

SHARING INFORMATION ON PROGRESS REPORT

**ACADEMIC YEARS 2018/19 AND 2019/20
POZNAŃ UNIVERSITY OF ECONOMICS
AND BUSINESS (PUEB)**



POZNAŃ UNIVERSITY
OF ECONOMICS
AND BUSINESS

PRME

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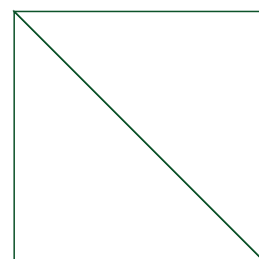
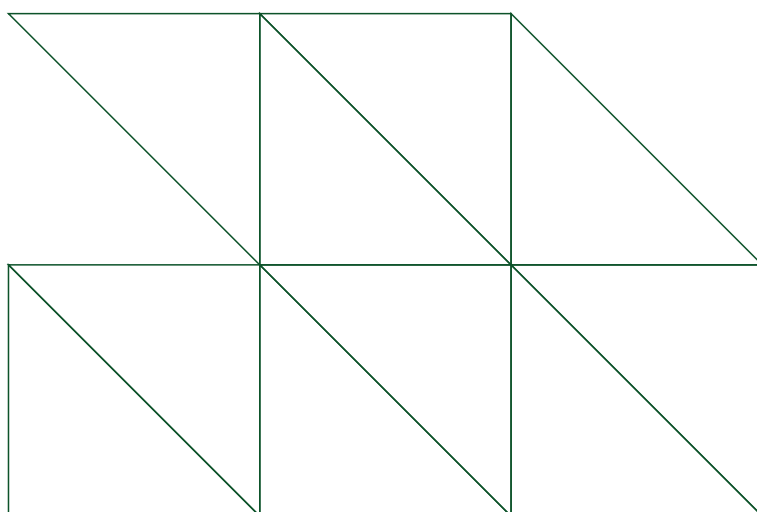
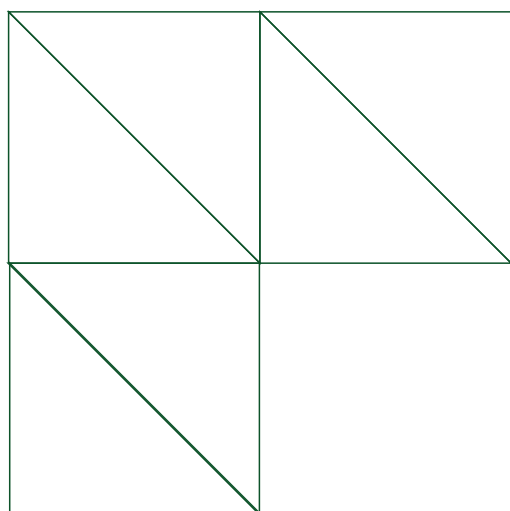
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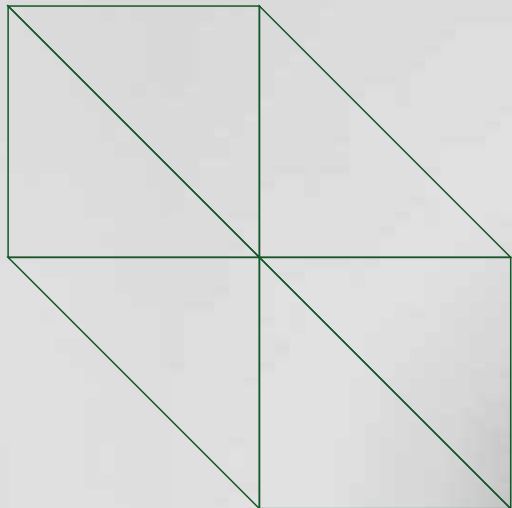
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This is the fourth Sharing Information on Progress Report by the Poznań University of Economics and Business (PUEB)

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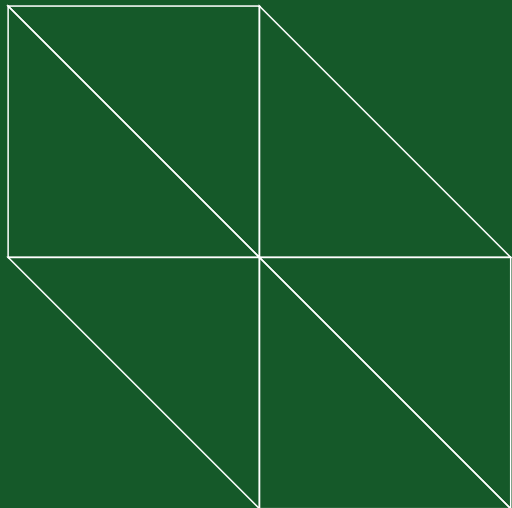


Introduction by the PUEB Rector, prof. dr. hab. Maciej Żukowski

Established in 1926, the Poznań University of Economics and Business, one of the top business universities in Poland, is renowned for excellence in education and leadership 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 highly successful for its staff, students, doctoral students and graduates. For the first time in history, the Educational Foundation "Perspektywy" has ranked us the best business university in Poland, and thirteenth on a list of Polish universities overall. We perceive this success as an effect of our consistent policy, implemented for many years, as well as a recognition of the hard work of our entire academic community.

In the reporting period, we continued to carry out ambitious projects aimed at the University's development, while systematically implementing the new Law on Higher Education and Science. The process took place in an open dialogue with the University's entire community and with its active participation. All of the university authorities' actions were subject to extensive consultations. The result of this demanding work is a profound change in the structure of the Poznań University of Economics and Business. Its departments are now grouped into nine institutes instead of five faculties. The new bodies that have been established are the University Council and the Academic Advancement Board, which awards academic degrees. Directors of Studies and the Programme Board are responsible for curricula. Newly-established institutional units are the Student Services Office and the Doctoral School. We believe that the solutions we have developed together will be conducive to the implementation of our University's mission.

We find it essential to uphold certain fundamental values. We want to seek the truth. We want to defend freedom as a basic value, and to oppose any attempts to limit it. We are a place where you can, and you should, argue using rational arguments, listening to those who think differently, and treating them with respect. This is achieved, among other things, thanks to Academic Debates organised jointly with Adam Mickiewicz University in Poznań. We want to be a socially responsible, professional and friendly university.



The recent – extremely difficult – months of the coronavirus pandemic have undoubtedly been a test in social responsibility. The Poznań University of Economics and Business has launched a number of initiatives to actively support the fight against this serious disease. Classes for full-time and postgraduate students are being conducted remotely; university staff have an opportunity to perform their professional duties from home.

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

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 Principles for Responsible Management Education. Our report demonstrates progress in the incorporation of the PRME and sustainable development into the curricula of all our programmes. The document shows the number of the theses defended on the subject, the workshops held, and the open lectures delivered to students. It also presents 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 this University's activity, thereby raising PRME awareness among its students, employees and other stakeholders. On behalf of the PUEB community, I assure you that, as PRME signatories, we will continue to share our experiences, achievements and efforts by systematically reporting on our steady progress in PRME implementation.

prof. dr hab. Maciej Żukowski

Rector of the Poznań University of Economics and Business



A portrait of a woman with short dark hair, smiling, wearing a dark top. In the top left corner, there is a green geometric graphic consisting of several triangles forming a larger shape. The background is light grey with green diagonal stripes on the sides.

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

dr hab. inż. Magdalena Kaźmierczak, prof. UEP

This year's PRME report has been written in a special time for all of us. Just as other countries in the world, we have had to face the SARS COVID-19 pandemic. It is a difficult time requiring joint efforts and extraordinary measures. We have had to learn new ways of working and living, as study, work, research and student life have moved online.

