

Faculty of Management Technology

Sharing Information on Progress (SIP) report 2013

“Never before in history has there been a greater alignment between the objectives of the international community and those of the business world. Common goals, such as building markets, combating corruption, safeguarding the environment and ensuring social inclusion, have resulted in unprecedented partnerships and openness between business, governments, civil society, labor and the United Nations.”

UN Global Compact

(http://www.mediaindonesia.com/micom/un_globalcompact/)

“The current economic crisis should warn us to fundamentally re-think the development of the moral framework and the regulatory mechanisms that underpin our economy, politics, and global interconnectedness. It would be a wasted opportunity for all of us if we pretended that the crisis was simply a momentary hurdle. If we want to keep society together, then a sense of community and solidarity are more important now than ever before...” (World Economic Forum, Geneva, Switzerland 2010 – “Faith and the Global Agenda: Values for the Post-Crisis Economy”)

Epilogue

The topic of ethics, ethicality, and moral responsibility is no longer a novice one. Major country progress and Social Capital Achievement (SCA) rely heavily on a total formula of economic, social, and human development according to the international Caux Roundtable discussions. This formula cascades down from macro-level mega-institutions to private sector and local organizations, wherein the business world remains part and parcel of total sustainable and transparent practices, a lack of which would eventually lead to low SCA, which in turn would result in low economic and ethical prosperity.

The German University in Cairo is an Egyptian University founded by the presidential decree 27/2002, according to the law number 101/1992 and its executive regulations number 355/1996. GUC is established in cooperation with the State Universities of Ulm and Stuttgart,

under the patronage of the Egyptian Ministry of Higher Education which is represented on the GUC board of trustees, the Ministry of Science, Research and Arts, State of Baden-Wuerttemberg and supported by the German Academic Exchange Service (DAAD), the German Embassy in Cairo, the Arab/German Chamber of Industry and Commerce, the Federal Ministry of Education and Research, the State University of Tuebingen and the State University of Mannheim.

Out of a firm belief in the importance of social responsibility, ethics, and sustainability, the Faculty of Management Technology (FMT) at the German University in Cairo (GUC) has endorsed the Principles of Responsible Management Education (PRME) aiming at leading concerted multidisciplinary efforts toward propagating justice, diversity, peace, and civility. Specifically, the FMT has a strong ability to lead pedagogical and research ventures in the field of social responsibility and sustainability through its Business and Society Research Cluster (BSRC). The BSRC has been formalized by the FMT in 2010 based on a longer tradition of academic research in a broad array of sustainability and CSR issues. The focus is mainly, but not exclusively, on the areas of sustainability, business ethics, marketing ethics, consumer education, Corporate Social Responsibility (CSR), Cause-Related Marketing, materialism in modern consumer society/consumerism, social entrepreneurship, critical management and organization studies as well as societal and environmental issues.

The mission of the cluster is to foster sustainable internal and external awareness of academics, students, and corporations globally about business ethics and corporate social responsibility through world-class teaching, research support, and industry partnerships for dissemination of research results, corporate trainings, and student extracurricular activities.

The BSRC group is drawing on the expertise and engagement of several stakeholders; including the Egyptian Corporate Responsibility Center (ECRC) that is a joint project between the UN Global Compact and the Egyptian Ministry of Investment; Bentley University's Alliance for Ethics and Social Responsibility (www.bentley.edu/alliance); the Giving Voice to Values program at Babson College, US (<http://www3.babson.edu/babson2ndgen/GVV/default.cfm>); Daniel's College of Business at the University of Denver (<http://www.du.edu/~ppaul>); the Transformative Consumer Research at the Association of Consumer Research (<http://www.acrwebsite.org/fop/index.asp?itemID=325>); the International Association for Business and Society (IABS) ; Misr El-Kheir NGO (www.misrelkheir.org), Alashanek Ya Balady (www.ayb-sd.org), Ethics-Based Marketing (www.ethicsbasedmarketing.net), among other local and international stakeholders that span the continuum of corporations including the Arab

African International Bank (AAIB), Savola Group, Vodafone, and the Bavarian Automotive Group (BAG); policy-makers, educational institutions; and non-profit organizations in Egypt as well as across the globe. In the following, we will be presenting key highlights on the fulfillment of the PRME through the efforts of the BSRC.

