

Progress Report on the UN Principles
for Responsible Management Education
Poznań University of Economics
and Business (PUEB)



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PRME

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Date:

June 2018

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This is the third Sharing Information on Progress Report by
the Poznań University of Economics and Business

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A letter from the PUEB Rector professor Maciej Żukowski

Established in 1926, the Poznań University of Economics and Business, one of Poland's top economics universities, has a well-deserved reputation for excellence in education and being a leader in economic research. The University's strength lies in its research potential, educational facilities and focus on cooperation with business. The past academic year has been the second one in the term of the University's authorities elected by the academic community for the years 2016-2020.

I am pleased to present the third progress report on the implementation of the Principles of Responsible Management Education. I am deeply honoured to be able to continue my predecessors' work on the PRME. Many activities in this area have already been completed. However, we continue seeking new initiatives that will enable us to better comprehend the idea of PRME and will help us achieve the sustainable-development goals contained in the 2030 Agenda for Sustainable Development.

In the past academic year, we have spent a lot of time updating the University's strategy until 2020, which was adopted by the PUEB Senate in May 2017, after several months of intensive work by many PUEB employees. We would like the PUEB to be a place where innovative, world-class research is carried out and would like its degrees to be a ticket to a professional career. At the same time, it is essential for us to uphold certain fundamental values. We want to teach and promote ethical attitudes, honesty, respect for other people and openness to the world. We want to be a university that is socially responsible, professional and friendly.

Our efforts to implement the PRME and social responsibility principles have been recognised and awarded. In the 2017 VERBA VERITATIS Competition, our University won an award from the Ministry of Development for developing the ideas of business ethics and social responsibility. We received a diploma „**for increasing knowledge and competence in the fields of business ethics, corporate social responsibility and corporate governance, which contributes to promoting ethical attitudes among students and implementing the principles of responsible development in business and society.**”

In the current PRME reporting period, we have made significant progress in the implementation of the Principles. This is visible in all areas of our activity related to all the six Principles for Responsible Management Education. Our report demonstrates progress in the incorporation of the Principles and sustainable development into the curricula of all our programmes. We present figures concerning the defended theses on the subject, the workshops held and the open lectures delivered to our students. We also show our experiences in developing the University's partnership, dialogue and cooperation with its stakeholders aimed at creating conditions conducive to the promotion of the idea of sustainable development in Poland.

I am really proud of our achievements and am heavily involved in supporting our employees' efforts to further integrate ethics, social responsibility and sustainable development into all the areas of our University's activity, thereby raising PRME awareness among our students, employees and other stakeholders. On behalf of the PUEB community, I can assure you that, as PRME signatories, we will continue to share our experiences, achievements and efforts by systematically reporting on our progress in PRME implementation.

Prof. dr hab. Maciej Żukowski, prof. zw. UEP
Rector of the Poznań University of Economics and Business



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A word from the PUEB Rector's Plenipotentiary for University Social Responsibility

Education is the backbone of every society. It is a formalised process of transferring and acquiring knowledge, as well as developing skills, attitudes and values. Thanks to education, people have better prospects for the future. In my view, to develop the desired attitudes, it is imperative to apply the Principles for Responsible Management Education. Joining the PRME initiative was, and still is, a great challenge for us. At the same time, it shows us new opportunities for self-improvement and self-development. Additionally, the Principles help us build the right atmosphere in which global social responsibility (or – more broadly – sustainable development) is not just discussed, but also put into action.

As the PUEB Rector's Plenipotentiary for University Social Responsibility, I make every effort to inspire other employees of our University by adhering to the PRME and by demonstrating that, as an academic community, we have a "spirit of social responsibility" and that we know what to do to foster it. Together with theUSR Committee, we feel obliged to promote and encourage responsible management education as part of our curricula and educational experience. We strongly believe that being responsible allows universities to produce responsible business leaders of tomorrow who will have a lasting impact on companies, communities, the environment, the country and the world.

PUEB Rector's Plenipotentiary for University Social Responsibility
dr hab. inż. Magdalena Kaźmierczak



Poznań University of Economics and Business – a few words about us ...

Established in 1926, the Poznań University of Economics and Business, one of Poland's top economics universities, has a well-deserved reputation for excellence in education and being a leader in economic research.

The University's strength lies in its research potential, educational facilities and focus on cooperation with business. The PUEB's teaching offer takes into account the world's management education standards and the latest ideas in the development of economics and business. As one of the oldest universities of its kind in Poland, the PUEB specialises in educating business leaders, highly qualified managerial staff, business experts, as well as national- and local-government administration staff. Its rich educational offer consists of 16 programmes and over 60 specialisations offered in five Faculties: Economics, International Business and Economics, Informatics and Electronic Economy, Commodity Science, and Management.

The University's curricula are strongly practice-oriented, as for over 10 years the University has been cooperating with the most prestigious companies from all over Poland as part of PUEB Partner Club. Another distinctive feature of the PUEB's curricula is combining management and economic sciences with state-of-the-art information technologies, law and social sciences. This wider teaching context gives PUEB students a solid academic background, an ability to function in today's business world and all the competences required of a professional manager.

For many years, the Poznań University of Economics and Business has been consistently pursuing a policy of taking responsibility for the sustainable development of the academic community, research, as well as the social and natural environment. These elements are visible in the University's everyday work, in its employees' and students' activities and in its regional and national influence. The PUEB community adheres to the principles contained in the codes of ethics adopted by the Polish academic community: the Code of Good Practice in Higher Education and the Researcher's Code of Ethics. Since 2012, the PUEB has been a PRME member; its first report was sent to the organisation in 2014. At present, the PUEB has over 9000 students, including 340 foreigners. PUEB figures for the year 2017 are presented below.



9191

STUDENTS

IN TOTAL

9191 PUEB students

MOSTLY FULL-TIME STUDENTS

FULL-TIME STUDENTS

7209 full-time students, including **4589** in Bachelor's degree studies and **2620** in Master's degree studies

PART-TIME STUDENTS

1979 part-time students, including **927** in Bachelor's degree studies and **1055** in Master's degree studies

MOSTLY WOMEN

5610 FEMALES

account for **61 %** of all students

3581 MALES

account for **39 %** of all students

FOREIGN PUEB STUDENTS

340 PUEB students - **144** female and **196** male – come from other countries.



883

EMPLOYEES

IN TOTAL

883 university employees

EMPLOYEES

ACADEMIC STAFF

The core of our staff is made up of **489** academic employees.

NON-ACADEMIC STAFF

The University's academic work is supported by **385** female and male members of administrative, research and technical, library, and services staff.

MOSTLY WOMEN

FEMALES

account for **50 %** of academic staff (250) and as many as **77 %** of non-academic staff (289)

MALES

account for **50 %** of academic staff (248) and **23 %** of non-academic staff (96)

EMPLOYEES WITH DISABILITIES

Our university staff includes **10** non-academic employees with disabilities.



