

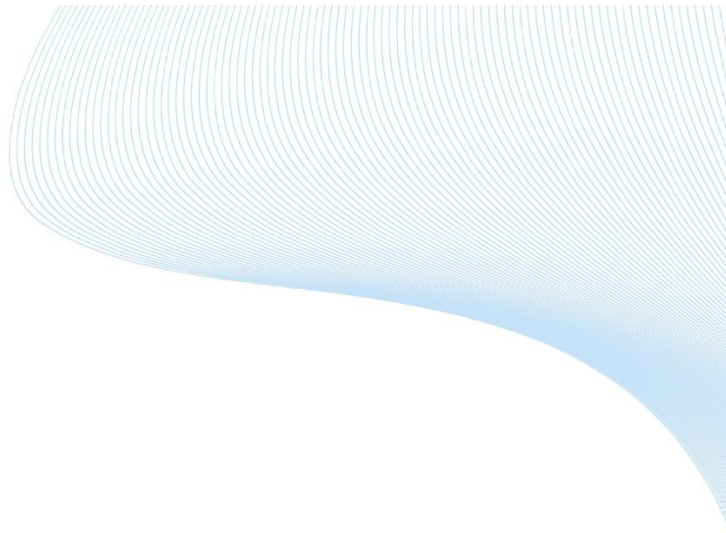


SOCIAL FUTURING 'CONNECTING GLOBAL POTENTIALS'

International Conference & Workshops of the
Social Futuring Center (SFC),
Corvinus University of Budapest (CUB)

22-24 March, 2018
Conference and Workshops Program





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SOCIAL **FUTURING** CENTER



Conference Overview

The multi-disciplinary conference is organized to

- introduce the conceptual and normative framework of social futuring,
- initiate international scientific discourse regarding social futuring,
- launch the global Social Futuring Index project (**ConNext 2050**).

Keynote speakers are

- **George Friedman** (Geopolitical Futures, Austin, TX),
- **Huang Ping** (Chinese Academy of Social Sciences, Beijing),
- **Albert-László Barabási** (Northeastern University, Boston, MA).

Registration

FREE [ONLINE PRE-REGISTRATION](#) IS REQUIRED
FOR EACH EVENT OF THE CONFERENCE:

Opening Reception, International Conference, International Workshop

Thursday 22 March, 2018

Opening Reception

Venue: CUB, Building E

(Budapest, Fővám tér 8, South Entrance: Corvinus Faculty Club)

18.00 - 18.30 Arrival

18.30 - 22.00 Welcome – Buffet Dinner – Reception

Friday 23 March, 2018

International Conference

Venue: CUB, Building E

(Budapest, Fővám tér 8, South Entrance: Corvinus Faculty Club)

Hosted by **Eszter Monda** (SFC) & **Péter Szabadhegy** (SFC)

9.00 – 9.30 *Arrival, Registration*

9.30 – 10.00 Opening Speech by **András Láncki** (Rector, CUB)
The Future of Man – An Unscientific View

10.00 – 12.00 **Plenary Session 1**

10.00 – 10.20	János Csák (SFC) Social Futuring – A Normative Framework
10.20 – 11.00	George Friedman (Geopolitical Futures) Forecasting Methods in Geopolitics
11.00 – 11.40	Huang Ping (Chinese Academy of Social Sciences) Social Futuring Studies for the 21st Century: Why and How?
11.40 – 12.00	Q&A

12.00 – 13.30 *Buffet Lunch & Press Reception*

13.30 – 15.10 **Plenary Session 2**

13.30 – 13.50	Zoltán Oszkár Szántó (SFC) Social Futuring – An Analytical Conceptual Framework
13.50 – 14.30	Albert-László Barabási (Northeastern University) From Network Science to Controlling Networks
14.30 – 14.50	Petra K. Aczél (SFC) Social Futuring – A Discursive Framework
14.50 – 15.10	Q&A