Principles (1) and (2) – Purpose and Values

The BSRC at the Faculty of Management Technology (FMT) ratifies that academia and academic institutions have a major role to play in the global concerns related to business ethics, social responsibility, and sustainability in terms of:

- Multi-faceted endorsement of the PRME in teaching, research, and activities as previously mentioned
- Dialogue on promoting moral responsibility and enhancing moral development of faculty and students through guest lectures and seminars aiming at the active engagement of several concerned stakeholders and portraying successful moral guest speakers such as the CEO of Wayana NGO for disabilities integration in society, among others (April 2013).

Principle (3) - Method

The BSRC strongly believes in methods that aim at enlightening the path for development and a better humanity through:

- Teaching students the values of sustainability through the academic process in the form of case studies, teaching material, and international events (see for example <http://www.guc.edu.eg/events/EventDetails.aspx?eventID=55> and <http://www.guc.edu.eg/events/EventDetails.aspx?eventID=89>).
- Utilizing Community-Based Learning (and Service Learning) through developing social marketing campaigns as part of an undergraduate marketing course.
- International exposure on the activities of the BSRC through publishing a report on the “Toward a Sustainable Society in the Middle East and North Africa (MENA): Roadmap and Priorities” conference (March 2013):

El-Bassiouny, N. (2012). Report on the “Toward a Sustainable Society in the MENA (Middle East and North Africa) Region: Roadmap and Priorities”

conference. Sage Journal of Education for Sustainable Development (JESD), vol. 6, pp. 293-294.

Principle (4) – Research

Apart from graduate and undergraduate student research, a number of publications were done that cover different faces of social responsibility and sustainability as follows:

El-Bassiouny, N. (2013). “The One-Billion-Plus Marginalization: Toward a Scholarly Understanding of Islamic Consumers”. Journal of Business Research, <http://dx.doi.org/10.1016/j.jbusres.2013.03.010> (impact factor 1.872).

Hamed, S.; and El-Bassiouny, N. (2013). “Communicating Social and Religious Values for Responsible Living in the Aftermath of a Revolution: Content Analysis of Artistic Visuals on the Streets of Cairo” Journal of Islamic Marketing, vol. 4 (1), pp. 51-63.

Darrag, M.; and El-Bassiouny, N. (2012). “An Introspect into the Islamic Roots of CSR in the Middle East: The Case of Savola Group”. Emerald’s Social Responsibility Journal, vol. 9 (3)

Adib, H. and El-Bassiouny, N. (2012). “Materialism in Young Consumers: An Investigation of Family Communication Patterns and Parental Mediation Practices in Egypt”, Journal of Islamic Marketing vol. 3 (3), pp. 255-282.

Kolkailah, S.; Abou-Aish, E.; and El-Bassiouny, N. (2012). “The Impact of Corporate Social Responsibility Initiatives on Consumers’ Behavioral Intentions in the Egyptian Market”, International Journal of Consumer Studies, vol. 36 (4), pp. 369-385 (lead article)

El-Bassiouny, N., Taher, A., and Abou-Aish, E. (2011). “An Empirical Assessment of Character/Ethics Education at the Tweens Segment: The Case of Egypt” Young Consumers vol. 12(2), pp. 159-170 (nominated by Emerald for filming a video abstract; online at <http://www.emeraldinsight.com/multimedia/abstracts.htm>; publicized at <http://www.stm-publishing.com/?p=4986>; <http://www.prlog.org/11772994-emerald-launches-video-abstracts-to-showcase-research.html>; & <http://www.knowledgespeak.com/kspeaknewsArchieviewdtl.asp?pickUpBatch=1867>).