PRINCIPLE 1 – PURPOSE

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

Both the structure and the management system of the Poznań University of Economics and Business are consistent with the Principles for Responsible Management Education. Responsible education of future managers and entrepreneurs constitutes the most important element of the PUEB's strategic foundation. The University's social responsibility strategy is based on specific values at the level of the entire organisation. This applies not only to the sphere of declaration and communication, but also to business processes, strategic planning, evaluation and reasoning. Only such an integrated approach to education will make it possible to instil the idea of corporate social responsibility into young people, future employees and business leaders. This is why the PUEB Strategy has been updated recently. The need to update the 2013-2020 strategy was due to dynamic changes occurring in the University's external and internal environment. The current strategy determines the University's development policy for the years 2017-2020. It is a key document which identifies actions aimed at strengthening the PUEB's position in the national and international academic community. One of the most important factors responsible for updating the PUEB Strategy was the view held by the University's new authorities that it is necessary to set the University's key development directions once again. A strategic diagnosis of the environment and internal capital, carried out through dialogue with representatives of particular groups of the academic community, helped us to formulate a new mission and vision and to clearly define guidelines for the University's development in the coming years.

The mission statement of the Poznań University of Economics and Business

The Poznań University of Economics and Business aims to promote research and education in the field of economics with due regard to the traditions of a university founded by entrepreneurs, to ethical principles, social responsibility and academic freedom for an economy that will serve present and future generations

The vision of the Poznań University of Economics and Business

The Poznań University of Economics and Business is one of the country's top economics universities of international renown, a credible partner and a responsible employer.
PUEB Strategy 2017-2020

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PUEB Strategy 2017-2020

The PUEB's strategic and detailed objectives are set on the basis of a SWOT analysis: an analysis of the University's strengths and weaknesses, as well as opportunities and threats to its development. The objectives are presented using the division into four areas: research, education, relations with the environment, and the PUEB's operation. The main strategic objectives within particular areas are presented in the table below.

Table 1. The PUEB's strategic areas and actions for the years 2017 - 2020

| Areas of PUEB strategy | Main strategic objectives |
|--------------------------------|--|
| RESEARCH | <ul style="list-style-type: none">• develop research• increase research and teaching staff's international activity |
| EDUCATION | <ul style="list-style-type: none">• achieve high educational standards• intensify international student exchange and foreign-student teaching |
| RELATIONS WITH THE ENVIRONMENT | <ul style="list-style-type: none">• improve cooperation with domestic and foreign partners• develop a recognisable image of an economics university in Poznań, in Poland and abroad |
| UNIVERSITY'S OPERATION | <ul style="list-style-type: none">• increase organisational and operational efficiency• improve personnel policy |

Source: PUEB Strategy 2017-2020

The tool for supporting particular actions is a Strategic Performance Sheet specifying the units responsible, indicators with the base and target values (as of the end of 2020), as well as a work schedule. Monitoring will be carried out on an annual basis. The PUEB's strategic objectives will be achieved as part of the action plans for particular institutional units and tasks performed on an ongoing basis (PUEB Strategy 2017-2020). The document containing the PUEB's updated strategy is the result of the involvement and work of the Rectors and Deans, who closely cooperated with the PUEB Strategy Updating Team and the Controlling Team.

Implementing the PUEB strategy in the area of social responsibility, coordinating the University's participation in the PRME initiative and introducing its principles into the University are important parts of the work of three plenipotentiaries appointed by the PUEB Rector:

- Plenipotentiary for University Social Responsibility;
- PUEB Rector's Plenipotentiary for Disabled People;
- Plenipotentiary for Equal Treatment.

The aim of the Committee of University Social Responsibility and the PUEB Rector's Plenipotentiary for University Social Responsibility is to initiate, coordinate and monitor activities that help to focus on the internal environment's common objectives and to exert a positive impact on the external environment. The basic tasks of the PUEB Rector's Plenipotentiary for Disabled People include, among other things, taking action to eliminate various barriers that prevent disabled people from participating in the life of the academic community, and to provide access to classes for those students who are disabled or chronically ill, and thus unable to follow the curriculum in a standard way. The aim of the Plenipotentiary for Equal Treatment is to ensure that the academic community is open to diversity and multiculturalism, that the principle of equal treatment of women and men is followed at the Poznań University of Economics and Business, and that all other forms of discrimination – in particular on the grounds of sex, age, disability, race, religion, nationality, ethnicity, political beliefs, religion, sexual orientation or gender identity – are eliminated.

The Plenipotentiaries' cooperation and involvement in the implementation of the PRME and social responsibility facilitate many interesting projects that involve not only the academic community but also our other stakeholders. Examples of such activities are presented in further parts of this report.



PRINCIPLE 2 – VALUES

We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

In 2017, as part of promotion of academic values and implementation of the PRME, the Committee of University Social Responsibility put forward and developed the idea of displaying, on a PUEB-building wall, the values upheld by the University. The values were selected from the PUEB's code of ethics. The Committee developed the project in two language versions: in Polish and in English. The values help us manage our education, research and influence, and easily adapt to global social responsibility. The jointly selected PUEB values on display are: commitment, respect, openness, reliability and equal opportunities. In particular, with regard to the UN PRME and Global Compact, we try to be honest in everything we do, promoting equality, diversity and fair access. Our work supports academic freedom and expression, and we always try to act in an honest, socially responsible and ethical way. Our efforts to develop the issues of sustainable development, business ethics and social responsibility were recognised and awarded in 2017. On 16 November 2017, the Ministry of Development held a conference on its Warsaw premises, titled "Social Responsibility of Research – challenges for the academic community and business". During the conference, a Declaration of University Social Responsibility was officially signed by the rectors of Polish universities. On behalf of the Poznań University of Economics and Business, the document was signed by the Vice-Rector for Finance and Development. Our University also received an award in the VERBA VERITATIS competition for developing the ideas of business ethics and social responsibility.

We received a diploma "in recognition of your efforts to increase knowledge and competence in the field of business ethics, social responsibility and corporate governance, which helps to promote ethical attitudes among students and implement the principles of responsible development in business and society."

Among the winners of the 12th VERBA VERITATIS competition was one of our graduates, mgr Kamila Szwydek, who took second place in the "Master's degree thesis" category. The title of her thesis was The relationship between CSR activities and the financial performance of Kompania Piwowarska SA.