As the Rector's Plenipotentiary for University Social Responsibility, I have seen, in addition to numerous difficulties, a great commitment demonstrated by the academic community, which, in that difficult time, is able to unite and work together in many areas of University Social Responsibility. Some fantastic initiatives have been launched, including a hospital-supporting platform called WsparcieDlaSzpitala.pl, free online lessons given to school students, assistance offered to senior citizens, and the #upsidedownchallenge campaign. All these initiatives have demonstrated that ours is a spirit of social responsibility and, as an academic community, we know what to do to foster it.

Together with the USR 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 whole world.

On the other hand, we are aware of the fact that, in order to inculcate in our students values and beliefs compatible with sustainable development and social responsibility, first of all we need to be a positive role model for them.

Rector's Plenipotentiary for University Social Responsibility

dr hab. inż. Magdalena Kaźmierczak, prof. UEP



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

THE POZNAŃ UNIVERSITY OF ECONOMICS AND BUSINESS (PUEB) is one of the oldest and most prestigious business schools in Poland. Since 1926, we have been continuously developing higher education, as well as ensuring a high quality of academic studies and constant development of research infrastructure. We prepare numerous economic expert analyses and implement innovative projects. The high-quality education that we have provided for years allows our students and graduates to successfully face the challenges of a dynamic labour market.

The innovativeness of our research and educational methods has been confirmed by numerous rankings and accomplishments of our students and employees. We combine our care for the highest quality of education with the development of collaboration with other countries and broadly-defined business practice.

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, as well as 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 8,000 students, including 380 foreigners. PUEB figures for the years 2018-2020 are presented below.



IN TOTAL

8,415

PUEB STUDENTS

8,415 PUEB students
6,472 full-time students
1,943 part-time students



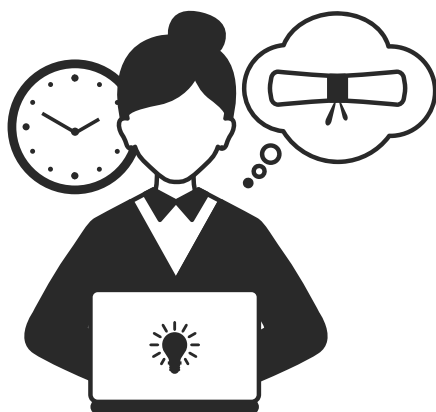
MOSTLY WOMEN

5,133 females
account for 61% of all students
3,282 males
account for 39% of all students



FOREIGN PUEB STUDENTS

386 PUEB students
190 female
and 196 male – come from other countries



IN TOTAL

931

UNIVERSITY EMPLOYEES

academic staff

The core of our staff is made up of 502 academic employees.

non-academic staff

The University's academic work is supported by 429 female and male members of administrative (287), research and technical (13), library (39), and services staff (90).

MOSTLY WOMEN

Females

account for 49.4% of academic staff (248) and as many as 75% of non-academic staff (322)

Males

account for 50.6% of academic staff (254) and 25% of non-academic staff (107)

EMPLOYEES WITH DISABILITIES

Our university staff includes 13 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.

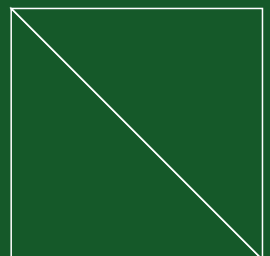
The academic year 2018/2019, in addition to hard teaching-and-research work, was a time of implementing a new Law on Higher Education and Science at the PUEB. This was done in an open dialogue with the University's community during regular meetings which were held to discuss difficult challenges and alternative options. All the solutions adopted were subject to extensive consultation. The University's new Statute, adopted by its Senate on 26 April 2019, came into force on 1 October 2019, as did the University's new organisational regulations. We entered the new academic year 2019/2020 with a new institutional structure. Departments have been merged into institutes, academic degrees are awarded by the Academic Advancement Board, and curricula are the responsibility of Directors of Studies and the Programme Board.

The Poznań University of Economics and Business is consistently implementing the assumptions of the PUEB Strategy for the years 2017-2020. This key document identifies actions aimed at strengthening the PUEB's position in the national and international academic community. Additionally, work is under way to modify the PUEB's mission and vision, and to formulate its strategy for the years 2021-2024.

We believe that our jointly developed solutions are conducive to the implementation of the current mission of the Poznań University of Economics and Business. The PUEB's mission and vision invoke the University's tradition and heritage, as well as its intellectual capital and modern laboratory infrastructure. The PUEB's mission emphasises the role of education that is targeted at entrepreneurs' needs and based on collaboration with them. The key values are respect for tradition, entrepreneurship, respect for ethical principles, social responsibility and academic freedom. The PUEB's mission and vision are expected to strengthen the status of the University as a major and modern research-and-education centre operating in the national and international arena.

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:

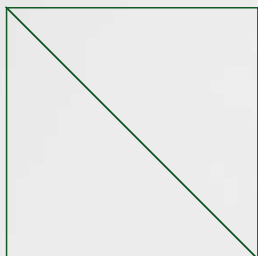
- Plenipotentiary for University Social Responsibility;
- Plenipotentiary for Disabled People;
- Plenipotentiary for Equal Treatment.



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 are 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' collaboration 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.

Since 2017, a significant part has been played by the PUEB's Research Ethics Committee, which monitors research studies involving humans. The Committee promotes standards of academic reliability and values related to researchers' ethical and social responsibility, in accordance with the principles contained in the Code of Ethics for Research Workers (which constitutes an annex to Resolution No. 10/2012 of the General Assembly of the Polish Academy of Sciences of 13 December 2012) and in the Code of Good Practice in Higher Education (developed by the Polish Rectors Foundation and adopted by the Plenary Assembly of the Conference of Rectors of Academic Schools in Poland on 26 April 2007). The purpose of the Committee is, in particular, to protect the health, physical and mental integrity, privacy, intimacy and dignity of a person subjected to scientific research conducted as part of the PUEB's activity by its employees, students, doctoral students, postgraduate students and other entities (e.g. as part of joint research studies).

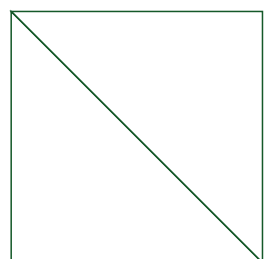
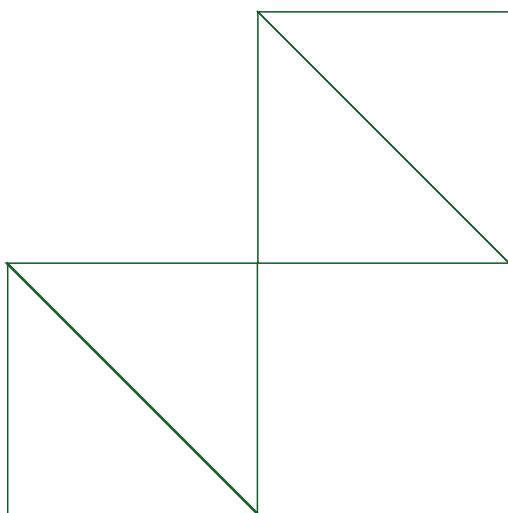


PRINCIPLE 2 – VALUES

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.