15.10 – 15.30 *Coffee break*

15.30 – 16.30 **Roundtable Discussion: Integrating Frameworks**

15.30 – 16.30	Participants: Petra K. Aczél, Albert-László Barabási, János Csák, George Friedman, András Láncki, Huang Ping, Zoltán Oszkár Szántó
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Saturday 24 March, 2018

International Workshops

Venue: CUB, Building C (Budapest, Közraktár utca 4-6, Lecture Halls VIII & IX)

Hosted by **Péter Szabadhegy** (SFC)

9.00 – 9.30 Arrival, Registration (Lecture Hall VIII)

9.30 – 9.45 **Zoltán Oszkár Szántó** (SFC): **Introducing the Social Futuring Index**
(Lecture Hall VIII)

09.45 – 11.00 **International Workshop 1** (Lecture Hall VIII)

**Indexing Social Futuring: Contents and Methods,
Ecological-Geopolitical and Technological Pillars**

Moderator: **Eszter Monda** (SFC)

Invited Participants:

Loránd Ambrus (Rapporteur, SFC), **János Csák** (SFC),
George Friedman (Geopolitical Futures), **Meredith Friedman** (Geopolitical Futures),
Judit Gossler (CUB), **Kristóf Iván** (Pázmány Péter Catholic University),
László Lovász (SFC), **Huang Ping** (Chinese Academy of Social Sciences),
Balázs Szepesi (SFC)

09.45 – 11.00 **International Workshop 2** (Lecture Hall IX)

**Indexing Social Futuring: Contents and Methods,
Socio-economic and Cultural-Spiritual Pillars**

Moderator: **Petra K. Aczél** (SFC)

Invited Participants:

Gyula Bakacsi (SFC), **Albert-László Barabási** (Northeastern University),
Tamás Bartus (SFC), **Róbert Iván Gál** (Rapporteur, SFC),
John Mueller (Ethics and Public Policy Center), **Márta Radó** (SFC),
Péter Ruppert (Northeastern University), **Zoltán Oszkár Szántó** (SFC),
Chen Xin (Chinese Academy of Social Sciences)

11.00 – 11.30 Coffee Break

Venue: CUB, Building E (Budapest, Fővám tér 8, South Entrance: Corvinus Faculty Club)

11.30 – 12.30 Conclusions – Q&A

12.30 – 13.30 Buffet Lunch

Keynote Speakers

GEORGE FRIEDMAN is a U.S. geopolitical forecaster, and strategist on international affairs. He is the founder and chairman of Geopolitical Futures, an online publication that analyzes and forecasts the course of global events.

Prior to founding Geopolitical Futures, Friedman was chairman of Stratfor, the private intelligence publishing and consulting firm he founded in 1996.



He received a B.A. at the City College of New York, where he majored in political science, and a Ph.D. in government at Cornell University.

His recent publications include the following books:

- *America's Secret War: Inside the Hidden Worldwide Struggle Between the United States and Its Enemies* (2004)
- *The Next 100 Years: A Forecast for the 21st Century* (2009)
- *The Next Decade: What the World Will Look Like* (2011)
- *Flashpoints: The Emerging Crisis in Europe* (2015)

Keynote Speakers

HUANG PING is a senior research professor and the Director General of the Institute of European Studies, Chinese Academy of Social Sciences (CASS), Secretary General, China CEEC Think Tank Network, President, China CEE Institute.



He also serves as the President of Chinese Association of American Studies, Vice President of the China National Association of International Relations, Vice President of the China Association for Hong Kong and Macao Studies, Vice President of Chinese Association of World Politics Studies, Director of the CASS Center for World Politics Studies, as well as Board Member of the United Nation Research Institute of Social Development (UNRISD).

He earned his Doctoral Degree (PhD) in Sociology from LSE, London in 1991.

His books and articles:

- Huang, Ping – Lau, Kin Chi. *China Reflected*. Hong Kong: Arena Press (2003)
- Huang, Ping – Chen, Xin – Domenach-Chich, Genevieve. *Poverty Reduction among Migrants*. Beijing: Social Sciences Press (2004)
- Huang, Ping – Tao, Wenzhao – Wang, Rongjun – Yuan, Zheng – Zhao, Xingshu. *China-US Relations, Tending Towards Maturity*. *International Spectator*, 2009. (44/2), pp. 9-16.
- Huang, Ping – Frank N. Pieke. *China Labor Migration: Some Policy Issues*. *Social Sciences in China*, 2005. (26/3), pp. 112-124.