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"At the PUEB, we assume that an important element of universities' social mission is to properly teach and improve the responsible civic attitudes of business practitioners: current students, future employees, managers, customers and consumers. We are aware of the challenges that the modern world poses to young people who, in the near future, will take responsibility for creating optimum conditions for strengthening democracy, protecting individual rights and freedoms, and providing long-lasting opportunities for social, environmental and economic development. Educational institutions, in particular universities, are responsible for preparing young people to perform professional and civic roles. In our view, the Principles for Responsible Management Education are a substantive and axiological determinant of ethical standards in educational activity. They identify the target and determine the methods of its achievement. The Principles for Responsible Management Education are a challenge for us and, at the same time, they support our efforts to put these ideas into action."

dr hab. Halina Zboroń, prof. nadzw. UEP



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"In future, today's PUEB students will be responsible for their employees' quality of life. How they will understand the importance of their organisation's relationship with its environment will have an impact on their own and their employees' commitment in ensuring society's best quality of life and well-being. This is why huge responsibility rests with the PUEB, which is reflected in the education process: building future managers' awareness, teaching responsibility and commitment, and developing activity and entrepreneurship in pursuit of the organisation's economic and social goals."

dr hab. Magdalena Stefańska, prof. nadzw. UEP



PRINCIPLE 3 – METHOD

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Continuation of educational programmes featuring sustainable development, CSR or ethics

Today, to be able to educate responsible managers who contribute to the sustainable development of the economy and society, business schools have to offer their students subjects thanks to which they can acquire the necessary knowledge about ethics, corporate social responsibility and sustainable development. This applies to both Bachelor's degree and Master's degree programmes. At the PUEB, for a long time, we have been incorporating into curricula and everyday academic activities CSR principles consistent with international initiatives, such as the UN Global Compact. The curricula include both obligatory and optional subjects whose content is directly related to the issues of global social responsibility and business ethics. Some of them have already been available for several years. These subjects are part of the curricula at all levels of higher education. In the last two years, 2017 and 2018, the educational offer has included 25 programmes in Polish, nine Bachelor's degree and Master's degree programmes in English, five doctoral programmes in Polish, and Doctoral Seminars in English.

Table 2. Subjects where Principles for Responsible Management Education are implemented

| Programme | Subjects where the Principles for Responsible Management Education are implemented |
|--|---|
| FACULTY OF ECONOMICS | |
| Economics | <ul style="list-style-type: none"> • Business ethics • Development ethics • Social competences in the manager's work • Business image, civil society • Sustainable development strategy • Non-profit sector in the economy • Sustainable development in theory and practice • Public-private partnership • Professional ethics • Corporate social responsibility • Business culture • People management in public and non-profit organisations • Discrimination in the public and professional spheres |
| Finance and Accounting | <ul style="list-style-type: none"> • Business ethics • Human and social capital • Professional ethics of the financial adviser • Discrimination in the public and professional spheres |
| Law and Economics | <ul style="list-style-type: none"> • Business ethics • Corporate social responsibility • Sustainable development strategy • Human and social capital |
| Social Policy | <ul style="list-style-type: none"> • Business ethics • Public-benefit activity and voluntary work • Development economics • Corporate social responsibility • Discrimination in the public and professional spheres |
| FACULTY OF INFORMATICS AND ELECTRONIC ECONOMY | |
| Informatics and Econometrics | <ul style="list-style-type: none"> • Ethics – elective • Study techniques – elective • Social policy – elective • IT in administration |
| Applications of the Internet of Things | <ul style="list-style-type: none"> • Copyright and patent law |
| FACULTY INTERNATIONAL BUSINESS AND ECONOMICS | |
| Tourism Economy | <ul style="list-style-type: none"> • Intellectual property protection • Business ethics |
| International Business Relations | <ul style="list-style-type: none"> • Intellectual property protection • Ecologistics – elective • Cultural determinants of international business • Business ethics – elective |
| FACULTY OF COMMODITY SCIENCE | |
| Commodity Science | <ul style="list-style-type: none"> • Product ecology • Industrial ecology • Organic farming • Protection of water resources • Cultural differences in business organisations – elective • Economic aspects of ecologically-sound production • Industrial-property protection |

Source: PUEB's internal data

Students of all levels and modes of study can also select a seminar devoted to social and environmental aspects of management, with particular emphasis on corporate social responsibility, ecology, sustainable development, social marketing, social issues and social economy. Students are eager to choose these issues, hence a significant number of theses devoted to them every year. The table below lists the seminars on sustainable development or social responsibility offered in particular PUEB faculties. Compared to the data from the PRME report for the years 2014-2016, the number of seminars on sustainable development and CSR increased in some faculties (Economics and Commodity Science), while remaining stable in others.

Table 3. Seminars related to sustainable development and CSR in PUEB faculties

| Seminars related to sustainable development and CSR in PUEB faculties in 2016-2018, Bachelor's and Master's degree studies | |
|---|--|
| Faculty of Economics | <ol style="list-style-type: none"> 1. Sustainable development and food security. Multilevel market analyses. 2. Macroeconomic aspects of a modern market economy. The working of the labour market (economic discrimination; situation of women, graduates, young people and people with disabilities). 3. Sustainable development of the economy and companies. 4. Socially responsible business. Social economy. 5. Ethical dilemmas of business practice. 6. Human resources management – work safety function. The work of people with disabilities. |
| Faculty of International Business and Economics | <ol style="list-style-type: none"> 1. Science-business cooperation in knowledge and innovation transfer. 2. The European Union in the face of global problems. 3. Electronic marketing - co-creating value with the final recipient. |
| Faculty of Commodity Science | <ol style="list-style-type: none"> 1. CSR in companies. 2. CSR standards. 3. Using environmentally-friendly materials in packaging. 4. Recycling metal from waste. 5. Photovoltaic technologies in power engineering. 6. The impact of packaging on the environment. 7. Biodegradable and active packaging. Modifications and utilisation. 8. Modern technologies in the utilisation of waste and sewage in the food industry. 9. Systems of quality management, environmental management and industrial-safety management in the organisation. 10. Waste ecologistics. |
| Faculty of Management | <ol style="list-style-type: none"> 1. Accounting and reporting in a socially responsible company. 2. Accounting in a socially responsible company. 3. Creation and development of new companies. Innovation and creativity. Business ethics. 4. Development of new companies. Development of family-owned companies. New products, new brands. Innovations and imitations. Corporate social responsibility. Socially engaged marketing. 5. Strategies and structures of contemporary companies. Organisation improvement. Process and project management. Corporate social responsibility. 6. Corporate social responsibility. Marketing communication. Sales management. Buyers' attitudes and behaviour in the FMCG market. Marketing strategies of retail chains. 7. Municipal management. Investments and real estate. Strategic management. Sustainable development and social responsibility. |
| Faculty of Informatics and Electronic Economy | None |