Values provide guidance on our education, research and impact, and help us adapt comfortably to global social responsibility. In early 2020, being aware of the significance of values for the PUEB strategy, we decided to create an additional set of values, together with their definitions. The definitions will help us understand, in a similar way, the PUEB's guiding values. The values to be included in the added set will be selected following consultations with representatives of the academic community, including the university authorities. Wider consultations will also be held with various stakeholder groups (e.g. students or administrative staff). The values selected will constitute a basis for the PUEB's modified PUEB mission and vision, as well as for the University's strategy for 2021-2024. They are intended to clearly set the main direction of all of the University's strategic activities, encompassing, among other things, its operation, teaching quality and research activity. At the same time, the values adopted are expected to set the direction of "continuous improvement" and to serve as a guideline for the work of other subgroups taking part in the preparation for AACSB accreditation.

Our efforts related to value development, sustainability issues, business ethics and social responsibility are awarded in external competitions. For instance, in 2019, Agata Szczepańska, MA, author of a BA thesis titled "Methods of eliminating misselling in financial intermediation in Poland" and defended at the Poznań University of Economics and Business, took joint first place in a national business-ethics competition called VERBA VERITATIS.





Poznań 2020

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

At present, to be able to educate responsible managers who will contribute to the sustainable development of the economy and society, business schools have to offer their students courses 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.

The subjects where the Principles for Responsible Management Education have been implemented in the years 2018-2020 are listed in the table below.

Table 1. Subjects where the Principles for Responsible Management Education are implemented (2018-2020)

Programme	Subjects where the Principles for Responsible Management Education are implemented
FACULTY OF ECONOMICS	
Economics	<ul style="list-style-type: none">- Social policy- Business ethics- Development economics
Finance and Accounting	<ul style="list-style-type: none">- Professional ethics of the financial adviser- Social policy- Business ethics
Law and Economics	<ul style="list-style-type: none">- Corporate social responsibility- Business ethics
Social Policy	<ul style="list-style-type: none">- Public-benefit activity and voluntary work- Development economics- Corporate social responsibility- Business ethics
FACULTY OF INFORMATICS AND ELECTRONIC ECONOMY	
Informatics and Econometrics	<ul style="list-style-type: none">- IT in administration- Ethics – elective- Study techniques – elective- Social policy – elective
Applications of the Internet of Things	<ul style="list-style-type: none">- Copyright and patent law

FACULTY OF INTERNATIONAL BUSINESS AND ECONOMICS

Tourism Economy

- Intellectual property protection
- Business ethics - elective

International Business Relations

- Intellectual property protection
- Business ethics - elective
- Ecologistics – elective

FACULTY OF COMMODITY SCIENCE

Commodity Science

- Environmental protection system
- Standards of corporate social responsibility – elective
- Industrial ecology
- Cultural differences in business organisations – elective
- Economic aspects of ecologically sound production

Management and Production Engineering

- Standards of corporate social responsibility – elective
- Corporate social responsibility

Product and Process Management

- Cultural differences in business organisations – elective

FACULTY OF MANAGEMENT

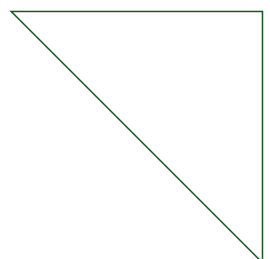
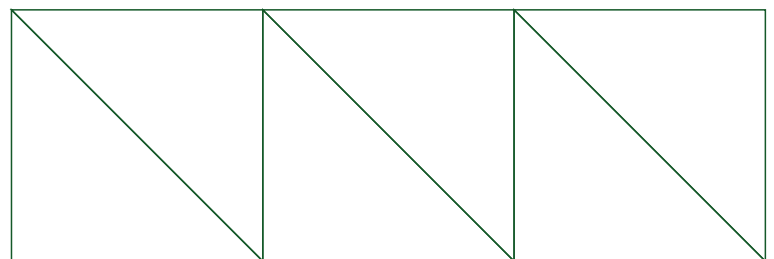
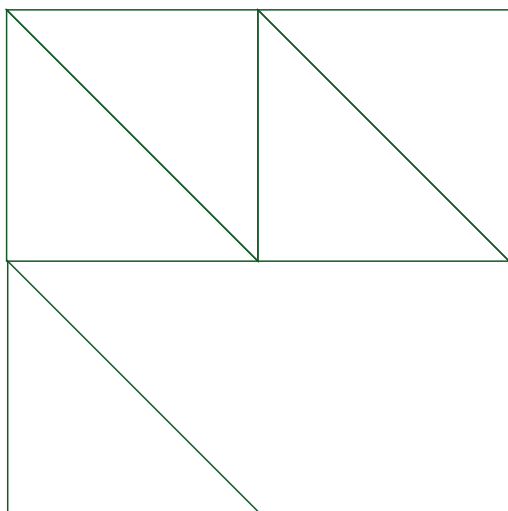
Management

- Management ethics
- Ecological aspects of corporate management – elective
- Business ethics – elective
- Cultural determinants of business communication – elective
- Corporate social responsibility – elective
- Management ethics – elective
- Ecologistics – elective

Business Finance and Accounting

- Ethics and corporate governance
- Ethics in accounting and business – elective

Source: PUEB's internal data



Students of all degrees 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 as part of particular programmes. Compared to the data from the PRME report for 2016-2018, the number of seminars on issues of sustainable development and CSR has remained stable.

Table 2. Seminars related to issues of sustainable development and CSR offered at the PUEB in 2019-2020, by programme

FIRST-CYCLE STUDIES Programme: Economics	
Lecturer	Seminar title
Dr Michał Borychowski	Economic determinants of the development of the renewable -energy sector in Poland and in the world. Determinants of the development of agricultural commodity markets in a global perspective.
Dr Wiktoria Domagała	Inequalities in the professional sphere in highly-developed countries.
Dr Joanna Furmańczyk	The impact of diversity on the operation of a modern organisation.
Dr inż. Marcin Leszczyński	International public relations and the state's reputation in global economic life. The role of international communication in determining the economy's competitiveness. The global crisis of trust. Social responsibility of the state.
Dr Joanna Mazurkiewicz	Sustainable development of companies.
Dr hab. Barbara Pogonowska, prof. UEP	Ethical dilemmas of business practice.
Dr Jakub Staniszewski	Structural determinants of efficiency in a micro-, meso- and macroeconomic perspective. Economics of sustainable development in the theory and practice of economic policy and in company operation.
Dr hab. Halina Zboroń, prof. UEP	Socially responsible business. Social economics. Sharing economy.
Programme: Social Policy	
Dr Joanna Furmańczyk	The impact of diversity on the operation of a modern organisation.
Dr inż. Marcin Leszczyński	International public relations and the state's reputation in global economic life. The role of international communication in determining the economy's competitiveness. The global crisis of trust. Social responsibility of the state.
Dr hab. Barbara Pogonowska, prof. UEP	Ethical dilemmas of business practice.
Dr Zuzanna Rataj	Social work and social assistance in today's social policy.
Dr hab. Halina Zboroń, prof. UEP	Socially responsible business. Social economics. Sharing economy.

Programme: Finance, Auditing and Investment

Dr Michał Borychowski	Economic determinants of the development of the renewable-energy sector in Poland and in the world. Determinants of the development of agricultural commodity markets in a global perspective.
Dr Wiktoria Domagała	Inequalities in the professional sphere in highly-developed countries.
Dr Joanna Furmańczyk	The impact of diversity on the operation of a modern organisation.
Dr hab. Barbara Pogonowska, prof. UEP	Ethical dilemmas of business practice.
Dr hab. Halina Zboroń, prof. UEP	Socially responsible business. Social economics. Sharing economy.

Programme: Tourism Economy

dr Aleksandra Hauke-Lopes	International marketing in the foreign operations of tourism-industry companies – internationalisation, marketing strategy and cultural differences.
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Programme: Accounting and Business Finance

Dr Marek Kawacki	Financial accounting, financial reporting, non-financial information reporting.
Dr Piotr Ratajczak	Corporate social responsibility – financial implications.