Keynote Speakers

ALBERT – LÁSZLÓ BARABÁSI is the Robert Gray Dodge Professor of Network Science and a Distinguished University Professor at Northeastern University, where he directs the Center for Complex Network Research, and holds appointments in the Departments of Physics and College of Computer and Information Science, as well as in the Department of Medicine at Harvard Medical School and Brigham and Women Hospital in the Channing Division of Network Science, and is a member of the Center for Cancer Systems Biology at Dana Farber Cancer Institute.



A Hungarian born native of Transylvania, Romania, he received his Masters in Theoretical Physics at the Eötvös University in Budapest, Hungary and was awarded a Ph.D. three years later at Boston University.

Barabási latest book is *Network Science* (Cambridge University Press, 2016). He has also authored "*Linked: The New Science of Networks*" (Perseus, 2002), currently available in fifteen languages, "*Bursts: The Hidden Pattern Behind Everything We Do*" (Dutton, 2010) available in five languages, and is the co-editor of "*The Structure and Dynamics of Networks*" (Princeton, 2005).

His work lead to the discovery of scale-free networks in 1999, and proposed the Barabási-Albert model to explain their widespread emergence in natural, technological and social systems, from the cellular telephone to the WWW or online communities.

ANDRÁS LÁNCZI is the Rector of the Corvinus University of Budapest (July 1, 2016). Earlier he was the Director for the Institute of Political Science and Philosophy at the Corvinus University of Budapest, and the Chairman of a think tank called „Századvég”. He has published books entitled „On Political Knowledge”, „Fate-legacy”, „Tradition and Modernity in Leo Strauss’s Political Philosophy”, „Democracy and Political Science”, „Political Philosophy of the 20th Century” (all in Hungarian). Active in the revival of the Hungarian conservative political thought („Conservative Manifesto”, 2002).



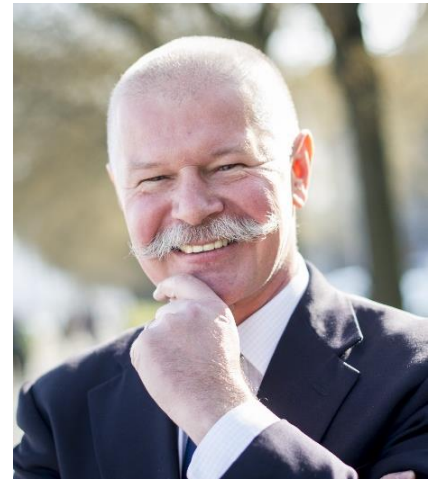
He is the Hungarian editor of three relevant books of political science (Encyclopaedia of Political Thought, Encyclopedia of Political Science, and The New Handbook of Political Science). He also translated several books including Leo Strauss’s „Natural Right and History” and „The Persecution and the Art of Writing”. Fulbright Scholar at the Eric Voegelin Institute (1997-8), conference director of the Liberty Fund. Chairman of the Advisory Board of the Center for European Renewal.

Some recent essays in English:

- Political Realism and Wisdom. Palgrave-MacMillan (2015)
- Between Wisdom and Knowledge: The Politics of Creativity in a Post-Communist World. In: von Heyking, John – Heilke, Thomas (eds.) The Primacy of Persons in Politics. Washington, D.C.: The Catholic University of America Press, 2013. pp. 207-238.
- How Should we Live? Nature, Metaphysics, and Political Wisdom. In: Losonczi, Péter – Luoma-Aho, Mika – Singh, Aakash (eds.) The Future of Political Theology. Farnham/Burlington: Ashgate, 2011. pp. 39-52.
- Democracy and Moral Relativism in a Post-secular World: Reclaiming Obligation. In: Losonczi, Péter – Singh, Aakash (eds.) From Political Theory to Political Theology. London/New York: Continuum, 2010. pp. 85-100.