Seoudi, I.; and El-Bassiouny, N. (Fall 2010). “Egyptian Business Students' Perceptions of Ethics: The Effectiveness of a Formal Course in Business Ethics” the Journal of Business Leadership, pp. 29-49, produced by the American National Business Hall of Fame (<http://www.anbhf.org/>) – indexed in Cabell.

El-Bassiouny, N., Taher, A., and Abou-Aish, E. (2009). “The Importance of Character Education for Tweens as Consumers: A Conceptual Model with Prospects for Future Research.” Journal of Research in Character Education (JRCE) Vol. 6, Issue 2 pp. 37-91.

El-Bassiouny, N.; Adib, H.; Karem, S.; Hammad, H.; Ammar, N.; Brunner, C. (2011), “Slaves of Consumerism: Highlights on Egypt Post 25 January 2011”, proceedings of the International Association for Business and Society (IABS2011) conference, Bath June 23-5 2011, UK (funded by Misr El-Kheir foundation as part of an MoU with the FMT).

Principles (5) and (6) – Partnership and Dialogue

The BSRC has engaged in active dialogue and partnerships with several local and international stakeholders through participation in and organization of several local and international events as follows:

Adib, H. and El-Bassiouny, N. (2011). “Youth Materialism in Egypt: An Investigation of Parental Influence and Possible Solutions”, Proceedings of the Fifth International Consumer Sciences Research Conference (Consumer 11 – July 18-21), Bonn, Germany.

El-Bassiouny, N. (2010). “The One-Billion-Plus Marginalization: Toward an Enlightened Dialogue with the Islamic World”. Paper presented at the 1st International Conference on Islamic Marketing and Branding (ICIMB2010), Kuala Lumpur, Malaysia.

Adib, H. and El-Bassiouny, N. (2010). “An Exploratory Study of the Relationship between Materialism and Food Consumption in Young Consumers: Tarbiyah and the Mediating Role of Parents”. Working Paper presented at the 1st International Conference on Islamic Marketing and Branding (ICIMB2010), Kuala Lumpur, Malaysia.

Seoudi, I.; and El-Bassiouny, N. (2010). "Egyptian Business Students' Perceptions of Ethics: The Effectiveness of a Formal Course in Business Ethics" Paper presented at GIRA2010 conference, Portugal.

El-Bassiouny, N., Taher, A., and Abou-Aish, E. (2008). "Character Education Programs and the Consumer Behavior of Tweens." Paper Presented at the Third Bi-Annual International Conference on Child and Teen Consumption, CTC08, Trondheim, Norway.

El-Bassiouny, N., Taher, A., and Abou-Aish, E. (2009). "An Empirical Assessment of the Relationship between Character/Ethics Education and Consumer Behavior at the Tweens Segment: The Case of Egypt." The Academy of Marketing Annual Conference, Leeds, UK.

El-Bassiouny, N. (2013). "CSR and Sustainability in the Context of the Business and Society Research Cluster at the GUC". Speech invitation at the Academy of International Business conference at the American University in Cairo (AUC), January 12-14.

El-Bassiouny, N. (2012). "Character Education for Sustainable Consumption: Lessons from the Partnership for Education and Research for Responsible Living (PERL)". Paper presented at the Innovative Methodologies for Sustainable Communities workshop sponsored by the DAAD, October 2-3.

Hamed, S.; and El-Bassiouny, N. (2012). "Communicating Social and Religious Values for Responsible Living in the Aftermath of a Revolution: Content Analysis of Artistic Visuals on the Streets of Cairo", poster presented at the Partnership for Education and Research on Responsible Living (PERL) International conference, 19-20 March, Berlin.

El-Bassiouny, N.; Hamdy, H.; Darrag, M. (2012). "Toward a Conceptual Model of Ethical Business Practice in Small and Medium Enterprises: The Case of Egypt". Paper presented at the 9th annual World Congress organized by the Association for Global Business Advancement (AGBA), 19-21 March, Ajman, UAE.

