

**WELCOME ADDRESS**  
**XI ISINI 2011 CONFERENCE**

Dear Colleagues and Friends

Our organization was founded upon the ideal of a unified methodology of science towards a free, just, stable economy and society. The complexity of our present world appears to overshadow this ideal. Paradoxically, as we to have more information and methodological resources at our disposal, we appear to be farther from this goal than in 1988 when ISINI was officially born. However, reality differs from this false impression. Our academic and scientific practice has indeed advanced through the work of all of us and that of our colleagues. The added challenge we face is that of fruitful and continued communication of our theory, practice and findings in our respective fields of knowledge.

As we gather in this part of the global scene, our Universidad de Sonora, our city, state and country, we welcome you as Citizens of the World, as distinguished practitioners of Social Sciences and as persons willing to advance towards a methodology of interpretation and application of our scientific findings across national identities and theoretical persuasions.

The content of your registered contributions to this effort reflects the ISINI ideal; the approach we take this year is decisive in promoting collegiality. In this edition of the Conference, as we reflect on our unifying goals, I wish to include a special appeal to the younger generations of social scientists that develop newer paradigms.

The life and work of Dr. Rugina, will always remind us that our endeavors are truly human when our actions are respectful of Mother Nature. The challenge remains: to view the continuum between Economics, Politics and Ethics.

ISINI's original mission calls upon us to go beyond paradigm boundaries, to innovate, but above all, to overcome the barriers that separate our efforts in furthering the trans-disciplinary approach to Humanism in basic and applied research in social science. We can accomplish this in the spirit of academic collaboration and without compromising our personal and theoretical stances.

We commit our efforts to the unifying goal in this event and in those to follow. On behalf of all the ISINI members, the University of Sonora, our sponsors past and present, our organizing committee extends to all of you our most cordial and collegial welcome: "New Challenges, New Methodologies".

We acknowledge the legacy of our Founder: Professor Anghel Rugina, who passed away in December 2008. Recognition is due to Dr. Antonina Ivanova, sharing Nobel Peace Prize recipient, for her support as keynote speaker. We are also grateful to: Jorge González and Jesús Galindo for their contributions as speakers. Recognition is also due to ISINI Board members: Liviu Drugus, Gerrit Meijer and Johan Van Ophem for their advice and encouragement. We would also like to thank the organizing committee for their efforts and commitment in making this event a reality, not to mention the community service providers for their priceless contributions.

The organizing committee wishes to thank our Alma Mater authorities: Rector Dr. Heriberto Grijalva Monteverde, Vice-Rector Dr. Guadalupe García de León, Division Director M.B.A. Vicente Inzunza Inzunza,

and Dr. Rafael Castillo Esquer, Head of the Economics Department, last but not least, our sponsorships, Economy Secretary of the State Government, Lic. Moisés Gómez Reyna; and Hechoensonora network and Gama Color Companies.

We are grateful to them all, especially to all of you attending and participating, for your continued support and trust in our International Society for the Intercommunication of New Ideas.

Best wishes,

Francisco Vargas Serrano, ISINI President