WORLD FORUM FOR A SUSTAINABLE SOCIETY

15th INTERNATIONAL CONFERENCE

Social Sustainability through Competitiveness with Qualitative Growth

Faculty of Economics and Business Administration, Sofia University St. Kliment Ohridski

12 - 13 October 2012
Sofia, Bulgaria

PROGRAMME
Aula Magna

09:00 – 10:00 Registration of participants with coffee
10:00 – 10:30 Opening ceremony
   Chairperson: Dieter Flaemig
   Club of Sophia Launch
   George Chobanov, Secretary General
   Welcome by representatives of co-organizing institutions:
   Joachim Schwalbach (Humboldt University)
   Gernot Gutmann (Koeln University)
   Corbett Gaulden (College of Business, Angelo State University)
   Kai-Ingo Voigt (Nuernberg-Erlangen University)
10:30 – 12.30 MAIN STREAM: ECONOMIC THEORY OF SUSTAINABILITY IN SOCIETIES AND BUSINESS (AULA MAGNA)
   Chairperson: Gernot Gutmann
10:30 – 11:00 George Chobanov:
   Sustainable Economic System Principles and the Laws of Nature
11:00 – 11:30 Joachim Schwalbach:
   Sustainability and the Internalization of Social Costs
11:30 – 12:00 Corbett Gaulden:
   Markets or Hierarchies: Economics Sustainability under the Conditions of Economic and Financial Crisis in Europe
12:00 – 12:30 Kai-Ingo Voigt:
   The social impacts of innovations
12:30 – 14:00 Lunch
14:00 – 16:00 MAIN STREAM: IMPLEMENTATION AND OPTIMISATION OF SUSTAINABLE DEVELOPMENTS (AULA MAGNA)
   Chairperson: Kai-Ingo Voigt

11:00 – 10.30 MAIN STREAM: ECONOMIC THEORY OF SUSTAINABILITY IN SOCIETIES AND BUSINESS (New Conference Hall)
   Chairperson: Detelin Elenkov
9:00 – 9:30 Jean-Pierre Gern
   Hidden hindrances to sustainable development
9:30 – 9:45 Teodor Sedlarski
   The Institutional Logic of Sustainable Growth
9:45 – 10:00 Anastassia Bankova:
   Sustainable Development through Appropriate Organizational Structures

16:00 – 16:15 Todor Yalamov:
   Could scenario planning contribute to sustainability: the case of emerging multinationals in Bulgaria

16:30 Welcome Cocktail with a glass of wine
10:00 – 10:30 Coffee break

10:30 – 12:30 **MAIN STREAM: EDUCATION AND TRAINING FOR A SUSTAINABLE SOCIETY** (New Conference Hall)
*Chairperson: Alexander Nikolov*

10:30 – 10:45 *Henrik Egbert, Teodor Sedlarski:*
New Concepts for Post-Crisis Textbooks: The Case of the Production Possibility Frontier

10:45 – 11:00 *Marina Semerdjieva:*
Social Comparison - the core of important political processes in the European Union

11:00 – 12:30 Doctoral Academy in Sustainable Development Management

12:30 – 14:00 Lunch

14:00 – 15:30 **MAIN STREAM: SUSTAINABLE ENTREPRENEURIAL BEHAVIOR AND ITS FRAMEWORK** (New Conference Hall)
*Chairperson: Teodor Sedlarski*

14:00 – 14:15 *Eleonora Stancheva, Iliyana Ankova, Nadya Velinova:*
A conceptual model for accounting valuation

14:15 – 14:30 *Eleonora Stancheva, Iliyana Ankova:*
Factors, influencing Bulgarian higher education in accounting.

14:30 – 14:45 *Krassimira Schwertner:*
Enterprise Database in the Cloud

14:45 – 15:00 *Zhelyu Vladimirov:*
Factors for the e-business adoption by the Bulgarian small and medium tourism organisations

15:00 – 15:15 *Sonia Mileva, Naalyan Gendzheva:*
Research on globalization challenges in front of leading Bulgarian touroperators.

15:15 – 15:30 *Tzvetan Ignatov and Angel Matsanov:*
Applications of Some Properties of Multivariate Lorenz Curves and Gini index

15:30 – 15:45 *Milka Semova:*
Alumni Clubs – Strategic Resource for University Development: Successful Projects, Products and Services in the Alumni Fundraising Area.

16:00 – 17:00 Conference roundup and a glass of wine