Source: PUEB's internal data

Students of all levels and modes of study can also select a seminar devoted to social and environmental. Additionally, the PUEB has 79 postgraduate and two MBA programmes. Each academic year, new, interesting postgraduate programmes are offered whose subject matter is also directly related to global social responsibility and business ethics. For instance, the postgraduate programme "Green Controlling and Finance" focuses on controlling, including social and environmental aspects. This innovative programme is a response to new challenges in the socio-economic environment which force organisations to implement an integrated "green controlling" management system that combines aspects of sustainability with financial controlling. The main aim of the programme is to make sure that the PUEB's curricula and education quality meet the needs of a modern economy by developing and implementing an innovative programme of postgraduate studies and courses that take into account the social and environmental aspects of controlling. Another example is the postgraduate programme "Energy management in the public and private sectors". This offer is related to analysis of the institutional foundations of a modern power industry, in particular of the energy management process, from the viewpoint of investment in modern technologies, in both the public and the private sectors. The basic aim of these studies is to increase students' knowledge of the systemic determinants of Polish and European energy policy; to familiarise them with the contemporary process of energy management in the public sector, the local/local-government environment and SMEs; and to analyse investment projects and modern technologies used in the power industry by energy producers and distributors. Recently, the PUEB's offer has been expanded to include the postgraduate programmes "Labour relations in a company" and "Ecology in business/green strategy creation". The former is targeted mainly at those responsible for promoting social dialogue at company level. The aim of the latter is to present trends in the development of ecology in the EU and in Poland in the business context and to teach students how to develop a company's environmental protection strategy that will cover all areas of its operation. Students will learn about the workings of a modern company in the context of a circular economy, sustainable development, clean production, CSR and green company-image building.





Apart from postgraduate studies, also open lectures are enjoying considerable popularity. The open lectures organised at the PUEB are intended for all students and employees. There are about a hundred of them each academic year. Some of them have – been devoted directly or indirectly to ethical and social issues:

- **22 May 2018:** PMC, business consulting, GDPR from the customer's and the company's perspectives;
- **21 March 2018:** CSR Financial Day 2018, Social responsibility of financial institutions;
- **28 February 2018:** BZ WBK, financial services, Warning! Danger on the Internet: What we want to defend against;
- **22 November 2017:** Hochland, food production, Product quality and quality management organisation in a company;
- **05 December 2017:** Deloitte, consulting services, Creative or aggressive accounting, or accounting fraud;
- **2016:** dr T. Gabrusewicz, The role of accounting in sustainable development;
- **2016:** Head of Communication and Information, Les Mousquetaires, Responsible business as a way to build relationships with local communities;
- **2016:** President, Aquanet S.A., Using benchmarking in the cost management of a water utility as an example of green controlling;
- **2016:** Jeronimo Martins Polska S.A., Using business-model elements in the planning and implementation of CSR activities;
- **2016:** mgr S. Zebst, Corporate social responsibility: The cases of Aesculap Chifa and B. Braun Melsungen

While teaching, at any level of higher education, we use a wide range of methods. Modern teaching no longer consists in one-way communication from teachers to students. Instead, classes are based on multilateral cooperation, mutual stimulation and partnership in action. Additionally, we constantly analyse our approach to teaching and experiment with innovative teaching methods.

Our most commonly used teaching methods include:

- lectures conducted by distinguished experts in a given field,
- multimedia presentations,
- interactive group and individual classes,
- seminars,
- consultations with practitioners,
- computer-lab classes,
- workshops,
- strategic games,
- case studies.

These methods are expected primarily to activate our students. They should improve their skills in what they will need in the future: communication, managing their own development, cooperation and effective learning. Activating students in the areas of CSR and business ethics is also visible. One example is the participation of Faculty of Economics students in the first Ethics Challenge Competition organised in Warsaw by the CFA Society Poland and the Financial Supervision Commission (competition website: ethicschallenge.pl) on 22 May 2018. The final was attended by ten teams from economics universities and universities offering financial or economic programmes (nine teams did not qualify for the finals).

The Ethics Challenge Competition consisted in solving two case studies related to ethical dilemmas in the profession of financier (banker, financial adviser, stockbroker). The students who entered the competition (two four-person teams) participated in an inaugural meeting on 27 April 2018, received both tasks (a six- and a seven-page case study) and were required to send, by 15 May, a presentation discussing:

- the unethical behaviour of people and institutions featuring in the tasks and recommendations for ethical behaviour in each of the situations analysed;
- behaviour consistent with ethical standards and good practices (in accordance with the CFA Institute's Code of Ethics and Standards of Professional Conduct, the Code of Banking Ethics, the Ethical Policies of Stockbrokers and Advisers, etc);
- a recommended plan of action for institutions to prevent similar situations in the future.

The papers submitted by both Faculty of Economics teams qualified for the finals, during which the students delivered, before the competition committee, ten-minute PowerPoint presentations and answered its questions.

The competition was won by a team of full-time Master's degree students who worked under the supervision of a doctoral student in the Department of Sociology and Business Ethics. Third place in the competition (ex aequo with a Kozminski University team) was taken by a team of full-time Bachelor's degree students who worked under the supervision of dr hab. Barbara Pogonowska, prof. nadzw. UEP, Department of Sociology and Business Ethics. The winning team received a CFA scholarship and a diploma. A diploma was also awarded to our University, which can use it until the next edition of the Ethics Challenge competition.



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"The multi-faceted and multi-dimensional role of the PRME is – in my opinion – particularly important from the perspective of the way PUEB students perceive the values and principles contained in this declaration. Our academic community is trying to make these young people believe that, thanks to the skills, knowledge and social competences acquired in the course of study, they will be able and will be expected to manage their companies responsibly, to respect all stakeholders' rights, to strive for a just organisation of social life, and to protect the commonly shared natural environment in accordance with the UN Sustainable Development Goals. After all, it is they that will have an impact on the future of our societies, on the local and global economies, and on the natural environment."

dr hab. Barbara Pogonowska, prof. nadzw. UEP



PRINCIPLE 4 – RESEARCH

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

The Poznań University of Economics and Business enthusiastically and actively supports a wide variety of research into social responsibility and sustainable development. Research topics include: corporate social responsibility and business ethics, social economy, particularly in the Department of Sociology and Philosophy and in the Department of Standardised Management Systems; sustainable development in several departments of the Faculty of Management; social policy, particularly in the Department of Labour and Social Policy; and environmental protection, especially in the Faculty of Commodity Science. The research mentioned above is carried out as part of research projects, promotion work, conferences and academic seminars by both students and research staff. Students explore their topics in the area of CSR or sustainable development as part of their Bachelor's and Master's degree theses, or doctoral dissertations. In the current reporting period we can see a significant increase in the number of defences of Bachelor's and Master's degree theses in the areas of CSR, ecology and sustainable development in particular PUEB departments. Compared to the data from the previous report, the greatest increase in the number of theses defended in these areas can be seen in the Faculty of Informatics and Electronic Economy, while the Faculty of Management and the Faculty of Commodity Science have reported an almost two-fold increase, as demonstrated in the table below.