Speakers

JÁNOS CSÁK, Head of Project ConNext 2050 at the Social Futuring Center, Corvinus University of Budapest. He is an honorary professor of management, corporate leader and former Ambassador. He has held executive and non-executive board positions in oil and gas, telecom, commercial and investment banking focusing on strategy, organizational capabilities and leadership development.



He was a visiting fellow in political economy at The Heritage Foundation in Washington, DC in 2009-10, and served as Hungary's Ambassador to the United Kingdom between 2011-4. He earned his MSc in finance and sociology at Corvinus University in 1987.

Currently he serves on the board of Gedeon Richter Plc. and Bank of China (Hungary) Ltd. as non-executive director. Since 2016 he is the Chairman of Design Terminal, a non-profit incubator, Chairman of Arete Ltd., a start-up fund, and majority owner of BrainBar Budapest, a major European festival on the future.

PETRA ACZÉL is a full professor of communication and rhetoric at Corvinus University of Budapest and head of the Institute of Behavioural Science and Communication Theory, as well as member of the Social Communication Doctoral School. She studied at Eötvös Loránd University, Budapest, earned her PhD degree in 2003, and gave her habilitation lecture in 2011. She was appointed full professor in 2016.



Her research interests are focused on the theory and practice of interpersonal and public communication, science communication, new media and media literacy. She is author of four and co-author of another four books and has published more than 200 publications on verbal and visual communication, rhetoric, (new) media communication and media literacy. She is Chair and member in five editorial boards of Hungarian and international periodicals and holds memberships in Hungarian and international communication associations. She is a theorist, a researcher, a university professor and a loving mother.

Some of her recent publications are:

- Beyond Persuasion – Rhetoric in a Virtual World. In: Benedek András, Veszelszki Ágnes (eds.): *Virtual Reality – Real Visuality: Virtual, Visual, Veridical*. Wien: Peter Lang GmbH, Internationaler Verlag der Wissenschaften, 2017. pp. 29-40.
- Virtual Rhetoric: A Theoretical Approach”. *Res Retorica*, 2016. 3:(4) pp. 2-15.
- ”Reconceptualizing (new) Media Literacy”. *Perspectives of Innovations, Economics and Business*, 2014. 14:(1) pp. 47-53.
- ”Learning Public Skills – Teaching (Global) Publicity.” *Procedia - Social and Behavioural Sciences*, 2014. vol. 93. pp. 640–647.
- Netoric: An Approach to New Media Rhetoric. In: Hilde van Belle et al. (eds.): *Verbal and Visual Rhetoric in a Media World*. Amsterdam: Amsterdam University Press, 2013. pp. 311-329.

ZOLTÁN OSZKÁR SZÁNTÓ (Ph.D. Hungarian Academy of Sciences, Budapest) is Professor of sociology at the Institute of Sociology and Social Policy, Corvinus University of Budapest, where he currently serves as Vice Rector for Education and the Head of Social Futuring Research Center.



His main areas of interest are social theory and economic sociology. He has written books and articles on the problems of analytical social theory, such as rationality, micro-macro social mechanisms, and interdisciplinarity. His empirical studies of privatization, local labor markets, economic organization, financial culture, corruption and tax evasion have often focused on social capital, networks, trust and organizational culture.

His recent publications include the following co-authored works such as

- Content analysis of corruption coverage: Cross-national differences and commonalities, *European Journal of Communication*, 2018. (33) pp. 1-15.
- Information Asymmetry in Politics and the Ideal Types of Corruption. *Ekonomiske Ideje i Praksa / Economic Ideas and Practice*, 2015. (18) pp. 7-20.
- The social and institutional structure of corruption: Some typical network configurations of corruption transactions in Hungary. In: Vedres B. – Scotti M. (eds.) *Networks in social policy problems*. Cambridge: Cambridge University Press, 2012. pp. 156-176.
- Local government corruption in Hungary. In: Dallago B. – Guglielmetti C. (eds.) *Local economies and global competitiveness*. Basingstoke: Palgrave Macmillan, 2011. pp. 134-153.

