Development in time of crisis: problems, solutions and sustainability - Workshop** (chair: Josè Rodolfo Hernandez Carrion)
- X. **Finance in Time of Crises - Workshop** (Chair: Enzo Scannella)
- XI. *Poster Sessions* (Coordinator: Giancarlo Scozzese)

SYMPOSIUM PROCEEDINGS

All the accepted papers and abstracts will be published on a CD-Rom of proceedings (with a ISBN code) that will be distributed to participants at the symposium.

Further publication of revised and selected papers will follow the conference on the following scientific journals*:

Business Horizons

(special section on *Sustainable Marketing*-
guest editors: Gandolfo Dominici & Diane
Martin)



Systems Research and Behavioral Science

(special section on *Advancements in Systemic Methodologies for Economics and Management* - guest editor: Gandolfo Dominici)



JOURNAL OF ORGANIZATIONAL TRANSFORMATION & SOCIAL CHANGE

(special issue on *Systemic Approaches for Sustainability* - guest editor: Gandolfo Dominici)



**INTERNATIONAL JOURNAL OF
SUSTAINABLE DEVELOPMENT**

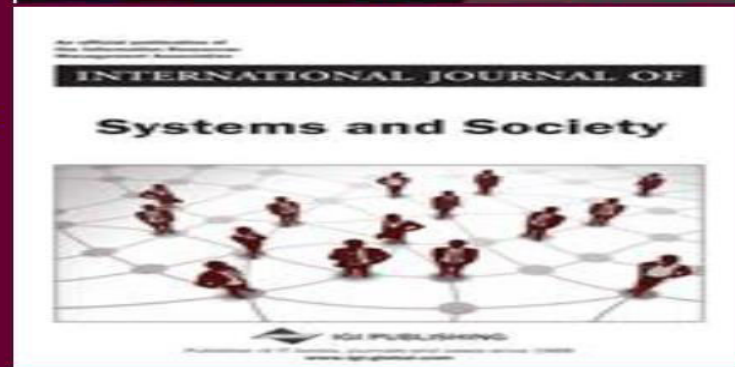
(special issue on Corporate Social
Responsibility and Ethics for Sustainable
Development - guest editor: Mauro
Sciarelli)

SINERGIE

**INTERNATIONAL JOURNAL OF SYSTEMS
AND SOCIETY**

(special issue - guest editor: Gandolfo
Dominici)

BUSINESS SYSTEMS REVIEW



**WORLD REVIEW OF SCIENCE,
TECHNOLOGY AND SUSTAINABLE
DEVELOPMENT**

(special issue on *Sustainable
Strategies in Agricultural Business* -
guest editor: Arturo Capasso)

**International Journal of Risk
Assessment and Management**

(special issue on *Finance in the time of
crisis: new perspectives on sustainability* -
guest editor: Enzo Scannella)

**International Journal of Continuing
Engineering Education and Life-Long
Learning**

(special issue on *Education for
Sustainability* - guest editors: Ockie Bosch
and Nam Nguyen)

**International Journal of Sustainable
Manufacturing**

(special issue on *Technology And Smart
Improvements for a Better Living* - guest
editor: Luca Pazzi)



SCOPUS



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Предложения (новые возможности и перспективы для НОУ «МАН»):

Сотрудничество в области устойчивого развития, устойчивой экономики и образования, корпоративной социальной ответственности, устойчивого менеджмента и маркетинга и др.

Рекомендации:

Ежегодное участие преподавателей и сотрудников МАН в конференциях организации B.S.Laboratory. Предоставляются возможности для публикации в журналах, сотрудничающих с организацией.

Личные впечатления, выводы, пожелания

Полезная командировка в области системного подхода в исследованиях и устойчивого развития, в результате которой завязались контакты с учеными из Италии, Германии, Латвии, Австралии и др стран.
