



Faculty of Business Administration

## Responsible Management Education at the Faculty of Business Administration of the Corvinus University of Budapest – 2015

**PRME**

This is our **Sharing Information on Progress (SIP)** Report on the Implementation of the **Principles for Responsible Management Education**

This report was prepared by the Committee for Responsible Management Education of the Faculty of Business Administration at the Corvinus University of Budapest with the purpose to demonstrate the Faculty's activities towards responsible management education.

**Corvinus University of Budapest**

8 Fővám tér, Budapest, 1093 Hungary

Phone: +36-1-482-5129

[www.uni-corvinus.hu](http://www.uni-corvinus.hu)

# Contents

Foreword	3
Renewal of Commitment to PRME	4
About the Faculty	5
Our values	5
Our principles	5
Organisation of efforts	6
Teaching Responsible Leaders for the Future	7
Courses devoted to sustainable development and corporate responsibility	7
25 years of teaching environmental issues to business students	9
Participation in Climate-KIC's Pioneers into Practice programme	10
Research activities	11
Publications in the field of responsible management practices - 2013	12
Publications in the field of responsible management practices - 2014	17
Outreach	21
"Responsibility of a National Champion" – BSIS Report	21
Small Business Development Centre	22
Regional Centre for Energy Policy Research	23
Hungarian Cleaner Production Centre	23
Infrastructure	24
E-learning at Corvinus	24
GreenMetric Ranking of World Universities	25
Acknowledgements	26

## Foreword

The Faculty of Business Administration at the Corvinus University of Budapest signed the Principles of Responsible Management Education in 2010 and published its first Sharing Information on Progress (SIP) report in early 2013. While the Faculty has been active in many sustainability related issues since the early 1990's, the principles of PRME provide structure and additional motivation to our work to carry out our strategic objectives.

Our first SIP report took a historical perspective and introduced the achievements of a longer period. Since then, intensive efforts in several, sustainability related fields, especially teaching and research, have yielded notable results – which we will showcase in this present report.

Over the last year, the Faculty of Business Administration has redefined its mission and core values, which now better reflect our commitment to Sustainable Development and responsible business conduct. To demonstrate our commitment to the six principles of PRME first we introduce these new strategic objectives of the Faculty. Then we describe our activities in the fields of education, research and engagement to be followed by information regarding the infrastructure we use.

## Renewal of Commitment to PRME

*The mission of the Corvinus University of Budapest is the creation of a more liveable world: 'each faculty member, by means of his or her own professional knowledge, should contribute to research enhancing the quality of life'.*

*In May, 2010 the Faculty of Business Administration at the Corvinus University of Budapest expressed its commitment to the Principles of Responsible Management Education. This was an important step along our journey to realise our mission and to integrate the principles of social responsibility and Sustainable Development into all of our activities. Two years ago, we prepared our first Sharing Information on Progress report and continued our work towards our long term objectives.*

*This report introduces our most important achievements since then and expresses our continuous commitment to the implementation of the six principles of PRME for the future.*

*Prof. Zita Zoltay Paprika*

*Dean, Faculty of Business Administration*

## About the Faculty

The Faculty of Business Administration at the Corvinus University of Budapest, with its more than 6500 students in various bachelor, master, MBA and Ph.D. programs is the leading institution of business higher education in Hungary.

We strive to educate *responsible business leaders* and advance knowledge to promote the progress of global business and society in the Hungarian speaking world as well as the broader global community.

Our mission is to ensure quality and impactful research and teaching for the business community and to integrate the best of European business practices with those found elsewhere.

The vision of the Faculty of Business Administration is to continue to be the leading business school in the region, internationally recognized for excellence in education and research.

### ***Our values***

The Faculty of Business Administration is committed to its core values: **responsible leadership**, **sustainable business practices**, and **global orientation**.

*Responsible leadership:* Giving our students the knowledge, skills, and values to encourage them to become responsible leaders in the future with concern for the planet and people, as well as profit.

*Sustainable business practices:* Researching, developing, and promoting social, financial, and environmental approaches that lead to sustainable businesses and communities.

*Global orientation:* Providing education and research that reflects the fast-changing global environment and the need for global citizens.