Karem, S.; Abou-Aish, E.; El-Bassiouny, N., and Ayoub, M. (2011). "The Impact of Corporate Social Responsibility Initiatives on Consumers' Behavioral Intentions in the Egyptian Market – Subsequent Integral Roadmap for Egypt" Paper presented at

Sustainable Consumption – Towards Action and Impact conference, November 6-8, 2011, Hamburg, Germany (awarded a travel grant from the Sustainable Consumption Research Network and the German Ministry for Education and Research).

El-Bassiouny, N. (2011). “Between Antiquity and Modernity in Islamic Character Education: The Case of the Balanced Leader Program” Paper presented at the “Knowledge and Education in Classical Islam: Historical Foundations and Contemporary Impact” conference, Goettingen University, October 2-5, 2011, Germany (Funded by the DAAD – German Academic Exchange Service and Goettingen University).

El-Bassiouny, N.; Hammad, H.; Adib, H.; Ammar, N.; El-Guindy, S.; and Brunner, C. (2011), “Social Aspects of Marketing”, workshop at the Technische Universität München (TUM), July 6, Munich, Germany.

El-Bassiouny, N.; Adib, H.; and Makhlof, S. (2011). “Islamic Character Education in the Face of Childhood Consumerism”, Cambridge University (UK) conference on “Reforms in Islamic Education” (April 9-11, 2011) organized by Prince Alwaleed Bin Talal Centre of Islamic Studies (Cambridge) and the Prince Alwaleed Bin Talal Centre for the Study of Islam in the Contemporary World (Edinburgh) – research integrated in the center’s thematic report available online at <http://www.cis.cam.ac.uk/reports.htm>.

El-Bassiouny, N. (2010). “Global Sustainability: The Egyptian Context”. Presentation at the Global Business Ethics Symposium (GBES2010) at Bentley University (awarded a \$4,500 grant by the State Street Foundation and Bentley University).

El-Bassiouny, N. (2010). “Islamic Moral Education and Holistic/Balanced Leadership”. Presentation at the World Congress on Middle-Eastern Studies (WOCMES 2010) at Barcelona, Spain (awarded a grant by Al-Azhar University).

El-Bassiouny, N. (2009). “Business Ethics for Entrepreneurs: A Systematic Decision Making Framework” speech at the GUC Entrepreneurship Day.

Future Prospects

The continuous development of mobilizing activities including:

- Continuous awareness raising in the local and international community through workshops, guest lectures, and seminars targeting student bodies, corporates, and civil society at large, whilst setting precedents for unprecedented ideals and values congruent with ethics and the global community,
- Engaging with relevant national campaigns in partnership with cultural societies such as El-Sawy Cultural Wheel, among others,
- Training and Capacity Building of competent calibers,
- Inter and Multi-Disciplinary Research Outreach,
- Partnerships – Bilateral and Multilateral Cooperation Protocols with all stakeholders involved including companies, public bodies, universities, chambers of commerce, as well as local and international organizations,
- Creation of Student Bodies, which in turn set on outlining 'Hall of Fame' initiatives,
- Support by corporate- and other-sponsored local and international internships,
- Civil Society and Community Advocacy of ethics and sustainability including partnering with relevant bodies related to the field,
- Presenting Exemplary codes of conduct whilst liaising for corporate and other organizational sponsorship/endorsement of ethical conduct,
- Building bridges between academia, policy, and practice in the field.
- Creation of a multi-disciplinary graduate program in the field.

Sample Support References

Bauman, Z. (1993). Postmodern Ethics. Blackwell Publishing: USA, UK, Australia.

"Business Ethics and Corporate Social Responsibility: Different Sides of the Same Coin? A Comparison of European and North American Perspectives" (2007) Proceedings of the Third Global Business Ethics Symposium sponsored by the State Street Foundation at Bentley University (www.bentley.edu).

Covey, S. (2003). Principle-Centered Leadership. New York, London, Toronto, Sydney: Free Press.

Ghoshal, S. (2005). "Bad Management Theories are Destroying Good Management Practices." Academy of Management Learning and Education, 4 (1), pp. 75-91.

Reuben, J. (1996). The Making of the Modern University: Intellectual Transformation and the Marginalization of Morality. The University of Chicago Press: Chicago and London.