Programme: Management

Dr Marek Zieliński	Marketing communication. Sales and negotiations. B2B relationships. Cultural differences in business.
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Commodity Science – First-cycle studies, 2019/2020

dr hab. inż. Krzysztof Melski, prof. UEP	Using environmentally-friendly materials in packaging. (2019/2020)
dr hab. inż. Anna Lewandowska, prof. UEP	Management of the environmental product life cycle
dr hab. inż. Wojciech Zmudziński, prof. UEP	Modern technologies in the utilisation of waste and sewage in the food industry. Analytical methods in assessing the physico-chemical and health properties of raw materials and food products.
dr hab. inż. Jacek Łuczak, prof. UEP	Management of information quality and security
dr hab. inż. Alina Matuszak-Flejszman, prof. UEP	Systems of quality management, environmental management and industrial-safety management in the organisation.
dr hab. inż. Justyna Górna, prof. UEP	Product-quality and -safety management systems in business practice
dr hab. inż. Katarzyna Wybieralska, prof. UEP	Quality of environmentally-friendly products
dr inż. Anna Cieszyńska	Recycling metal from waste.
prof. dr hab. Zenon Foltynowicz	Waste ecologistics
dr hab. inż. Anna Lewandowska, prof. UEP	Designing for the environment
dr hab. inż. Magdalena Kaźmierczak, prof. UEP	Socially responsible management in organisations



SECOND-CYCLE STUDIES 2019/2020
Programme: Economics

Lecturer	Seminar title
Dr Michał Borychowski	Economic determinants of the development of the renewable-energy sector in Poland and in the world. Determinants of the development of agricultural commodity markets in a global perspective.
Dr Wiktoria Domagała	Inequalities in the professional sphere in highly-developed countries.
Dr Joanna Furmańczyk	The impact of diversity on the operation of a modern organisation.
Dr hab. Izabela Janicka, prof. UEP	Eco-friendly solutions and their impact on company development. The role of the media in market-economy development.
Dr Sławomir Kuźmar	Social inequalities – causes and consequences
Dr hab. Piotr Michoń, prof. UEP	Social policy. Happiness economics. Human behaviour in the organisation.
Dr hab. Barbara Pogonowska, prof. UEP	Ethical dilemmas of business practice.
Dr Joanna Schmidt	The non-governmental sector in the economy and society.
Dr hab. Halina Zboroń, prof. UEP	Socially responsible business. Social economics. Sharing economy

Programme: Social Policy

Dr Joanna Furmańczyk	The impact of diversity on the operation of a modern organisation.
Dr hab. Izabela Janicka, prof. UEP	Eco-friendly solutions and their impact on company development. The role of the media in market-economy development.
Dr hab. Piotr Michoń, prof. UEP	Social policy. Happiness economics. Human behaviour in the organisation.
Dr hab. Barbara Pogonowska, prof. UEP	Ethical dilemmas of business practice.
Dr Zuzanna Rataj	Social work and social assistance in today's social policy.
Dr Joanna Schmidt	The non-governmental sector in the economy and society.
Dr Katarzyna Świerczyńska	Law and economics. Cultural determinants of economic processes. African countries in the world economy.
Dr hab. Halina Zboroń, prof. UEP	Socially responsible business. Social economics. Sharing economy

Programme: Law and Economics

Dr hab. Baha Kalinowska-Sufinowicz, prof. UEP	Macroeconomic aspects of today's market economy. The operation of the labour market (economic discrimination, the situation of women, graduates, young people, and people with disabilities).
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Programme: Finance, Auditing and Investment

Dr Wiktoria Domagała	Inequalities in the professional sphere in highly-developed countries.
Dr Yanina Dymitrowska	Macroeconomic problems of the world economy. International business relations. Issues related to countries specialising in the export of natural resources. Issues related to developing countries.
Dr Joanna Furmańczyk	The impact of diversity on the operation of a modern organisation.
Dr hab. Izabela Janicka, prof. UEP	Eco-friendly solutions and their impact on company development. The role of the media in market-economy development.
Dr hab. Piotr Lis, prof. UEP	Strategies for creating shared value.
Dr hab. Piotr Michoń, prof. UEP	Social policy. Happiness economics. Human behaviour in the organisation.
Dr hab. Barbara Pogonowska, prof. UEP	Ethical dilemmas of business practice.
Dr hab. Halina Zboroń, prof. UEP	Socially responsible business. Social economics. Sharing economy

Programme: Informatics and Econometrics

dr hab. Elżbieta Rychłowska-Musiał, prof. UEP	Investment in sustainable development.
dr hab. inż. Adam Wójtowicz	Cyber-security

Programme: Commodity Science

dr hab. inż. Justyna Górna, prof. UEP	Quality, safety and risk management in companies (all specialisations).
dr hab. inż. Jacek Łuczak, prof. UEP	Management of information quality and security
dr hab. inż. Krzysztof Melski, prof. UEP	Environmentally-friendly materials in packaging.

Programme: Management

Dr hab. Piotr Bartkowiak, prof. UEP	Investment and real estate. Strategic management. Real-estate valuation. Sustainable development and social responsibility.
Dr hab. Agnieszka Ignyś	Corporate governance. Modern methods of human resources management.
Dr hab. Elżbieta Kowalczyk, prof. UEP	Psychology in management. Human resources management. Functional and dysfunctional problems of organisation and management. Negotiations
Dr hab. Magdalena Stefańska, prof. UEP	Corporate social responsibility. Companies' marketing communication. Employer branding. Corporate-image management.

Commodity science – second cycle 2019/2020, full-time, seminars

dr hab. inż. Krzysztof Melski, prof. UEP	Using environmentally-friendly materials in packaging
dr hab. Alfred Błaszczak, prof. UEP	Labelling the quality of natural products
prof. dr hab. Zenon Foltynowicz	Photovoltaic technologies in power engineering
	Product ecology
dr hab. inż. Anna Lewandowska, prof. UEP	Management of the environmental product life cycle
dr hab. Renata Dobrucka	Examining the quality and safety of industrial products

dr hab. inż. Jacek Łuczak,
prof. UEP
dr hab. inż. Magdalena Kaźmierczak,
prof. UEP
dr hab. inż. Daniela Gwiazdowska,
prof. UEP

dr hab. Alfred Błaszczak,
prof. UEP
dr hab. inż. Anna Lewandowska
prof. UEP

prof. dr hab. Z. Foltynowicz

dr hab. inż. Krzysztof Melski,
prof. UEP

dr hab. inż. Magdalena Kaźmierczak,
prof. UEP
dr hab. Renata Dobrucka

Management of information quality and security

Corporate social responsibility

Bioprocesses in industry and environmental protection.
Using modern methods in the monitoring of microbiological hazards in industry.

Labelling the quality of natural products
Photovoltaic technologies in power engineering

Designing for the environment

Industrial ecology

Using environmentally-friendly materials in packaging

Corporate social responsibility in organisations

Safety of industrial products

PART-TIME, SECOND-CYCLE PROGRAMMES

dr hab. inż. Wojciech Zmudziński,
prof. UEP
dr hab. inż. Magdalena Kaźmierczak,
prof. UEP
dr hab. inż. Justyna Górna,
prof. UEP
dr hab. inż. Magdalena Kaźmierczak,
prof. UEP

Modern technologies in the utilisation of waste and sewage in the food industry.

Corporate social responsibility

Reducing wastage by means of Lean Manufacturing tools in companies

Socially responsible management in companies

Source: PUEB's internal data



Poznań 2020



Additionally, the PUEB has 81 postgraduate and two MBA programmes. Each academic year, it offers new, interesting postgraduate programmes whose subject matter is also directly related to global social responsibility and business ethics.