### ***Our principles***

*Purpose:* We 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.

*Values:* We incorporate into academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

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

*Research:* We 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.

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

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

### ***Organisation of efforts***

Work towards sustainability at the Faculty is coordinated by the Committee for Responsible Management Education and carried out by the institutes and departments dealing with issues directly or indirectly related to the topic. The Institute of Environmental Sciences with its Department of Environmental Economics and Technology continues to be the driving force behind many initiatives in teaching and research. Its efforts are complemented by activities of several research centres (e.g. the Centre for Business Ethics and the Sustainability Indicators Research Centre), other institutes integrating the principles of sustainable development in their curricula and research agenda, as well as organizational units providing research and consultancy services to businesses and the government (e.g. the Regional Centre for Energy Policy Research and the Hungarian Cleaner Production Centre).

## Teaching Responsible Leaders for the Future

During the period of 2013-14 the Faculty continued to provide a wide range of sustainability related courses at all levels of higher education. The following list provides the most important courses addressing business responsibility directly or as a part of the curriculum.

### ***Courses devoted to sustainable development and corporate responsibility***

#### ***Bachelor courses:***

Business Ethics  
Cultural Tourism  
Environmental Economics  
Environmental Economics II.  
Environmental Policy  
Environmental Management  
Corporate Environmental Management  
Case Studies in Sustainable Development  
Corporate Social Responsibility  
CSR Communication  
Ecology

#### ***Other bachelor courses partially covering business and responsibility topics:***

Economic Geography  
Future Studies  
Rural Sociology  
Business Entrepreneurship  
Decision Techniques

***Master courses:***

Corporate Ethical Conflicts  
Environmental Ethics  
Social Entrepreneurship and Social Economy  
Strategisches Denken  
Environmental Economics  
Sustainable and Socially Responsible Enterprise  
Sustainable Development  
Corporate Support of Sustainable Consumption  
Industrial Ecology  
Green Economic Policy  
Eco-Management  
Corporate Environmental Management  
CSR Communication  
Business Ethics, Responsible Enterprise

***MBA courses***

Corporate Sustainability and CSR  
Corporate Environmental Management

***Ph.D. courses***

Environmental Economics  
Environmental Management  
Globalisation and the Future  
Future Studies  
Futures and Values



## ***25 years of teaching environmental issues to business students***

During the late 1980's and early 1990's the changes at the university necessitated by the transition to a market economy urged a number of organisational units of the Faculty to search for new, promising domains within the scope of management sciences. Among other changes, this process led to the foundation of the Department of Environmental Economics and Technology in 1989 led by a group of enthusiastic young professors exploring a field with little tradition in Hungary.

Ever since the first environmental courses were introduced, the Department has played a determining role in Hungarian business education by publishing textbooks used around the country and undertaking research with both theoretical and practical purposes.

The early 2000's was an important period in the life of the Department, since the joining of the European Union necessitated the harmonization of environmental regulation to that of the EU – which required the expertise of the colleagues of the Department.

Starting out with only a few courses offered 25 years ago, the colleagues of the Department are now involved in most business programmes of the Faculty providing important courses in the CEMS MIM programme (including a continuous presence in international block seminars), the executive MBA programme, as well as a number of bachelor and master courses for international students. A successful minor is part of the Department's offer as well as courses provided within the framework of the Master in Regional and Environmental Economics.

Over the years the number of alumni (students studying in one of the minor or major programmes offered by the Department) has risen to several hundred. The Department has a close contact with its former students who play important roles in small and large businesses, national and local government offices and NGOs. An Alumni Day organised in 2013 drew more than 80 former students to a friendly reunion.

Research has also been a major priority within the Department since the beginnings. Resulting publications appear in a number of national and international peer reviewed journals, such as Ecological Economics, the Journal of Consumer Policy, the Journal of Cleaner Production, Progress in Industrial Ecology etc.

The topics covered by the Department have gained much importance over the years both in business practice and in the life of the Faculty – as represented by its new strategic objectives – and are reinforced by international tendencies as well. More and more business schools realise

the significant role of environmental and social issues in business education and organisational units similar to the Department of Environmental Economics and Technology are created around the world.

