International Symposium

THE ECONOMIC CRISIS: TIME FOR A PARADIGM SHIFT - TOWARDS A SYSTEMS APPROACH

January 24-25, 2013
Universitat de València - Facultat d'Economia
Av.da Tarongers, s/n. 46022 València, Spain

SYMPOSIUM SCOPE
The Symposium aims to address the causes and reasons of the actual economic crisis from the economic, financial, managerial and entrepreneurial perspectives. In particular the symposium will focus on the epistemological, theoretical, methodological, technical and practical contributions of the systemic approach from a disciplinary or interdisciplinary perspective (finance, management, engineering, economics, etc.) to shape an agenda to address the present global economic and social crisis. The official language of the conference is English.

CONFERENCE PROGRAM CHAIR:
José Rodolfo Hernández-Carrión. Universitat de València, Spain.

ASSISTANTS TO THE CONFERENCE PROGRAM CHAIR:
Federica Palumbo, “Sapienza” University of Rome, Italy.
Rafael Soler Muñoz, University of Valencia, Spain.

SCIENTIFIC DIRECTOR:
Gandolfo Dominici, University of Palermo, Italy

SCIENTIFIC BOARD MEMBERS:

Dimitris Antoniadis. University of West London (UK); Arturo Capasso, University of Sannio (Italy); Raul Espejo, World Organization for Systems and Cybernetics (UK); José Rodolfo Hernández-Carrión, University of Valencia (Spain); Vicente Jaime Pastor, University of Valencia (Spain); Rafael Lostado Bojo, University of Valencia (Spain); Ignacio Martinez de Lejarza, University of Valencia (Spain); Juan Carlos Micó Ruiz, Universidad Politécnica de Valencia (Spain); Matjaz Mulej, University of Maribor (Slovenia); Luca Pazzi, University of Modena and Reggio Emilia (Italy); Enzo Scannella, University of Palermo (Italy); John Schouten, Aalto University (Finland); Mauro Sciarelli, University “Federico II” of Naples (Italy); Giancarlo Scozzese, University for Foreigners of Perugia (Italy); Maurice Yolles, Centre for the Creation of Coherent Change & Knowledge (UK).

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THURSDAY, JANUARY 24

REGISTRATION OF PARTICIPANTS: 14,30-15,30

PLENARY SECTION: 15,30 PM - 20,30 PM
- 15,30 – 16,15: Salutations:
  Vicent Soler i Marco, Dean Faculty of Economics, Univ. of Valencia; Rafael
  Lostado Bojo, SESGE; Gianpaolo Basile, B.S.Lab.
- 16:15 – 16,30: Introduction to Symposium: Rodolfo Hernandez
- 16,30 – 17,20: Keynote speech:
  “Organisational Cybernetics as a Systemic Paradigm: Lessons from the
  Past - Progress for the Future.” By Raul Espejo (WOSC)
- 17,20- 18,10: Keynote Speech:
  “Solving the economic crisis with (requisitely) holistic approach and
  (ethics of) interdependence.” By Matjaz Mulej (IASCYS)
- 18,10- 18,40: Awards for the advancements in "Systems Thinking applied
to management" to Raul Espejo, WOSC; Matjaz Mulej, IASCYS; Gaetano
  Maria Golinelli, CUEIM.
- 18,40- 19,10: Keynote Speech:
  “Complexity and Action. Reflections on decision making and cybernetics.”
  By Gandolfo Dominici (B.S.Lab)
- 19,10 – 19,30 – Coffee Break
- 19,30- 20,30: B.S.Lab General Assembly and planning of next events

DINNER: 22:00
RESTAURANT: Casa Carmela, Calle Isabel de Villena 155, Valencia
GENERAL PROGRAM