Examples of postgraduate programmes created in the years 2018-2020:

- Ecology in business/creating green strategies – designed for those responsible for promoting social dialogue at company level; familiarises students with trends in the development of ecology in the EU and in Poland in a business context, and teaches them to develop an organisation's environmental-protection strategy encompassing all areas of its activity. Students will gain an up-to-date knowledge of a modern company's operation in the context of the Circular Economy, Sustainable Development, Clean Production, CSR and the creation of a green corporate image.

- CSR Manager – the purpose of the programme is to teach students to innovatively and efficiently use various instruments of business responsibility management in the building of a modern and mature organisation. As part of the programme, students can learn how to develop, implement and evaluate ethical and responsible business strategies, and to efficiently use various CSR tools. Among other things, the curriculum covers the principles of sustainable development and CSR, CSR areas and standards, as well as ethical codes.

- Postgraduate studies in entrepreneurship for teachers – a project carried out jointly with the National Bank of Poland as part of an economic education programme. Its main goal is to increase teachers' knowledge of entrepreneurship and to develop their skill of teaching entrepreneurship as a school subject. One of the project's specific objectives is to promote entrepreneurship from the viewpoint of corporate social responsibility.

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

In the academic year 2018/2019:

- 29 November 2018: Fraud in the capital market. Speaker: Bartosz Kubacki, President of Arionn Investment. Lecture organised by the student interest group "Pecunia Moderna" and PELS Association;

- 25 February 2019: Support for bio-economics in the EU's Multiannual Financial Frameworks after 2020. Speaker: dr Andrzej Grzyb, member of the European Parliament, member of the EP Committee on the Environment, Public Health and Food Safety (ENVI);

- 10 April 2019: Outstanding social campaigns of commercial banks and bank foundations in Poland. Debate moderator: dr Sebastian Łukaszewski. Lecture as part of the CSR Financial Day conference;

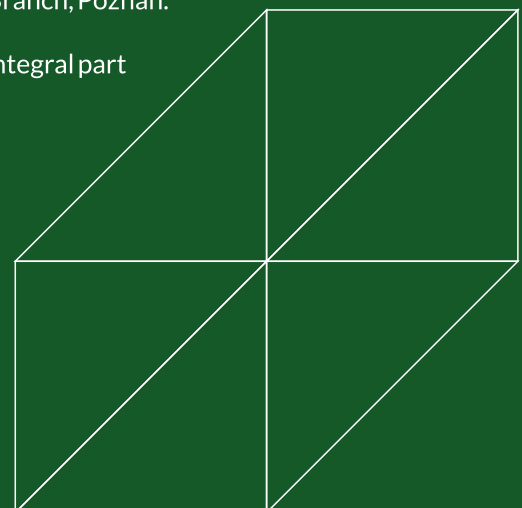
- 10 April 2019: Cultural differences at work. Speaker: Anna Meduna, Managing Director, MAN Accounting Centre (business accounting services).

In the academic year 2019/2020:

- 29 October 2019: Practical placements, internships, holiday exchange programmes and studying in the USA. Karolina Orton, Vice-Consul, US Embassy in Warsaw;

- 21 November 2019, The significance of tax havens in international capital flows. Leszek Lewandowicz, Secretary of the Managing Board, The Accountants Association in Poland, Wielkopolska Branch, Poznań.

In addition to enjoying considerable interest, open lectures have become an integral part of our University's activity.



PRINCIPLE 4 – RESEARCH

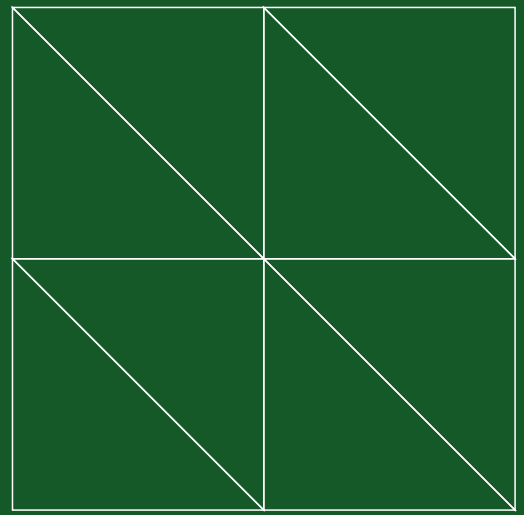
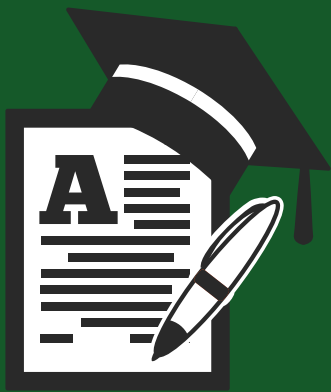
We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

The Poznań University of Economics and Business is enthusiastically and actively involved in a wide variety of research into social responsibility and sustainable development. Research topics include: corporate social responsibility and business ethics, social economy, sustainable development, social policy and environmental protection. The studies are carried out by both students and research staff as part of research projects, promotion work, conferences and academic seminars.

Students explore their topics in the area of CSR or sustainable development as part of their Bachelor's/Engineer's/Master's degree theses or doctoral dissertations.

This part of the report presents the involvement of the PUEB's academic community in the research areas closely related to the PRME mission and goals.





Research papers

Compared to the previous PRME Report, which covered the years 2016-2018, there is a significant increase in the number of papers published in international journals. The following are selected English-language publications supporting PRME principles:

- Matuszak, Ł. and Różańska, E. (2019). A Non-Linear and Disaggregated Approach to Studying the Impact of CSR on Accounting Profitability: Evidence from the Polish Banking Industry. *Sustainability*, (1), 1-21;
- Matuszak, Ł., Różańska, E. and Macuda, M. (2019). The impact of corporate governance characteristics on banks' corporate social responsibility disclosure: Evidence from Poland. *Journal of Accounting in Emerging Economies*, (1), 75-102.
- Mikołajczak, P. (2020). Social Enterprises' Hybridity in the Concept of Institutional Logics: Evidence from Polish NGOs. *Voluntas*, 1-12;
- Borusiak, B., Szymkowiak, A., Horská, E., Raszka, N. and Żelichowska, E. (2020). Towards Building Sustainable Consumption: A Study of Second-Hand Buying Intentions. *Sustainability*, (3), 1-15;
- Garstecki, D., Kowalczyk, M. and Kwiecińska, K. (2019). CSR Practices in Polish and Spanish Stock Listed Companies: A Comparative Analysis. *Sustainability*, (4), 1-19;
- Zmyślony, P., Leszczyński, G., Waligóra, A. and Aleziak, W. (2020). The Sharing Economy and Sustainability of Urban Destinations in the (Over)tourism Context: The Social Capital Theory Perspective. *Sustainability*, (6), 1-26;
- Mikołajczak, P. (2019). Becoming business-like: the determinants of NGOs' marketization turning into social enterprises in Poland. *Oeconomia Copernicana*, (3), 537-559;
- Smędzik-Ambroży, K., Guth, M., Stępień, S. and Brelik, A. (2019). The Influence of the European Union's Common Agricultural Policy on the Socio-Economic Sustainability of Farms (the Case of Poland). *Sustainability*, (24), 1-15;
- Łozowicka, A. (2020). Evaluation of the Efficiency of Sustainable Development Policy Implementation in Selected EU Member States Using DEA. The Ecological Dimension. *Sustainability*, (1), 1-17;
- Czyżewski, B., Matuszczak, A. and Muntean, A. (2019). Approaching environmental sustainability of agriculture: environmental burden, eco-efficiency or eco-effectiveness. *Agricultural Economics-Zemledska Ekonomika*, (7), 299;
- Fazlagić, J. and Skikiewicz, R. (2019). Measuring sustainable development - the creative economy perspective. *International Journal of Sustainable Development and World Ecology*, (7), 635-645;
- Grzelak, A., Guth, M., Matuszczak, A., Czyżewski, B. and Brelik, A. (2019). Approaching the environmental sustainable value in agriculture: How factor endowments foster the eco-efficiency. *Journal of Cleaner Production*, (241), 1-9.