### ***Participation in Climate-KIC's Pioneers into Practice programme***

Climate KIC is one of three Knowledge and Innovation Communities (KICs) created in 2010 by the European Institute of Innovation and Technology (EIT). Climate KIC is Europe's largest public-private innovation partnership focused on climate change, consisting of dynamic companies, the best academic institutions and the public sector ([www.climate-kic.org](http://www.climate-kic.org)).

The Pioneers into Practice is Climate-KIC's professional mobility programme. Low Carbon Economy professionals from education, research, enterprise and administration join and put into practice their expertise to create new products and services in the field of climate change.

One of the colleagues of the Department has participated in the programme in 2013 working with a major Hungarian energy company and conducting research at the University of Kassel's ClIMA - Kompetenzzentrum für Klimaschutz und Klimaanpassung in Germany.

The Department also hosted three incoming 'pioneers' in the last two years: from Spain, Romania and Poland. Their role at the Department was to advance our understanding of the importance of environmental and sustainability education in business higher education, as well as the contribution to the development of new course materials and research ideas.

The Pioneers to Practice programme has been successful in connecting experts with an environmental interest from the countries of Europe and in generating future cooperation in the field. Both the pioneers and the Department benefited from the joint activities and the Department will consider the hosting of new pioneers in the future if opportunity arises.

## Research activities

With increasing competition on the global market and a need for more scientific results to support international business, research performance is getting more and more important for institutions of business education. The Faculty of Business Administration has always been active in high quality research, which activity is strengthened even more by the requirements of international accreditation bodies including EFMD and AACSB (two of the Faculty's programmes is EPAS accredited and the AACSB institutional accreditation process is under way).

Research activities are decentralised at the Faculty, meaning that each institute/department is responsible for their own research activities, although cooperation between units is encouraged.

Sustainable development and business responsibility are overarching topics, which induce several researchers in a number of organisational units to initiate research projects. The most active in this field are the Institute of Environmental Science, the Institute of Business Economics, the Institute of Marketing and Media and the Institute of Management Science.

National and international publications based on these recent research projects demonstrate the active participation of faculty members and the diversity of topics within the Faculty. Research topics mainly concentrate on two major issues: the sustainability practices of businesses and sustainable consumption. The former includes environmental and sustainability strategy, sustainable supply chain management, environmental marketing, sustainability accounting and reporting and business ethics. Researchers dealing with topics of sustainable consumption concentrate on consumer behaviour and the different determinants of sustainable consumption patterns.

The following pages provide the list of most important scientific publications of the years 2013 and 2014 in the fields of business sustainability and responsible management practices.

The journal 'Vezetéstudomány' (Budapest Management Review) published by the Faculty, the leading academic journal in management sciences in Hungary, puts a strong emphasis on the topics of sustainable development and responsible business conduct – as also demonstrated by the following list.

## ***Publications in the field of responsible management practices - 2013***

### **Articles in peer reviewed journals**

- Alexandra Köves, Gábor Király, György Pataki, Bálint Balázs: Backcasting for Sustainable Employment, *SUSTAINABILITY*, Vol 5, Issue 7
- Alexandra Köves, Gábor Király, György Pataki, Bálint Balázs: Transition to Sustainable Employment, *MANAGING GLOBAL TRANSITIONS*, Vol 11, Issue 2
- Andrea Tabi: Using the stated preference method for the calculation of social discount rate, *SOCIETY AND ECONOMY*, Vol 35, Issue 2
- Boda Zsolt: Some notes on fairness, trust and good governance, *IUSTUM AEQUUM SALUTARE*, Vol 9, Issue 2
- Csutora Mária: A vállalati fenntarthatóság mérésének paradoxonai [The Paradoxons of Measuring Corporate Sustainability], *MAGYAR MINŐSÉG*, Vol 22, Issue 4
- Erzsébet Nováky, Réka Várnagy: Discovering our futures – a Hungarian example, *FUTURES*, Vol 45, January
- Fodor Bea: Kihívások és lehetőségek a hazai megújulóenergia-szektorban [Challenges and Opportunities in the Domestic Renewable Energy Sector], *VEZETÉSTUDOMÁNY*, Vol 44, Issue 9
- Gábor Király, György Pataki, Alexandra Köves, Bálint Balázs: Models of (future) society, *FUTURES*, Vol 51, July
- Kelemen K, Mag Zs, Aszalós R, Benedek Zs, Czúcz B, Gálhidy L, Kovács B, Standovár T, Tímár G: Hazai erdők jövője a klímaváltozás tükrében (The Future of Domestic Forests in Reflection of Climate Change), *TERMÉSZET VILÁGA*, Vol 144, Issue 1
- Kerekes Sándor, Wetzker Konrad: How to teach a complex discipline in a changing environment, the case of sustainability, *JOURNAL OF ENVIRONMENTAL SUSTAINABILITY*, Vol 3, Issue 3
- Mózner Z: A consumption-based approach to carbon emission accounting - sectoral differences and environmental benefits, *JOURNAL OF CLEANER PRODUCTION*, Vol 42
- Mózner Z, Csutora M: Designing lifestyle-specific food policies based on nutritional requirements and ecological footprints, *SUSTAINABILITY: SCIENCE, PRACTICE AND POLICY*, Vol 9, Issue 2

