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## **Identity versus Diversity. Essays on the complexity of the living entity**

This, the first edition of *Identity versus Diversity. Essays on the complexity of the living entity* aims to develop communication and deepen active dialogue between aspiring researchers and invited speakers who are leading experts in their fields of research.

The world gets ever more complex with system behaviour and dynamics emerging from many heterogeneous entities interacting in many heterogeneous ways at many interacting levels of organisation. Understanding and managing this complexity is crucial for commerce, industry, and government at all levels. The new science of complex systems attempts to put in place rigorous theory on which to base policy and planning. New knowledge is emerging from collaborations between scientists, policy makers, managers and entrepreneurs.

The workshop in Bucharest on the Complexity of the Living Entity represents a new direction in the fields of Complex Systems, Self Governance, and Business Intelligence. Amongst the topics included are views of researchers, physicists, sociologists, economists, politicians, and specialists in public affairs, management and audit. The Workshop in Bucharest follows directly from the highly successful schools held in Navodari, Sinaia and Bucharest on Complexity and Econophysics that laid important foundations for the successful development of this activity in Romania.

Financed under the Romanian IDEA Program, organized by Prof. Dr. Carmen Costea of the Academy of Economic Studies, and edited by Dr Mircea Bulinsky of University of Bucharest, the papers on this CD bring together ideas and thoughts of specialists with a wide variety of research, academic and corporate backgrounds, leading to new emergent activity at economic and societal level.

The papers include contributions covering non-linear dynamics and complexity through to intelligence business and self-governance, and show how agent-based models can be applied in economics to model the complex socio-dynamics of financial markets. From them specialists and students will grasp the ideas involved, and see how these methods are being applied, also seeing the importance of inter and cross disciplinary researches.

It is hoped that this new process of teaching by mentoring and coaching, together with corporate direct involvement connecting senior scientists with young researchers from the different areas mathematics, biology, economics, and physics, will accelerate at a global level the inter and cross-disciplinary activity occurring now in Romania.

A handwritten signature in black ink that reads "Jeffrey Johnson".

Jeffrey Johnson