Table 4. Bachelor's/Master's degree theses and doctoral dissertations in the area of CSR, ecology or sustainable development defended in PUEB faculties

| Faculty | Bachelor's theses defended | | Master's theses defended | | Bachelor's and Master's theses combined | |
|--------------|----------------------------|-----------|--------------------------|------------|---|------------|
| | Years | Years | Years | Years | Years | Years |
| | 2014/2016 | 2016/2018 | 2014/2016 | 2016/2018 | 2014/2016 | 2016/2018 |
| FE | 13 | 6 | 12 | 16 | 25 | 22 |
| FIBE | 8 | 3 | 4 | 8 | 12 | 11 |
| FIEE | - | 32 | - | 23 | - | 55 |
| FCS | 1 | 4 | 1 | 2 | 2 | 6 |
| FM | 12 | 26 | 42 | 76 | 54 | 102 |
| Total | 34 | 71 | 59 | 125 | 93 | 196 |

Source: PUEB's internal data

As for doctoral dissertations on the issues of social responsibility, ecology and sustainable development, eleven of them in total were defended in 2016-2018. The table below presents the topics of particular dissertations.

Table 5. Topics of doctoral dissertations in the area of CSR, ecology or sustainable development defended in 2016-2018

| Faculty | Topics of doctoral dissertations in the area of CSR, ecology or sustainable development defended in 2016-2018 |
|---------|--|
| FE | <ol style="list-style-type: none"> 1. Determinants of the diversity of social entrepreneurship types in Poland (2017). 2. Determinants of the development of corporate social responsibility in Poland in 2007-2014 (2017). 3. The role of taxes and public fees in Poland's environmental policy (2016). |
| FIBE | <ol style="list-style-type: none"> 1. The economic effects of natural disasters in developing countries: The case of Indonesia (2017). 2. User relations' impact on the innovativeness of hotel companies (2016). |
| FIEE | <ol style="list-style-type: none"> 1. Indirect poverty estimation at the regional and local levels in Poland (2017). |
| FCS | <ol style="list-style-type: none"> 1. Modification of the methodology of the life cycle's environmental evaluation: The case of small and medium-sized enterprises (2016). |
| FM | <ol style="list-style-type: none"> 1. Using corporate social responsibility in the development of a company's strategic orientation (2017). 2. Calculating the social costs of a mining company (2017). 3. Volunteer management in social services organisations: The case of foundations and associations in Poland (2017). 4. Coopetition in the sustainable development of metropolitan areas in Poland (2017). |

Source: PUEB's internal data



In the last two years, the PUEB's adherence to the PRME has also been reflected in the topics of habilitation dissertations. The range of postdoctoral researchers' studies was extremely wide, resulting in the publication of the following monographs:

- **A. Maryniak, (2017).**

Green supply-chain management, published by Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu. An increased awareness of environmental threats has led to a re-evaluation of the European Union's principles and objectives and, as a result, to a re-evaluation of business entities' strategies. Owing to freedom in capital allocation, increased competitiveness thanks to cheaper resources, as well as outsourced operations and manufacturing, environmental issues are increasingly often addressed at the level of supply chains rather than individual links. The consequence is a growing interest in green supply-chain management (GSCM). The author empirically examined the level of pro-environmental activities within supply chains and other related issues.

- **M. Kaźmierczak, (2017).**

Determinants of socially responsible management in the sector of small and medium-sized enterprises, published by Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań. In the case of the SME sector, in particular of micro- and small enterprises, socially responsible management continues to be an area that presents managers with numerous problems. A large number of managers see strategy planning, goal setting, translating the goals into specific CSR activities, motivating, supervising and evaluating these activities as unnecessary, too complicated or too costly. The author's conclusions, based on her empirical study, are an attempt to comprehensively present significant factors that have an impact on socially responsible management in SMEs.

Other notable books include Green controlling and finance: A case study (2016), edited by Cezary Kochalski and published by Helion, as well as The concept of social responsibility and the concept of sustainable development in an organisation's operation written by P. Bartkowiak, D. Dudek and E. Wszendybył-Skulska (2016) and published by Wydawnictwo Uniwersytetu Jagiellońskiego, Cracow.

Research is also conducted into socially responsible accounting, resulting in publications in prestigious journals from the Philadelphia list, including:

- **Matuszak Ł., Różańska E. (2017).**

CSR Disclosure in Polish-Listed Companies in the Light of Directive 2014/95/EU Requirements: Empirical Evidence. *Sustainability*, 9(12), 2304. <http://www.mdpi.com/2071-1050/9/12/2304> ;

- **Fijałkowska J., Zyznarska-Dworczak B., Garsztka P. (2017).**

The relation between the CSR and the accounting information system data Central and Eastern European Countries (CEECs) – the evidence of the Polish financial institutions, *Journal of Accounting and Management Information Systems*, 2017, vol. 16, issue 4, 490-521, <http://www.mdpi.com/2071-1050/10/3/772/htm> ;

- **Fijałkowska J., Zyznarska-Dworczak B., Garsztka P. (2018).**

Corporate Social-Environmental Performance versus Financial Performance of Banks in Central and Eastern European Countries. *Sustainability*, 10(3), 772; doi:10.3390/su10030772;

An important part of responsible student education is the work of student interest groups (SIG), where participants discuss research topics, conduct academic research, organise conferences and study trips, and solve practical problems. By cooperating with each other, as well as with researchers and practitioners, students learn to work in teams. The University has 56 student interest groups focusing on various issues; six of the groups are directly focused on global social responsibility and business ethics. The table below presents the most significant research projects and events related to global social responsibility and business ethics that have taken place in the last two years as part of the aforementioned six student interest groups.

Table 6. The most significant PRME-related research projects and events in PUEB student interest groups, in the last two years