He is presently exploring the analytical and conceptual framework of *social futuring* and the methodology of the Social Futuring Index.

ESZTER MONDA is a research fellow, project manager of Social Futuring Center of Corvinus University of Budapest. She is a doctoral candidate in Business Informatics Doctoral School of the university. She is specializing in foresight methodology. The purpose of her research is to analyse the relationship of information systems and futures studies, furthermore its interpretation in decision support.



Besides academic life, she worked as consultant at software and management consulting firms. The combination of theoretical and business life gives her a lot of inspiration to create real business value based on international theories. She is author of more than 15 published papers and book chapters. She participated in more than 15 academic and business conferences as lecturer or keynote speaker.

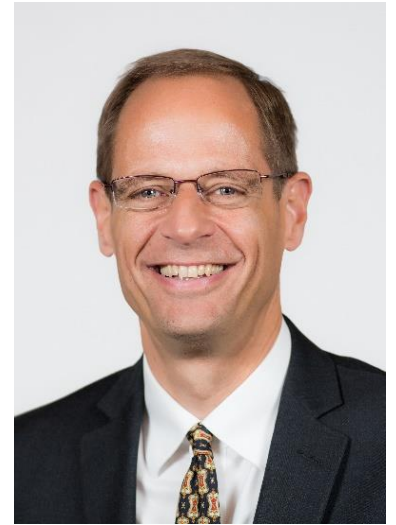
Her recent publications include the following (co-)authored works such as:

- Poór, J. – Sasvári, P. –Nesterowicz, K. – Monda, E. – Eldurssi, F.F.M. – Nikolic, M.E: E-learning in Management – Focus on Hungary, Serbia and Slovakia. Journal of Management and Financial Science, 2016. Vol. 9. Issue 23. pp. 93-122.
- Nováky, E. – Monda, E.: Futures Studies in Finland. Society and Economy. Akadémia Publisher, 2015. Vol. 37. No. 1. pp 31-48.
- Monda, Eszter: Chapter 10 - The Quest for ICT Innovation Opportunities: Using Futures Studies Approach in Digital Government. In: ICT Driven Public Service Innovation (Edited by András Nemeslaki) National University of Public Service, Institute of International Studies (2014)
- Duma, L. – Monda, E.: Impact of ICT Based Education on the Information Society. Journal of Futures Studies, 2013. Vol. 18. No. 1. pp. 41-62.

Moderators

PETER SZABADHEGY has had a distinguished career including banking, management consulting, private equity and start-up investing, family business management, diplomacy, and charity organizations.

After growing up, studying and beginning his career in the United States, he moved to Budapest at the age of 30, where he is now settled with his wife and five children.



He received an MBA from the University of Chicago and a Masters in Economics from the London School of Economics (LSE).

In addition to the various business leadership roles in the past three decades in Central Europe, Szabadhegy recently served as Hungary's Ambassador to the United Kingdom. He has also served in leadership roles in various charity organizations, such as the Fulbright Commission, Rotary International, and the Order of Malta.

Social futuring



Social futuring is a term, a method and an innovative approach formulated by the Social Futuring Center (SFC) of Corvinus University of Budapest to be used in the project titled ConNext 2050 and to be measured by the *Social Futuring Index*. The SFC was established in February 2017. Papers on *social futuring* are to be published continuously on the www.socialfuturing.com website.

Purposes

It was invented to

- identify, measure, develop future-mindsets of social entities,
- recognize a complex set of skills of a social entity,
- indicate a social entity's ability, readiness and activity to embrace the future, and
- manage future demographic, technological, cultural, economic, geopolitical, etc. changes without compromising normative social and ethical standards as well as healthy living conditions.

Definition of social futuring

Social futuring is the feature of a social entity signifying its capacity, ability and fitness to envision and enact changes and so to prepare itself for the beneficial management of the future.

Social futuring is a measure of the creative awareness and intent a social entity (e.g. a family, a community, a city, a region, a country, etc.) needs to

- rationalize its present and future potential,
- set common goals,
- resiliently adapt to and cope with changes, and
- perform its vision while sustaining its orientation towards the future.