- Tabi Andrea: Does pro-environmental behaviour affect carbon emissions?, ENERGY POLICY, Vol. 63
- Zsóka A, Szerényi ZM, Széchy A, Kocsis T: Greening due to environmental education? Environmental knowledge, attitudes, consumer behavior and everyday pro-environmental activities of Hungarian high school and university students, JOURNAL OF CLEANER PRODUCTION, Vol 48
- Hofmeister Tóth Ágnes, Kasza-Kelemen Kata, Piskóti Marianna: Give a little, Gain a Lot, GLOBAL BUSINESS AND ECONOMICS ANTHOLOGY, Vol 2, December
- Hofmeister Tóth Ágnes, Kasza-Kelemen Kata, Piskóti Marianna: A környezetbarát fogyasztói magatartás formái, motivációi és a háttérükben álló pszichográfiai tényezők vizsgálata Magyarországon [Forms and motivations of environmentally aware consumer behaviour and the analysis of psychographic factor behind them in Hungary], MARKETING ÉS MENEDZSMENT, Vol 47, Issue 3
- Hofmeister Tóth Ágnes, Katalin Eibel-Spányi: The impact of values on consumer behavior, INTERNATIONAL JOURNAL OF ECONOMICS AND BUSINESS RESEARCH, Vol 5, Issue 4

#### **Books, book chapters, conference proceedings and research papers**

- Benedek Zs: On the potential policy use of biodiversity indicators, research paper
- Boda Zsolt: Legitimitás, bizalom, együttműködés [Legitimacy, trust, cooperation], Budapest: Argumentum
- Boda Zsolt, Fekete László, Zsolnai László: Gazdasági etika [Business Ethics], Budapest, BCE
- Csáki Csaba, Jámbor Attila: A világ mezőgazdasági és élelmezési helyzete, kihívásai [State and Challenges of the World's Agriculture and Food Supply] In: Kiss J (ed.): Az élelmezésbiztonság világgazdasági dimenziói [World Economic Dimensions of Food Security]
- Csutora Mária, Zsóka Ágnes: Are Green Consumers Happier Consumers? In: Julia Backhaus, Sylvia Lorek (ed.): Bridging Across Communities and Cultures Towards Sustainable Consumption
- Fabók Veronika, Kalóczkai Ágnes, Kovács Eszter, Pataki György: Ecosystem services trade-offs from a historical perspective, In: ESEE 2013, Ecological Economics and Institutional Dynamics