FRIDAY, JANUARY 25

INTRODUCTION TO THE PANELS: 9,00 AM – 9,30 AM

PANEL SECTIONS: 9,30 AM – 13,30 PM

SECTION 1: ROOM 1
SYSTEMS THINKING IN BUSINESS SCIENCE. A NEED FOR A PARADIGM SHIFT
CHAIRMAN: RAUL ESPEJO

SECTION 2A: ROOM 2
STRATEGY, MARKETING AND MANAGEMENT AT THE TIME OF CRISIS. CHALLENGES AND NEW APPROACHES
CHAIRMAN: MAURO SCIARELLI

SECTION 3A: ROOM 3
THE ECONOMIC PERSPECTIVES OF THE CRISIS. SYSTEMS APPROACHES TO OVERCOME THE NEW CHALLENGES
CHAIRMAN: MAURICE YOLLES

SECTION 4: ROOM 4
FINANCIAL SYSTEMS AND THE ECONOMIC CRISIS. CHALLENGES AND SOLUTIONS PROPOSALS
CHAIRMAN: ENZO SCANNELLA

LUNCH BREAK: 13,30 PM – 15,30 PM

PANEL SECTIONS: 15,30 PM – 19,30 PM

SECTION 5: ROOM 1
(Corporate) Social Responsibility. An Approach to Overcome the Crisis
CHAIRMAN: MATJAZ MULEJ

SECTION 2B: ROOM 2
STRATEGY, MARKETING AND MANAGEMENT AT THE TIME OF CRISIS. CHALLENGES AND NEW APPROACHES
CHAIRMAN: ARTURO CAPASSO

SECTION 3B: ROOM 3
THE ECONOMIC PERSPECTIVES OF THE CRISIS. SYSTEMS APPROACHES TO OVERCOME THE NEW CHALLENGES
CHAIRMAN: JOSÉ RODOLFO HERNANDEZ-CARRIÓN

CONCLUDING REMARKS AND BEST PAPER AWARDS: 19,30 PM – 20,30 PM

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SECTIONS PROGRAM

INTRODUCTION TO THE PANELS: 9,00 AM – 9,30 AM
The CPC will give to all speakers and chairs the instructions and the staff will guide participants to the panel’s rooms.

MORNING SECTIONS: 9,30 AM – 13,30 PM

SECTION 1: ROOM 1
SYSTEMS THINKING IN BUSINESS SCIENCE, A NEED FOR A PARADIGM SHIFT
CHAIRMAN: RAUL ESPEJO

- “Paradigm Change in the Systemic view” by Janos Korn, Independent Researcher (UK).
- “New Paradigm of Innovation Management based on Synergetic and Multifractal Approaches” by Rashid Zaynetdinov, Moscow State University of Railway Engineering (Russia).
- “Supercausality and complexity. Changing the rules in the study of causality” by Antonella Vannini & Ulisse Di Corpo, Syntropy (Italy).
- “Facing Critical Situations by Improved Holon-Based Event Flow” by Luca Pazzi, University of Modena and Reggio Emilia (Italy).
- “Leadership style and socio-organo complexity. Managing its effects” by Dimitris Antoniadis, University of West London (UK).
- “Paradigm-information, mimetism, the meme and the diffusion in the economic markets: a systemic-geometric model” by Massimo Magno, Gno.Sys (Italy).
- “Bureaucracy as an Agent of Innovation Development in Latvia” by Andris Ozols, Janis Eglitis and Elena Ozola, Daugavpils University and Ventspils University College (Latvia).
- “The City as a Complex Dynamic System” by Fernando Buendia, Panamerican University (Mexico).