In the last two years, two large research projects financed by the National Science Centre have been launched at the PUEB whose subject and research objectives correspond with the PRME mission:

- One is titled The burden of company sins: an experimental analysis. The research team consists of Paweł Niszczoła (project leader), Michał Białek (University of Waterloo), Paul Conway (Florida State University), Dániel Kaszás (ETH Zurich, Department of Cognitive Science) and Rafał Muda (Maria Curie-Skłodowska University in Lublin). The project's implementation period is 24 June 2019 to 23 June 2022, and its budget – PLN479,601.

- The other project corresponding with PRME goals is titled Labelling in building the consumer awareness of food buyers to reduce wastage. The project leader is Urszula Samotyja. The project's implementation period is 31 July 2018 to 30 July 2020, and its budget – PLN274,064

Since the previous PRME report, the following PRME-related doctoral dissertations have been defended at the PUEB:

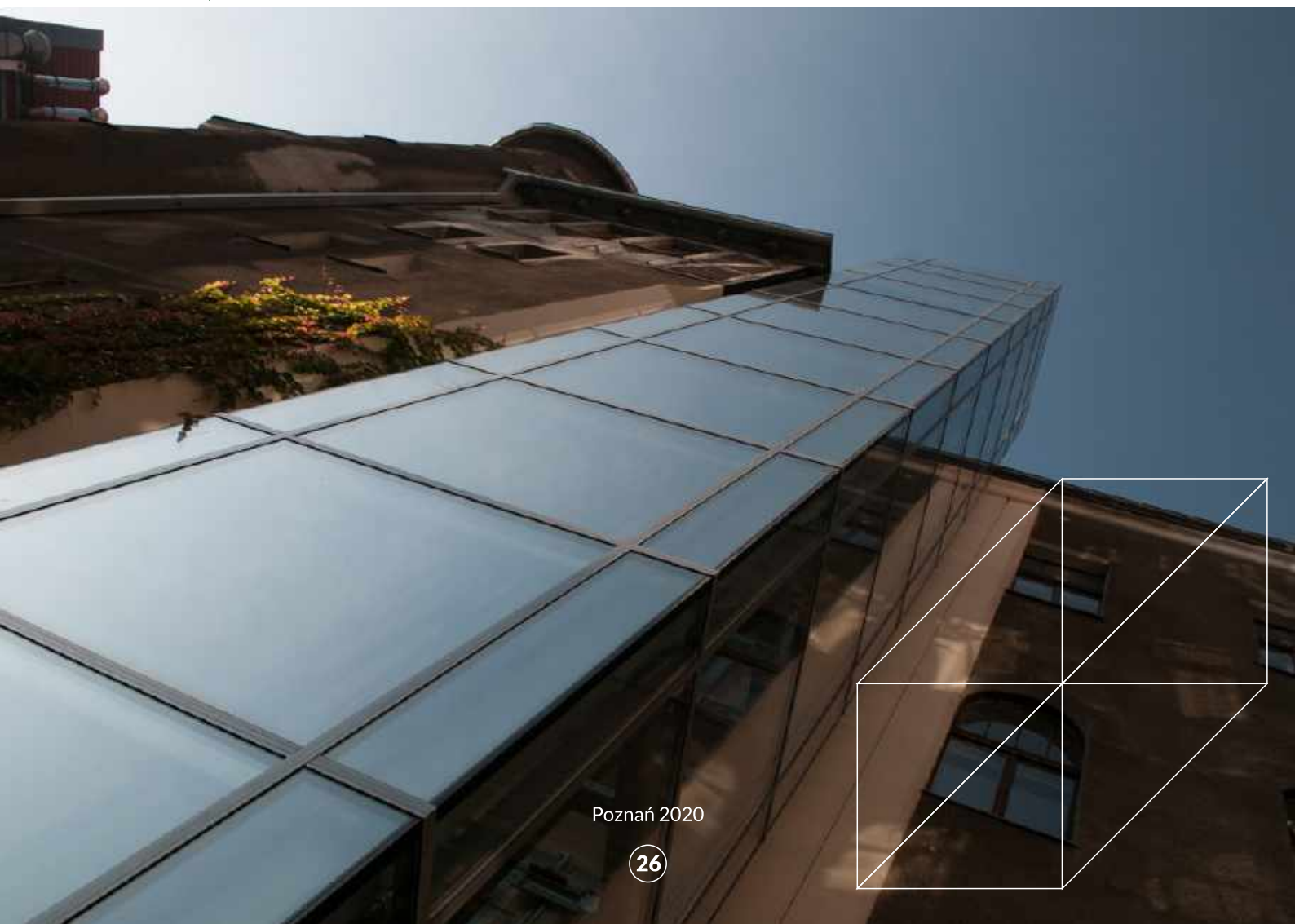
- Spychalski Bartosz, Kształtowanie postawy pro jakościowej uczniów w Polsce i na świecie (Shaping the pro-quality attitude of school students in Poland and in the world). - Poznań, 2019;

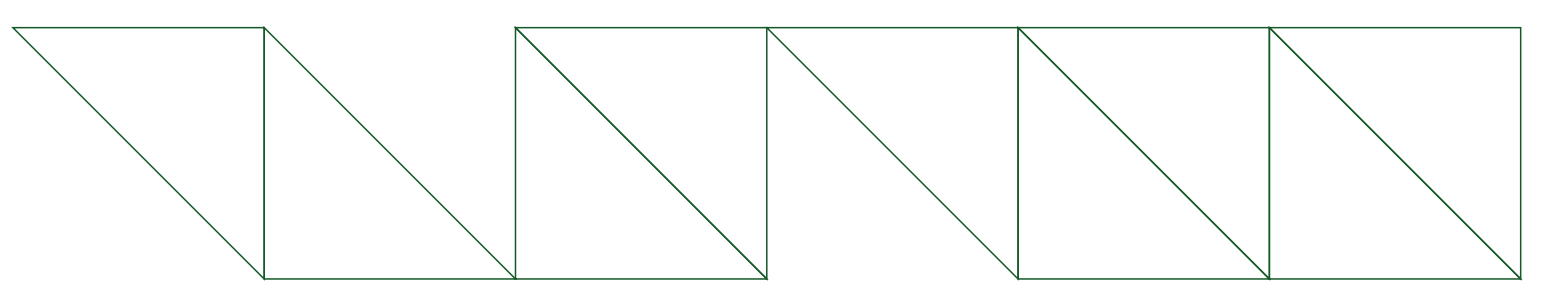
- Domagała Wiktoria, Segregacja zawodowa według płci i jej uwarunkowania w krajach OECD (Gender Occupational Segregation and its Determinants in the OECD Countries). - Poznań, 2018;

- Erkol Arif, Organizational Determinants of Internationalization of Higher Education Institutions in Selected European Countries. - Poznań, 2018;

- Regina Szymczak-Staniek, Wycena aktywów kompetencyjnych i ich ujęcie w sprawozdaniu finansowym podmiotu społecznie odpowiedzialnego (The valuation of competence assets and their presentation in a socially responsible entity's financial report). - Poznań, 2018;

- Maciej Łobza, Efektywność inwestycji odpowiedzialnych społecznie na przykładzie wybranych indeksów giełdowych (The effectiveness of socially responsible investments: the case of selected stock-market indices). - Poznań, 2018.