Framework

The conceptual framework of *social futuring* converges results of research into future-orientation, future proofing, attachment, resilience, coping and sustainability, networks, etc. *Social futuring* exclusively belongs and is applied to what is social, that is, to human agents and their relations with their material, social, cultural and symbolic environments. Rooted in a multi-disciplinary academic framework, *social futuring* creates an innovative synergy of approaches combining philosophy, sociology, psychology, bionics, informatics, economics, political science, environmental studies, futures studies, network science among other academic and professional fields.

The Social Futuring Index (SFI) – Measuring social futuring

The SFI and ranking is a weighted average of indicators that approximates the elements of *social futuring*. The measurement pillars are the substantive types of future changes into which a social entity can proceed. The SFI is a composite indicator based on publicly available data. These pillars are: ecological-geopolitical, technological, socio-economical, and cultural-spiritual.

Please visit our website at: www.socialfutures.com

Please do not hesitate to contact us in case you need any information or assistance:

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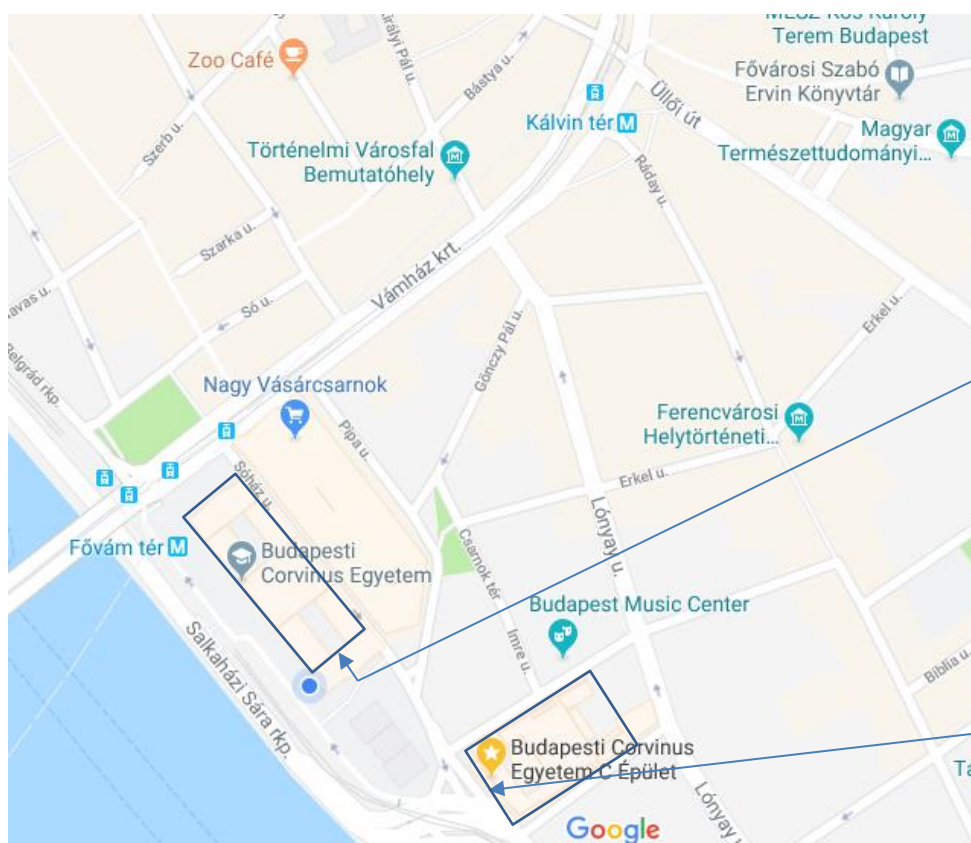
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The venue of the conference and workshops:



*Corvinus University of
Budapest, Building E,
South Entrance
(Fővám tér 8.)*

*Corvinus University of
Budapest, Building C
(Közraktár utca 4-6.)*