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SECTION 2A: ROOM 2
STRATEGY, MARKETING AND MANAGEMENT AT THE TIME OF CRISIS. CHALLENGES AND NEW APPROACHES
CHAIRMAN: MAURO SCIARELLI

- “It’s all about bucks, kid. The rest is conversation. A critique of risk in modern investment management” by Harry Hummels, Maastricht University (The Netherlands).
- “Economic crisis and communication: the role of the HR Manager” by Lourdes Susaeta Erburu, Esperanza Suárez Ruz and José Ramón Pin Arboledas, IESE Business School (Spain).
- “Customer intimacy and customization of products: optimization of profits and gain of new customers” by Roberta Gomes Brandao, University of Lyon (France).
- “The productive consumer: A real-life economics approach” by Michael-Burkhard Piorkowsky, University of Bonn (Germany).
- “A business model for the development of a territory: the case of Reggio Calabria” by Lucia Aiello & Maria Antonella Ferri, University Mercatorum (Italy).
- “Forming an Innovation Culture in Corporation: Tools and Tasks” by Tatiana Sobolieva, Kyiv National Economic University “Vadym Hetman” (Ukraine).
- “Systemic value and corporate governance. The case of top football teams” by Arturo Capasso & Matteo Rossi, University of Sannio (Italy).
- “How low cost companies delivery values to customer, and do business in the crisis. Marketing communication strategies in low cost companies” by Annamaria Esposito, IULM University (Italy).
- “Inter-Organizational Network and Innovation. A Bibliometric Review of Past Studies and a Research Agenda” by Giovanni Battista Dagnino, Gabriella Levanti, Anna Minà and Pasquale Massimo Picone, University of Catania and University of Palermo (Italy).
- “Management Control System in Company Crisis as a Means of the Recovery Process” by Elisa Giacosa & Alberto Mazzoleni, University of Turin and University of Brescia (Italy).
- “The impact of the economic crisis on passenger air traffic: opportunities for companies” by Guido Giovanardi & Elisa Giacosa, University of Turin (Italy).
**SECTION 3A: ROOM 3**  
**THE ECONOMIC PERSPECTIVES OF THE CRISIS. SYSTEMS APPROACHES TO OVERCOME THE NEW CHALLENGES**  
**CHAIRMAN: MAURICE YOLLES**

- “Exploring the Common Roots of Culture, Politics and Economics” by Maurice Yolles & Gerhard Fink, Centre for the Creation of Coherent Change and Knowledge (UK) and Vienna University of Economics and Business (Austria).
- “Introducing behavioural economics: a paradigm shift” by Elior Kinarthy, Rio Hondo College, California (USA).
- “Four Mistakes Of The Political Economy In Spain: The Strange Case Of Unused Resources” by Francisco Parra Luna, Univ. Complutense de Madrid (Spain).
- “Reconstructing Economics: Agent Based Models and Complexity” by Mauro Gallegati & Alan Kirman, Univ. Politecnica delle Marche (Italy) and Université, Ecole des Hautes Etudes en Sciences Sociales (France).
- “Air Transport Economics in the Context of World’s Crisis” by Katarzyna Wąsowska, Siedlce University of Natural Sciences and Humanities (Poland).
- “Need of Innovative Approaches in Economic Cooperation in Post Crisis Period” by Ia Natsvlishvili, Tbilisi State University (Georgia).
- “Three Bridges. First Bridge: Structure of the Economy” by Harley Dean Meyer, Independent Scholar (USA).
- “Adaptability and growth of socioeconomic systems” by Flavio Pinto Siabatto, Anselmo García Cantu Ros, Juergen Knöpp, Linda Krummenauer, Katja Voigt, Camila Flórez Bossio, Potsdam Institute for Climate Impact Research (Germany).
SECTION 4: ROOM 4
FINANCIAL SYSTEMS AND THE ECONOMIC CRISIS: CHALLENGES AND SOLUTIONS PROPOSALS
CHAIRMAN: ENZO SCANNELLA