A significant part of responsible education is the work of student interest groups (SIGs), where participants discuss research topics, conduct academic research, organise conferences and study trips, and solve practical problems. By collaborating with each other, as well as with researchers and practitioners, students develop teamworking skills. 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.

Students from a SIG called Enactus UEP won the Enactus Poland National Competition 2019. Their WaterFilter project was selected as the best social and business project in Poland. Its mission is to create a filter capable of purifying drinking water from pharmaceuticals. It is therefore part of the trend of environmental responsibility and caring about people's well-being. The participating projects were assessed by a jury consisting of 150 presidents and managers of the largest companies in Poland.

As part of the same event, the best research-supervisor award was given to dr Adam Weinert from the PUEB's Department of Strategic Management. Magdalena Nowak, President of Enactus UEP and third-year student of Informatics and Econometrics, was awarded the title of "the Best Team Leader in Poland". In September, the students represented Poland and the PUEB at a world competition in Silicon Valley, California, competing with 36 other countries.



The WaterFilter project met with great interest from the judges and other competing participants, which allowed the PUEB students to finish third in the league.

PRME implementation also involves undertaking extensive 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 collaboration with business – PUEB Partner Club

One of the best visible manifestations of the PUEB's good relations with its environment is collaboration with its Partner Club. Established 15 years ago, the club has over 70 corporate members. The University provides these cooperating companies with solutions tailored to their needs, and creates a space for open dialogue and an exchange of opinions and experiences with a view to jointly developing innovative solutions.

For us as an economics university that educates future responsible business specialists, collaboration with entrepreneurs is one of the most important goals. 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 collaboration with business practitioners.

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 conducted by business practitioners as part of "open classes", offering internships and practical placements, providing research and consulting services for our partners, offering postgraduate studies and training courses tailored to our partners' needs, our partners' participating in creating and assessing the directions of the University's development, identifying its curriculum- and personnel-related needs that result from changes in the economic environment, and supporting the directions of the PUEB's development agreed in the club.

In the years 2018-2020, we have undertaken some further multi-directional activities that are beneficial for both the PUEB and business communities:

1. Employer-branding activities, including:

- Job spot – a job fair at the Poznań University of Economics and Business, one of the largest events aimed at the Poznań academic community. Meeting students' expectations, the PUEB familiarises them with the specificity of the labour market. At the same time, the event provides entrepreneurs with a unique opportunity to reach the students of each university directly, and find job candidates who meet their expectations;
- Job talk – an event for students and graduates who want to increase their competences and intend to raise the standard of their professional life, who want to keep up with the changes taking place in business, and who understand that self-development is not only a good investment but above all a necessity. This is a series of free lectures and workshops;
- Organising Partner Club Company Days (Santander, Nivea, E&Y, Biofarm, Grupa Eurocash, OSTC, Tesco, KPMG, Enea) featuring not only open lectures but also workshops, recruitment campaigns, promotion campaigns (posters, leaflets, the Internet) and promotion stands; Celadon Ball, VW Economics Five, and Enea Economics Five-Kilometer March.



2. Educational activities:

- Hochland Academy management workshop,
- Innovative product solutions for the Quick Meal Solutions category "Designing food products",
- Competitions: "City in motion", "Energy-market modelling", 19th Golden Mouse competition; ENERGIA+ - Enea SA,
- promotion and assistance in the organisation of internship programmes and competitions: Hochland, LIDL, Biofarm, VW Poznań, KPMG, EY, OSTC NIVEA, Les Mousquetaires, Santander;
- scholarships from Biofarm and Amica Wronki,
- a series of open lectures titled "Modern sales management methods", initiated by Les Mousquetaires for students who are considering a career in sales; as part of the University's collaboration 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 ideas and practices in the area of Human Resources;
- collaboration 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 who work for local companies and institutions, among other things through a dozen or so training programmes aimed primarily at micro-enterprises.

3. Investment activities:

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

No less significant in building labour-market knowledge and commercialising research at the University is the activity of the PUEB Special-Purpose Vehicle (SC UEP). Its goal is to implement solutions based on the results of research carried out at the University, to offer consulting services to external entities, and to conduct research commissioned by companies so as to solve specific market, technological and management problems. SC UEP is the only special-purpose vehicle in Poland to have been established at a public business university. The specificity of research carried out in economic sciences, namely the predominance of “soft results” (concepts and models constituting a basis for market implementation) over “hard solutions” (technologies and patents ready for sale) means that the special-purpose vehicle's main activity is obtaining and conducting development projects in which a key role is played by the know-how of the University's academic staff and students. Between October 2018 and June 2019, SC UEP implemented several large and innovative projects:

- It developed a prototype patrol vehicle for the police as part of a scientific and industrial consortium in conjunction with the Polish Platform for Internal Security and Car House Germaz;
- It designed and carried out multifaceted market research into internationalisation of innovative technological solutions for "GLOBAL Inno-STARs", a support instrument created by the Ministry of Entrepreneurship and Technology;
- It carried out the third edition of “Product Creators”, a joint project by the Żabka Polska company and SC UEP. The project consists in student teams' developing their own technological and market ideas as well as prototypes of innovative food products in the Quick Meal Solutions category. Of the food innovations developed by students, as many as eight were purchased by the company, and three were implemented in cooperation with the authors. This is proof of the high business usefulness of models that involve students in the development of new products;
- It implemented WsparcieDlaSzpitala.pl (WdS), a non-commercial system available on the Salesforce platform (free licence during the fight against COVID-19), created pro bono by a team of Clorce programmers, PUEB researchers, social activists from the PARK Foundation, and private individuals. Something that was initially expected to be only a tool for fund-raising management has become a nationwide social-support system for hospitals. Today, it is being used by over six hundred hospitals and nursing homes from all over the country, as well as by a network of over three hundred trusted local fund-raising coordinators. The WdS system has been developed and is being maintained by a 32-strong team.



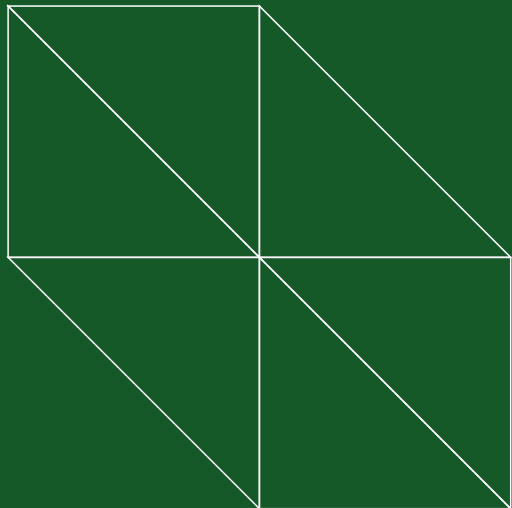
PRINCIPLE 6 – DIALOGUE

We will facilitate and support dialog 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.