| Name and activity of the student interest group (SIG) | Research projects and events in 2017/2018 |
|---|---|
| <p>The Social Policy SIG has been operating for five years in the Department of Labour and Social Policy. Its goals are to enable students to develop their own interests, to help them gain experience and to share knowledge about social policy with a wider audience.</p> | <p>The SIG's goals are achieved by organising various events, and conducting academic research and other projects:</p> <ul style="list-style-type: none"> • April-June 2017: CINEMA IN ACTION – Film screenings about the PUEB's social policy, four screenings of socially-engaged films (including <i>Migrant women. Migrations and their social consequences</i>, and <i>Inequalities in education</i>) and a discussion featuring invited guests and experts; • May 2017: Study visit to social-economy entities in northern Italy and practical examination of their activities; • May 2016: Study of Social Policy students' satisfaction. |
| <p>The INTERSOPHIA SIG, established in 2004 in the Department of Sociology and Philosophy, is a student academic organisation operating at the PUEB. Its main goal is to create organisational conditions and provide research material conducive to the development and exchange of ideas in the broadly-interpreted area of philosophical, sociological, cultural and anthropological studies.</p> | <p>The SIG organises many academic meetings (lectures, workshops, discussion meetings), as well as domestic and foreign trips. In the reporting period, the most significant ones have included:</p> <ul style="list-style-type: none"> • 8 November 2017: Organising an open lecture titled "Consumer responsibility. Can the consumer have an impact on prosperity?"; • 13 May 2016: Seminar and study visit to a homeless shelter in Poznań; Head of Homeless Shelter No. 1 in Poznań: "Homeless people's social exclusion and its consequences" (10 participants); • 14 April 2016: Organising and participating in the academic conference "Provident thinking in social sciences: Economics – sociology – philosophy", which took place at the PUEB. |
| <p>The Ecobusiness SIG operates in the Department of Commodity Science and Ecology of Industrial Products. Its members are Faculty of Commodity Science students. The SIG focuses on:</p> <ul style="list-style-type: none"> • examining and implementing new methods used worldwide in eco-design and environmental-impact assessment, e.g. environmental Life Cycle Assessment; • green marketing and CSR. | <ul style="list-style-type: none"> • 7-8 June 2018: SIG members' participation in the Young Commodity Scientist Days. The conference is an opportunity to present engineering projects and Master's degree theses of Commodity Science students (seminar-project competition) as well as SIG members' work during the Commodity Science SIG Forum attended by students of our Faculty and of other universities; an international conference. • 30 November - 1 December 2017: Participating in the international conference "Renewable design space" and in the Eco-made festival, ASP Łódź; • 20-21 November 2017: Participating in the International Bioeconomy Congress, Łódź; • 16-17 October 2016 / 16-17 October 2017: Participating in conferences organised as part of the International Environmental Protection Congress ENVICON, MTP's POL-ECO SYSTEM fair. |
| <p>The Qualitas SIG operates in the Department of Standardised Management Systems, Faculty of Commodity Science. In addition to projects in the field of standardised management systems, the SIG carries out projects related to activities in the areas of CSR and sustainable development.</p> | <ul style="list-style-type: none"> • 2016-2017: Students' own research projects titled "Social responsibility of small and medium-sized enterprises in Wielkopolska province: Selected examples" and "Reasons and motives for implementing a social responsibility system in a non-governmental organisation"; • 2017: Students' research project titled "The CSR awareness of students of the PUEB's Faculty of Commodity Science". |
| <p>The Enactus SIG, part of the</p> | <ul style="list-style-type: none"> • 31 March – 1 April 2017: Participating in Future Leaders |

Source: PUEB's internal data

PRME implementation also involves establishing greater cooperation in order to promote global social responsibility and sustainable development.



PRINCIPLE 5 – PARTNERSHIP

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

The idea of cooperation with business –Poznań University of Economics and Business Partner Club
The PUEB's Partner Club was established in 2003. Its purpose is to promote cooperation between academic research and business. The club provides a path to specialist knowledge, a place for exchanging unique experiences and opinions, and an opportunity to meet valuable people. Partner Club is a platform for cooperation to create initiatives that serve the interests of business people who want to achieve success in highly competitive markets, students and graduates who want to meet the growing requirements of future employers, and researchers who seek to apply their extensive knowledge in practice. Creating a coherent platform for exchanging theoretical knowledge and practical skills is one of the key tasks of the Poznań University of Economics and Business.

Partner Club, which groups leading companies and institutions, was established to accomplish these aims. For us as an economics university that educates future responsible business specialists, cooperation with business people is one of the most important goals. We want to provide our corporate partners with solutions tailored to their needs, and to create a space for open dialogue and an exchange of opinions and experiences with a view to jointly developing innovative solutions.

We undertake further, multi-directional initiatives that allow us to create the best possible conditions for fruitful and mutually beneficial cooperation. The idea of a mutual exchange of experiences must have been accepted by the business community because, every year, new corporate participants get involved in Partner Club's activity. The process of improving the educational offer, adapting it to market conditions and expanding it to include classes that take into account the current economic reality requires cooperation with business practitioners.

Partner Club currently has 70 corporate members. This year, it has been joined by arjo, amazon, beyond.pl, JRR Investments, Mars.

Partner Club's activity is fully consistent with one of the University's main strategic goals, pursued through the development of relations with external stakeholders, particularly with the business environment. The club's mission is to strengthen the links between academic research and the economy by expanding the educational offer to include classes with business practitioners as part of "open classes", offering internships and practical placements, providing research and consulting services for our partners, and offering postgraduate studies and training courses tailored to partners' needs. On the other hand, partners participate in creating and assessing the directions of the University's development, identifying its curriculum- and personnel-related needs resulting from changes in the economic environment, and supporting the directions of the PUEB's development agreed in the club.

PUEB Partner Club's sponsorship

Club members' broad variety of experiences and perspectives on the economy, their commitment, as well as their great support and enthusiasm for cooperation have made it possible to give financial support to the PUEB students who publish Challenger, a magazine devoted to economic and social issues. On PUEB Day, scholarships funded by Santander Universidades were awarded to students with the best academic achievements: Anna Górska (FIEE), Kornelia Styperek (FIBE), Jan Wolszczak (FIEE) and Patryk Dąbrowski (FE). A sports scholarship was awarded to PUEB student Patrycja Wyciszekiewicz, participant in the Cadet World Championships' 400m run and a European junior vice-champion in 4x400 meters relay, as well as to chess grand master Klaudia Kulon. The business world is a natural environment for an economics university. As an institution that educates future company personnel, we do our best to prepare our students to join the ranks of highly qualified specialists and responsible managers.

PUEB Partner Club's activity

In the academic year 2017/2018, we undertook some further multi-directional activities to create the best possible conditions for a fruitful and mutually beneficial cooperation between the PUEB and the business community:

- **employer-branding activities:**

organising Partner Club Company Days (BZ WBK, Nivea, E&Y, Biofarm, Grupa Eurocash, OSTC, Tesco, KPMG, and Enea) featuring not only open lectures but also workshops, recruitment campaigns, promotion campaigns (posters, leaflets, the internet), and promotion stands; Spanish Day; French Day; job spot; job talk; PUEB Spanish Day; Celadon Bal; VW Economic Five and Enea Economic Five-Kilometer March.