- “Financial Crisis and the Changing Structure of Banking Firms and Industry” by Sebastiano Mazzù & Enzo Scannella, University of Catania and University of Palermo (Italy).
- “Exploring systemic solutions to the financial crisis: Mobilising knowledge through participatory systems mapping” by Michal Sedlacko, Chris Hewett and André Martinuzzi, Research Institute for Managing Sustainability, Vienna Univ. of Economics and Business (Austria) and The Finance Innovation Lab (UK).
- “Economic recession and preservation of firms’ value” by Pavel Marinič, ŠKODA AUTO (Czech Republic).
- “Probability of default and probability of excellence, an inverse model of rating. One more tool to overcome the crisis: an empirical analysis” by Marco Muscettola & Francesco Naccarato, Banca Popolare di Milano and Univ. of Padua (Italy).
- “New Challenges Beyond the Private Investment and Risk Evaluation” by Petr Pavlik, University of Economics (Czech Republic).
- “A comparative statistical analysis between the Italian local banks, the effects of the financial crisis on funding and credit policies” by Massimo Arnone & Antonio Fabio Forgione, University of Messina (Italy).
- “The Paradigm of Regulation of Financial Markets and Its Criticism” by Arnošt Böhm & Karina Mužáková, Technical University of Liberec (Czech Republic).
- “Current developments in risk culture in financial organizations in Germany” by Christin Richter, University of Riga (Germany).
- “Insurance activities governance through the global economic crisis’ by Kuznetsova Natalia P. & Pisarenko Zhanna V., St. Petersburg State University (Russia).
- “From regional democracy and representation to multinational banks in the global world. Financial effects of political regulation in the evolution of the Spanish banking sector” by José Rodolfo Hernandez-Carrion & David B. Ruiz Hall, University of Valencia (Spain).
**AFTERNOON SECTIONS: 15:30 AM – 19:30 PM**

**SECTION 5: ROOM 1**

**[Corporate] Social Responsibility. An Approach to Overcome the Crisis**

**Chairman: Matjaz Mulej**

- “Addressing the critical need for a “New Way of Thinking” in dealing with Complex Issues” by Ockie Bosch, Nam Nguyen and Daowei Sun, University of Adelaide Business School (Australia).
- “The Ultimate Actor Network: Consuming the Biosphere” by John Schouten, Aalto University (Finland).
- “Shifting the Paradigm of Return on Investment: Towards a Composite Index to Measure Overall Corporate Performance” by Roland Bardy & Maurizio Massaro, Florida Gulf Coast University (USA) and Udine University (Italy).
- “Systemic views on responsible competitiveness. Potential explanations why ‘it depends’” by André Martinuzzi, Samanthi Silva and Robert Kudlak, Research Institute for Managing Sustainability, Vienna University of Economics and Business (Austria).
- “Motivation of corporations to implement the better CSR-practices: factors of influence and methods of measurement” by Antonina Cherpak, Kyiv National Economic University “Vadym Hetman” (Ukraine).
- “Teaching Sustainability Leaders in Systems Thinking. Experiences in applying constellation work in management education” by Ursula Kopp & André Martinuzzi, Research Institute for Managing Sustainability, Vienna University of Economics and Business (Austria).
- “Belarusian Practice of Corporate Social Responsibility under a Modern Economic Crisis” by Valentina Simkhovich, Belarus State Economic University (Republic of Belarus).
- “Sustainable Development and the Economic Crisis as Challenge for a Paradigm Shift in Latvia” by Edgars Kasalis & Maiga Kasale, University of Latvia (Latvia).
- “Corporate Social Responsibility in the South African Mining Industry: Convenience, Conformity or Necessity?” by Abel J. Diale, Tshwane University of Technology (Republic of South Africa).
- "Social Responsibility, Tourism and Quality of Life in the Time of Economic Crisis" by Branka Jajić & Jelena Jajić, Technical Faculty Mihajlo Pupin Zrenjanin (Serbia).
- “The revival of rural tourism - viable solution to the economic crisis in Romania” by Mirela Stoican, Bioterra University of Bucharest (Romania).