In the years 2018-2020, the Poznań University of Economics and Business, which was heavily involved in a wide-ranging dialogue and public debate on PRME-related topics, actively promoted responsible-management values. The University also organised numerous conferences devoted to topics such as global social responsibility or sustainable development:

- 13-14 December 2018: Corporate social responsibility. Profit vs. common good. On the first day of the conference, an expert debate was held on PRME issues; the panel members were Rector's Plenipotentiaries for University Social Responsibility of the leading academic institutions in Warsaw, Wrocław, Szczecin and Poznań;
- 21 March 2018: CSR Financial Day 2019. Social responsibility of financial institutions. Organised at the PUEB by the Banking and Financial Intermediation student interest group. The event focused on topics such as practices used in social responsibility of financial institutions, economic patriotism and misselling;
- 18-20 April 2018: 2nd International Conference on Finance and Economic Policy (ICOFEP): Limits to economic growth. Organised at the PUEB by the Department of Money and Banking;
- 5 December 2018: Behavioural determinants of corporate responsibility. Seminar organised at the PUEB by the Department of International Competitiveness;
- 13-15 December 2018: EIBA 2018 POZNAŃ CONFERENCE - International Business in a Transforming World – the Changing Role of States and Firms. Organised at the PUEB by the Department of International Competitiveness;
- 10 April 2019: CSR Financial Day 2019. Social responsibility of financial institutions. Organised at the PUEB by the Banking and Financial Intermediation student interest group;
- 15 April 2019: Members of the Social Responsibility Committee organised an open lecture at the PUEB titled "Don't be naive; don't get cheated; don't get addicted to gambling!" The event was part of an education campaign called GAMBLING? No, thank you! and conducted by the National Tax Administration;
- 30 May 2019: Corporate Social Responsibility. A holistic strategy, not just a fragmentary image. A meeting with Szymon Hołownia organised in conjunction with PUEB Partner Club;
- 27-29 January 2020, Central European Network for Sustainable and Innovative Economy – CENETSIE. Inauguration of the project, funded by the Polish National Agency for Academic Exchange (NAWA) and organised by the Department of Commerce and Marketing;

Universities are in a position to influence larger communities. One can safely speak of universities' impact on society through numerous forms of activity performed by academic institutions and the people working in them. As part of its commitment to PRME implementation, the PUEB undertakes a number of activities targeted at various social groups. Since 2011, it has been organising free classes in entrepreneurship, as well as in the rudiments of economics, ethics and business for students of the fifth and sixth years of primary school (Children's University of Economics and Business – CUEB) and for students of junior secondary school (Young Economist's University – YEU). The aim of CUEB and YEU classes is to promote entrepreneurialism and social responsibility, but also to prepare young people for living in a complex social, economic and business world. Activating older people; popularising the knowledge of economics, in particular explaining the twists and turns of a modern economy and business which they experience in everyday life; developing a new passion as a way of spending leisure time, as well as exploiting older people's potential, knowledge, skills and life experience while discussing the problems of today's economy – these are some of the basic activities carried out by the PUEB's University of the Third Age. Such work definitely helps to familiarise young people and senior citizens with the issues of sustainable development, social responsibility and business ethics, and to sensitise them to the upcoming global challenges.



Other activities and events organised by the PUEB in 2018-2020 include, first of all:

- 3 December 2018 and 2 December 2019: second and third editions of PUEB Volunteer Day. The aim of PUEB Volunteer Day 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.
- 22 November 2019: the launch of a new project called "Drink water from a spring, save on bottles!" The PUEB wants to be ECO-friendly: it wants to protect the environment because it is a university of ECONomics and business. Therefore, we decided to install at our University the first "spring" with drinking water. The facility meets access requirements for people with disabilities: it has a Braille tile for the blind and buttons in a contrasting colour for the visually impaired. The project was financed through crowdfunding which involved PUEB students and staff;



- In January 2020, the PUEB started energy modernisation of one of its most distinctive buildings which is Collegium Altum. The project, scheduled to take two years, is primarily expected to improve work safety, but also to bring a number of other benefits, including a more efficient ventilation system that will meet air-exchange standards, a better lighting system with modern LED luminaires ensuring even light distribution, a more stable room temperature in summer and winter, removal of asbestos plates from the building, and replacement of old windows with energy-efficient ones. The university is also seeking to obtain Energy Savings Certificates ("white certificates").

In the PUEB's activity, special attention is given to respecting ethical principles and academic freedom – this applies to students who write their assignments and start work, to lecturers who do research, and to business people who collaborate with the PUEB. For instance, to uphold the value of academic freedom, the PUEB, in conjunction with Adam Mickiewicz University in Poznań, organises academic debates on crucial, and often difficult, issues related to important processes and phenomena of the present time (such as “Modern patriotism”, “Lies, the truth, and today's media”, “Close strangers: Ukrainians in Poland”, and “Contemporary migrations”).

In the face of the epidemiological threat caused by the SARS Covid-19 coronavirus, the University has employed extraordinary measures to protect the health of its students and employees. The measures, based on the spirit of solidarity and empathy, consist in mobilising all of the University's forces and resources for the common good. Joining our efforts should help us survive this difficult time. Instances of support provided by PUEB employees and students include:

- the “Help senior citizens” campaign, aimed at supporting our retired employees aged over 75 in everyday activities (basic grocery shopping, buying medicines, walking the dog);
- the “Teach school students” campaign, where academic teachers and members of student interest groups support primary-school students in remote learning, offering them free private lessons and assistance with homework;
- a money collection organised by the Santander Bank Polska Foundation and actively joined by PUEB Partner Club corporate members to help hospitals;
- an internet platform, created by PUEB employees and external-company programmers, to support making donations to hospitals in the form and the quantities actually needed;
- the “Face-masks for senior citizens” campaign, under which members of the PUEB Alumni Association sewed reusable face masks for the University's senior alumni;
- participating in the collection of laptops and tablets, organised by Poznań's City Hall, to help school students with distance learning;
- free psychological counselling for the PUEB community during the Covid-19 pandemic.

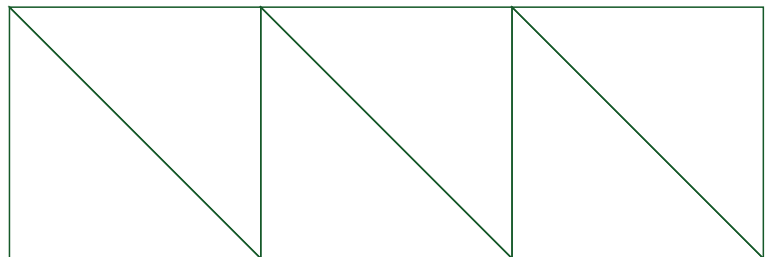
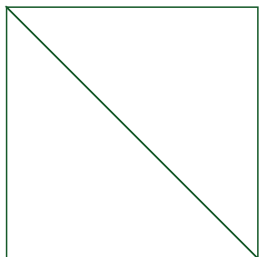
All these activities demonstrate that the academic community and its stakeholders constitute an optimum environment for collaboration, which guarantees the generation of added value. Added together, the competences provide a foundation for a unique potential and capital.

Self-Assessment and Future Objectives

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 (dr hab. Halina Zboroń, prof. UEP). We have succeeded in implementing most of the activities planned in the previous report. We have continued the majority of projects and intensified our work to implement the PRME by expanding our programme offer to include subjects related to social responsibility and sustainable development, and by increasing the number of theses written in these fields. We have also increased the number of PRME-related activities undertaken jointly with the business community. Our next goals to achieve in another two years are, first of all:

- to continue encouraging the entire academic community to undertake initiatives for sustainable development;
- to continue supporting research in the fields of sustainable development and social responsibility;

The Poznań University of Economics and Business will also continue to support, facilitate and participate in dialogue with all of its stakeholders.





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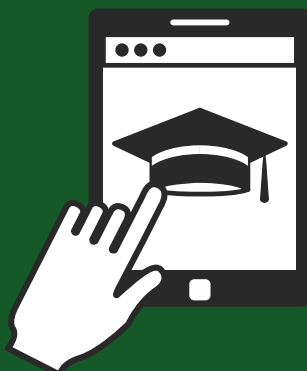
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