- **educational activities:**

Hochland Academy; innovative product solutions for the Quick Meal Solutions category "Designing food products"; "City in motion" competition; "Energy-market modelling" competition; 19th Golden Mouse competition; promotion and assistance in the organisation of internship programmes and competitions: Hochland, LIDL, Biofarm, VW Poznań, KPMG, EY, OSTC NIVEA, Les Mousquetaires, BZ WBK; joint initiatives: VW's "Be The Best" competition, scholarships from Biofarm and Amica Wronki, Volkswagen Economic Five and Enea Five-Kilometer March; ENERGIA+ competition; Enea SA is involved in the development of cooperation between academic research and business; Enea actively supports the development of modern technologies for the power industry, seeking innovative ideas and cooperation partners; Les Mousquetaires initiates a series of open lectures titled "Modern sales management methods" for students who want to pursue a career in sales; as part of the University's cooperation with Les Mousquetaires, an innovative postgraduate programme called "Management of sales networks" was created; cooperation on the projects of HR Academy and Diversity Business Meetings in Poznań, whose idea is for the academic community, business practitioners and independent specialists to exchange information about the latest concepts and practices in the area of Human Resources; cooperation with the Wielkopolska Chamber of Commerce and Industry as part of the Wielkopolska Entrepreneur Academy, financed by the Leopold Kronenberg Banking Foundation – the aim of the initiative is to support the lifelong learning of people working for the region's companies and institutions, among other things through a dozen or so training programmes targeted primarily at micro-enterprises.

- **investment activities:**

as part of cooperation with OSTC, Trading Laboratory No. 2 was officially opened in the PUEB's CEUE building; The "Chill-out zone in Collegium Altum" was funded by Franklin Templeton Investments.

- <70 corporate members of Partner Club
- < 300 jobs, practical placements and internships offered
- 40 business meetings
- 85 open lectures
- 78 workshops
- sponsorship of about PLN 500,000
- 34 active firms

Among the University's strategic goals for 2017-2020, a priority is given to the internationalisation of its research activities. The New Strategy does lay emphasis on the internationalisation of research and education. A logical consequence of this was the internationalisation of PUEB Partner Club's leadership, hence the election of additional Vice-Deans of PUEB Partner Club: Ian Firla, PhD, Chief Operations Officer at O.S.T.C. Ltd, and Luis Amaral, President of Eurocash S.A. Another example of cooperation undertaken by the PUEB is the establishment of a Research Team for Non-Profit Organisation Management.

Research Team for Non-Profit Organisation Management

In April 2016, at the initiative of employees of the PUEB's Faculty of Economics, a Research Team for Non-Profit Organisation Management was established. Its main goal is to conduct research in the area of non-profit organisation management. The team's tasks also include transferring research results to management practice, creating a network of researchers in the field of non-profit organisation management in Poland, participating in existing international research networks in the area, creating a network for exchanging experiences and sharing research results with associations and other private non-profit organisations in Poland. The team was established under an agreement concluded between the Poznań University of Economics and Business and the Ernst-Bernd Blümle Foundation c/o Verbandsmanagement Institut (VMI), with a view to promoting research and education in the field of non-profit organisation management. The Research Team, headed by prof. dr hab. Aldona Andrzejczak, prof. zw. UEP, operates in the Department of Education and Personnel Development. On 9 June 2016, a conference was held to inaugurate the team's work. The participants included numerous representatives of the non-governmental sector and guests from the Verbandsmanagement Institut at the University of Freiburg: Prof. Dr Markus Gmür and Dr Paul Fries, who endowed the position of the team's research assistant.





PRINCIPLE 6 – DIALOGUE

We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Global social responsibility, sustainable development and responsible business as a way to build relationships were the ideas lying behind business practitioners' lectures. Socially responsible activities are in compliance with applicable laws, consistent with international standards of conduct and integrated with organisations' strategic goals. Adopting a programme of university social responsibility is a response to social expectations about positive results of universities' mission, which is public service. However, being responsible involves not only meeting all formal requirements, but also increasing investment in human resources, in environmental protection and in relations with the company's environment.

The PUEB's partners were eager to share their knowledge about challenges related to communicating CSR strategy both to company employees and to the outside world, and cited numerous examples:

- Corporate social responsibility: The cases of Aesculap Chifa and B. Braun Melsungen (Sławomir Zerst, Aesculap Chifa);
- Using elements of a business model in the planning and implementation of CSR activities (Alfred Kubczak, Jeronimo Martins);
- Responsible business as a way to build relationships with local communities (Eliza Orepiuk-Szymura, Les Mousquetaires);
- Developing CSR strategy in a company and Creating social reports (Katarzyna Radecka, Kompania Piwowarska).

The most significant events organised in 2017/2018 by the Plenipotentiary and the Committee for Social Responsibility included:

• **12 December 2017:** Organising PUEB Volunteer Day. Its aim was to present the voluntary work of business organisations, NGOs and PUEB employees and students who feel the need to help those who need their assistance. PUEB Volunteer Day was warmly received by the invited guests, and PUEB employees and students. There were over 180 people on the list of participants. Furthermore, as part of a university fundraiser, we managed to collect PLN2,228.51. The money was used to buy two washing machines for the charges of the "Social Emergency Service" Association;

• **13 June 2018:** Coorganising the official gala of the "Responsible Business Ace 2018" poll. The purpose of the gala was to reward some companies in Wielkopolska province for undertaking socially responsible activities. The Plenipotentiary for University Social Responsibility was also on the committee that selected the best initiatives in four categories: environmental protection, labour relations, fair trade practices and social involvement. Additionally, the Plenipotentiary participated in the preparation and delivery of the workshop "Students, community workers vs. entrepreneurs in the field of CSR" during the gala;

The Poznań University of Economics and Business has also organised many conferences addressing topics related to global social responsibility or sustainable development:

3-4 April 2017:

Conference titled "Corporate social responsibility in education and research: The PRME perspective", Poznań University of Economics and Business. Its aim was to discuss the significance of the idea of corporate social responsibility in the modern world. This issue was debated in two contexts: education and research. The first day of the conference was entirely devoted to discussions about universities' task of preparing students – i.e. future employees – to responsibly perform their professional roles. There were three rounds of debate on corporate social responsibility as an educational subject: the first round featuring representatives of university authorities, another featuring employers, and the last one – which took the form of an Oxford debate – carried out by students. The second day was entirely devoted to the presentation of research results concerning corporate social responsibility and to a discussion about contemporary interpretations of the idea and directions of its development.

12-13 June 2017:

4th Research Conference "The European dimension of energy security and environmental protection: ENERGY-DEVELOPMENT-ENVIRONMENT", Poznań University of Economics and Business. The conference was attended by energy and environmental-protection experts, representatives of energy-sector companies, representatives of the state administration, academics, non-governmental organisations, as well as people and institutions interested in energy security and environmental protection. Organisers: EnSePol; Clean Energy Foundation; Military Academy of Technology; Poznań's Adam Mickiewicz University; Poznań University of Technology; Poznań University of Economics and Business; Poznań University of Life Sciences.

CSR Financial Day 2017:

Organised by the Banking and Financial Intermediation SIG, the event presented, from the theoretical and practical points of view, corporate social responsibility in financial institutions, such as banks, financial intermediaries and financial advisers. The conference featured three panel discussions: The role of an Ethics Committee in promoting socially responsible practices in financial institutions; FinTech and the social responsibility of financial institutions; and Social reporting in financial institutions.