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SECTIONS PROGRAM – AFTERNOON 25th

SECTION 2B: ROOM 2

STRATEGY, MARKETING AND MANAGEMENT AT THE TIME OF CRISIS. CHALLENGES AND NEW APPROACHES

CHAIRMAN: ARTURO CAPASSO

- “Macro-Ergonomics in Process Management Improvement” by Henrijs Kalkis, Zenija Roja and Valdis Kalkis, University of Latvia (Latvia).
- “Creativity and innovation as strategic resources in international business markets” by Maria Rosaria Marcone, University Politecnica delle Marche (Italy).
- “From management of complexity to have better performances, towards management of complexity to survive: firms relations and strategies” by Giancarlo Scozzese & Roberto Bruni, University per Stranieri di Perugia and University of Cassino (Italy).
- “The Role of Leadership in Complex Strategic Networks. Enabling Effect Versus Emergence” by Gabriella Levanti and Pasquale Massimo Picone, University of Palermo and University of Catania (Italy).
- “Conglomerate Diversification Strategy: a Bibliometric Investigation, Systematic Review and Research Agenda” by Pasquale M. Picone and Giovanni Battista Dagnino, University of Catania (Italy).
- “Systems of Corporate Layout and Company Performance: Towards a Possible Paradigm of Governance” by Giuseppe Russo, Rosa Lombardi and Tiziana Buttarò, University of Cassino and Southern Lazio (Italy).
- “Regarding Invisible Effect of Education and Science Cluster in Transitional Countries” by Ineza Gagnidze, Ivane Javakhishvili Tbilisi State University (Georgia).
- “Network approach and Stakeholder Management” by Mauro Sciarelli & Mario Tani, University “Federico II” of Naples (Italy).
- “Roadmap as an instrument of company strategic planning during the economic crisis” by Nataliya Veselitskaya, Institute for Statistical Studies and Economics of Knowledge, Higher School of Economics (Russia).

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SECTIONS PROGRAM – AFTERNOON 25TH

SECTION 3B: ROOM 3
THE ECONOMIC PERSPECTIVES OF THE CRISIS. SYSTEMS APPROACHES TO OVERCOME THE NEW CHALLENGES
CHAIRMAN: JOSÉ RODOLFO HERNANDEZ-CARRIÓN

- “Fiscal Incentives Crisis Control and Prevention” by Edgars Brēķis, Ismena Revina and Arild Sæther, University of Latvia (Latvia) and University of Agder-Kristiansand (Norway).
- “The present crisis, a pattern” by Wim Grommen, Independent researcher (The Netherlands).
- “Business Competition as Complex System” by Fernando Buendía, Panamericana University (Mexico).
- “The decoupling of products from economic science” by Eva Waginger, Vienna University of Economics (Austria).
- “Economic Competitiveness in Healthcare Safety Management by Biomedical Cybernetics ALS” by Giulia F. Santacroce, Ana Virginia Collini, Clelia Cesario, Rodolfo A. Fiorini, Politecnico di Milano (Italy).
- “Knowledge Management Asset Initiatives and Government Innovation: Theoretical Analysis of the Case of Kingdom of Bahrain” by Mohamed Buheji & Haitham Jahrami, Ministry of Health and Bahrain Centre of Excellence (Kingdom of Bahrain).
- “Policy Response of Brazilian Government to the 2008 Crisis. The Northeast Region Case” by Inez Silvia Batista Castro & João Bosco Monte, Universidade Federal do Ceará (UFC) and University of Fortaleza (UNIFOR) (Brazil).
- “The Increase of Competitiveness of Agriculture - Serbian Chance Under Conditions of Emerging From The Crisis” by Radovan Tomić, Dragica Tomić, Gordana Tomić, Denis Bugar and Aleksandra Tomić, Higher School of Professional Business Studies, Belgrade Business School and Faculty of Economics and Engineering Management (Serbia).
- “Evidence of Change in the Long Memory Property in Eastern European Countries: Time-Varying Hurst Exponents” by Seong-Min Yoon & Sang Hoon Kang Pusan National University (Korea).