- Gábor Harangozó: Measuring subjective welfare - subjective wellbeing indicators, research paper, Corvinus University of Budapest, Department of Environmental Economics and Technology
- Gábor Harangozó, Gyula Zilahy: Cooperation of Business and Non-Governmental Organizations towards Sustainable Development, research paper, Corvinus University of Budapest, Department of Environmental Economics and Technology
- Gábor Harangozó, Anna Széchy, Gyula Zilahy: Corporate footprint indicators - a review of current practices, research paper, Corvinus University of Budapest, Department of Environmental Economics and Technology
- Jankuné Kürthy Gyöngyi, Kőnig Gábor, Mizik Tamás, Szabó Márton: Közép-Kelet Európa élelmiszerbiztonsága [Food Security in Central and Eastern Europe], In: Ed.: Kiss J: Az élelmiszerbiztonság világgazdasági dimenziói [World Economic Dimensions of Food Security]
- József Tóth: Trust – Networking – Innovation in the Hungarian Food Chain, In: XXII Conference of Agrarian Perspectives: Development Trends in Agribusiness, Czech University of Life Sciences Prague
- József Tóth: Trust - Networking – Innovation, In: Ion Popa, Cosmin Dobrin, Carmen Nadia Ciocoiu (ed.) Proceedings of the 7th International Management Conference
- Kalóczkai Ágnes, Pataki György, Kelemen Eszter, Fabók Veronika, Kovács Eszter, Kovács-Krasznai Eszter, Balázs Bálint: Land Use Conflicts in Protected Agro-ecosystems: Exploring and Interpreting the Dynamics of Actors and Factors, In: ESEE 2013, Ecological Economics and Institutional Dynamics
- Király Gábor, Pataki György, Köves Alexandra, Balázs Bálint: Models of (future) society: Bringing social theories back in backcasting, In: ed.: Crisis, critique and change: abstract book
- Kovács Eszter, Mihók Barbara, Kalóczkai Ágnes, Kelemen Eszter, Margóczy Katalin, Pataki György, Gébert Judit, Málovics György: Can we better understand land-use conflicts by linking ecosystem services trade-offs with stakeholders and scales? In: ESEE 2013, Ecological Economics and Institutional Dynamics
- Kulcsár Noémi, Irimiás Anna Rita: Understanding motivations and consumers' value, In: Active Countryside Tourism Conference

- László Zsolnai (ed.): Handbook of business ethics, Bern: Peter Lang International Academic Publishers
- László Zsolnai: Post-materialistic business, In: ed.: Maurizio Zollo, Renata Mele: The shared value debate
- Michalkó G, Rátz T (ed.): Jó(l)lét és turizmus [Well Being and Tourism], Székesfehérvár; Budapest:Kodolányi János Főiskola; MTA CSFK Földrajztudományi Intézet; Magyar Földrajzi Társaság
- Michalkó G, Rátz T: Turizmus a boldogság fókuszában [Tourism in the Focus of Happiness], In: ed.: Michalkó G, Rátz T: Jó(l)lét és turizmus [Well Being and Tourism]
- Stefan Schaltegger, Dorli Harms, Jacob Hörisch, Sarah Elena Windolph, Roger Burrit, Amanda Carter, Stacey Truran, Nathalie Crutzen, Amel Ben Rhouma, Maria Csutora, Andrea Tabi, Katsuhiko Kokubu, Hirotosugu Kitada, Mohammad Badrul Haider, Jong Dae Kim, Ki-Hoon Lee, Jose M. Moneva,, Eduardo Ortas, Igor Alvarez-Etxeberria, Claus-Heinrich Daub , Jörg Schmidt, Christian Herzig, John Morelli: International corporate sustainability barometer Lüneburg:Centre for Sustainability Management (CSM) at Leuphana University Lüneburg
- Zsolt Boda: International ethics and globalization, In: ed.: László Zsolnai, Handbook of business ethics
- András Nemeslaki, László Duma: Of Aluminium, Recycling and the Homeless, In: 2013 EGPA Annual Conference
- Kő Andrea, Gábor András, Szabó Zoltán: Policy making improvement through social learning, LECT NOTES COMPUT SCI, 8061 LNCS
- Hofmeister Tóth Ágnes, Kelemen Kata, Piskóti Marianna: Give a little, gain a lot: Volunteerism in Hungary, Business and Economics Society International Conference, Monte Carlo, Monaco, 2013
- Hofmeister Tóth Ágnes, Kasza-Kelemen Kata, Piskóti Marianna: A környezetbarát fogyasztói magatartás formái, motivációi és a háttérükben álló pszichográfiai tényezők vizsgálata [Forms and motivations of environmentally aware consumer behaviour and the analysis of psychographic factor behind], MOK Conference, Budapest
- Piskóti Marianna: Nature and Self, the Presence of Environmental Identity in Narratives in Hungary, GLOBAL BUS ECON ANT, Vol 1
- Kazainé Ónodi Annamária: Környezettudatos gondolkodás az egyetemi hallgatók körében [Environmental aware thinking of university students], In: ed.: Ferencz Á: Gazdálkodás és Menedzsment Tudományos Konferencia [Business and Management Scientific Conference]