16 November 2017: CSR in practice – how to gain business benefits by acting pro-socially – a research institution responsible for employees, a workshop conducted at Warsaw's 8th European Forum of Research Institution Marketing;

23 March 2018: 8th Symposium Responsible Corporate Management at Warsaw School of Economics; speech delivered by the PUEB Rector's Plenipotentiary for University Social Responsibility: "The implementation of responsible management tools in companies and universities";

The PUEB was the first Polish economics university to create a special institution to ensure equal treatment. The University also improved its attractiveness as an employer by promoting anti-discrimination activities. The following is a list of the most important things the PUEB Rector's Plenipotentiary for Equal Treatment has done in 2016-2018 to ensure equal opportunities irrespective of sex, race, religion, ethnicity and other characteristics:

- **30 January 2017:** Women's Round Table, Poznań City Hall, White Room, 15:00, participation in the debate as the PUEB Rector's Plenipotentiary for Equal Treatment;
- **6 February 2017:** WTK television station, 20:35, 21:00, live, participation in the programme "Plenipotentiaries for Equal Treatment. Are they really needed?" from the series *Otwarta Antena* as the PUEB Rector's Plenipotentiary for Equal Treatment;
- **14 February 2017:** courtyard of the Poznań City Hall, 15:30, *One Billion Rising*, active participation in the finale of a campaign of "dancing against violence towards women and girls";
- **8 February 2017:** Wielkopolska Province Office in Poznań, pl. Wolności 17, meeting and establishing cooperation with the Provincial Governor's Plenipotentiary for Equal Treatment, the Mayor of Poznań's Plenipotentiary for Preventing Exclusion, and the Rector's Plenipotentiary for Equal Treatment at Adam Mickiewicz University;
- **21 March 2017:** PUEB's Auditorium, 11:30-13:00, debate "Equality vs. diversity", organised by the PUEB Rector's Plenipotentiary for Equal Treatment in cooperation with the PUEB's Marketing Department to mark the International Day for Combating Racial Discrimination. The debate consisted of the following panel discussions: Panel I: Plenipotentiaries for Equal Treatment in Poznań, Panel II: Equality regardless of age, and Panel III: Equality regardless of religion and origin. In the academic years 2016/2017 and 2017/2018, in accordance with his terms of reference, the PUEB Rector's Plenipotentiary for Disabled People undertook the following activities:
- **September 2016:** Organising a sign-language course lasting 60 hours (45 lectures and 15 classes), during which participants studied and mastered the practical skills of using the finger alphabet, numerals and about 400 sign-language signs, and learned about deaf people's needs;
- **7 December 2016:** Organising an event to familiarise PUEB students and employees with practical problems experienced by people with visual disabilities. The topic was presented by members of the Chance for the Blind Foundation and the Wielkopolska Blind Association. Initiating the process of adapting the PUEB's CEUE building and building A to meet the needs of blind and visually-impaired people. A way of adapting the infrastructure was buying and installing braille plates on the doors of all rooms used by PUEB students. An appropriate order was prepared and placed with the Infrastructure

Management Division on 25 November 2016;

- **26 June 2017:** An AGREEMENT for Students with Disabilities, signed by the College of Poznań Universities' Rectors (Adam Mickiewicz University, Poznań University of Technology, Poznań University of Life Sciences, Poznań University of Economics and Business);
- **10 October 2017:** Organising a training course titled "Communicating with a hearing-impaired or deaf person" at the PUEB; co-financed by the State Fund for Rehabilitation of Disabled Persons via the Wielkopolska Province Government;
- **6 February 2018:** Exhibition "I want to win" and debate about disabled students' motivation to play sports, organised in cooperation with the PUEB's Department of Sport and Physical Education. Together, the academic community and its stakeholders form the optimum environment for cooperation. This is a kind of cooperation that guarantees generating added value. The two groups' combined competence constitutes a foundation of unique potential and capital.



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"The basis of communication in the social world is a common language which is accepted, understood and used by its users. As one of this world's centres, a university owes an obligation towards it to provide space for creating and developing ethical attitudes. This applies to the entire academic community, including university graduates who, through the values they uphold in their professional lives, reflect the quality of academic staff's educational work. In this relationship, the Principles for Responsible Management Education are a sort of communication dictionary, which is undoubtedly worth using."

dr Anna Waligóra



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"The PUEB offers classes in environmental protection and environmental management. Thanks to them, students learn about ways to protect the environment, about the extent to which their own actions affect it, and about the consequences of disregarding pro-environmental rules. When conducting various projects as part of student interest groups or Bachelor's/Master's degree theses, students conduct empirical and theoretical research on society's environmental awareness, the way international environment-management standards are perceived, and consumers' preference for those who are aware of environmental issues. Existing programmes and newly-designed specialisations, conducted both in Polish and in English, cover environmental issues. Teaching materials are made available on the Moodle platform to avoid wasting paper. It should be emphasised that we cooperate on a regular basis with numerous organisations pursuing the sustainable development strategy. Representatives of these organisations are invited to conduct open lectures and workshops (e.g. IKEA: workshop titled "Sustainable business is a better future for you", 14 May 2018), or to take students on tours of companies such as a waste incineration plant, Volkswagen and Kompania Piwowarska. Our graduates make use of their knowledge and skills in many companies, where they work as plenipotentiaries for environment management or specialists in this area."

dr hab. inż. Alina Matuszak – Flejszman, prof. nadzw. UEP

Future prospects/key objectives

The dynamics of the modern world's development and the growing importance of knowledge in the economy do not allow us to stand still or be a passive observer of the changes that are taking place. This is why we strive to deepen mutual relations and offer new opportunities for intensifying joint initiatives and responding to new challenges. We believe that our efforts to create a platform for cooperation between research and business, non-governmental organisations and other stakeholders, will translate into mutual inspiration to create innovative solutions. We want to conduct an open dialogue, to exchange ideas and experiences, and to implement bold projects whose high quality can be ensured only thanks to close relations between our communities.

Our intention for the next two years (2018-2020) is, first of all:

- to continue strengthening and promoting the idea of PRME throughout the University;
- to undertake inter-faculty and interdisciplinary initiatives, both in education and in research, in order to achieve the 17 Sustainable Development Goals;
- to ensure that responsible management education is an integral part of our curricula, our research and all other areas;
- to develop skills in corporate social responsibility, because responsible management is supported by such skills as communication, responsible leadership, defining and solving problems, change management and project management.

As a school of business, we are aware that responsible and sustainable management cannot be learned only by studying each subject separately but has to be integrated into the entire curriculum. Therefore, it is imperative that we intensify our efforts to implement a holistic approach to education in the areas of CSR and responsible management.



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