

**Quest for Meaning – Social Sciences Plenary Session
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What is social science?

Social science –

Inquiry

The Questions

Individual vs. Shared Meaning

Emotional Intelligence

Personal competencies

Social competencies

The 'Socials'

Social Intelligence

Social capital

Servant-leadership

Theory of small wins

Social Change

Social Marketing

Social Entrepreneurs

Some people see things as they are and ask, why? I dream of things that never were and say, Why not? (George Bernard Shaw)

'In the final analysis, the evaluation of a scientific enterprise in the social sciences will rest heavily on its social utility' (Bandura, A. (2005:31). Evolution of social cognitive theory. In K. Smith & M. Hitt (Eds.), *Great minds in management* (9-35). Oxford, UK, Oxford University Press.)

'They (the self-actualizer) manage somehow to simultaneously to love the world as it is and to try to improve it' (Maslow, A. (1971). *The farther reaches of human nature*. New York, Viking Press, p 308.)

The ultimate goal of education is to help the person become a human being, as fully human as he (she) can possibly be. (Maslow, A. (1971). *The farther reaches of human nature*. New York, Viking Press, p 53.)

'Our lives begin to end the day we are silent about the things that matter.' (Martin Luther King, Jr.)