- Kazainé Ónodi Annamária: A környezettudatos vállalati működés a nemzetközivé válás folyamatában [Environmentally aware operations in the process of becoming international], In: ed.: Ferencz Á, Gazdálkodás és Menedzsment Tudományos Konferencia [Business and Management Scientific Conference]
- Köves Alexandra, Király Gábor, Pataki György, Balázs Bálint: Back from the future: Defining sustainable employment through backcasting, In: Ecological Economics and Institutional Dynamics
- Tátrai Tünde: Ethical public procurement, ERA FORUM, Vol. 14, Issue 1
- Tátrai Tünde: Sustainable Public Procurement in Hungary - County Report, EPPPL, 2013/1
- Vörösmarty Gyöngyi, Dobos Imre: Is there a real development in sustainability, In: ed.: Pawar K S, Rogers H: Resilient Supply Chains in an Uncertain Environment
- Drótos György, Móricz Péter: Returpack: A sörösdobozok újrafelhasználásának integrátora [Returpack: The integrator of beer can recycling] Corvinus University of Budapest, research paper, Budapest
- Felsmann Balázs: A zöld áram rögös útja [The rough journey of green electricity], FENNTARTHATÓ FEJLŐDÉS PLUSZ, 2013
- Kerekes Sándor: Hol a kiút a zsákutcából? [What is the Way out of the Dead End?], FENNTARTHATÓ FEJLŐDÉS PLUSZ, No. 2

### **Dissertations**

- Ásványi Katalin: A komolyzene vállalati támogatásának útvesztői [Competing for corporate support: the classical music case], Ph.D. dissertation
- Vetőné Mózner Zsófia: Úton a fenntartható élelmiszer-fogyasztás felé? [Towards Sustainable Food Consumption?], Ph.D. dissertation



## ***Publications in the field of responsible management practices - 2014***

### **Articles in peer reviewed journals**

- Szilas Roland Ferenc: The serving organisation and leadership for sustainable human development, *WORLD REVIEW OF ENTREPRENEURSHIP MANAGEMENT AND SUSTAINABLE DEVELOPMENT*, 01/2014
- Barna Zsolt, Gelei Andrea: A szénlábnyom mérése [The measurement of the carbon footprint], *VEZETÉSTUDOMÁNY*, Vol LV, 8 July
- Dobos Imre, Vörösmarty Gyöngyi: Green supplier selection and evaluation using DEA-type composite indicators, *INTERNATIONAL JOURNAL OF PRODUCTION ECONOMICS*, Vol. 157 (2014)
- Görbe Szabina, Gelei Andrea: „Mennyit ér” a fenntarthatóság? [How much does sustainability worth?], *VEZETÉSTUDOMÁNY*, Vol. LV, 8 July
- Kenesei Zsófia, Bernschütz Mária: A zöldmarketing alkalmazásának lehetőségei a reklámokban [The potential of green marketing in advertising], *MARKETING ÉS MENEDZSMENT*, Vol. 48, Issue 3
- Köves Aleandra, Mandják Tibor: Úton egy fenntartható gazdasági paradigma felé - A komplexitás befogadása a hálózati elméleteken keresztül [On the way to a sustainable economic paradigm – the acceptance of complexity through network theories], *VEZETÉSTUDOMÁNY*, Vol. 45, 8 July
- Sudbury-Riley L, Hofmeister-Toth A, Kohlbacher F: A cross-national study of the ecological worldview of senior consumers, *INTERNATIONAL JOURNAL OF CONSUMER STUDIES*, Vol. 38, Issue 5
- Andrea Tabi, Stefanie Lena Hille, Rolf Wüstenhagen: What makes people seal the green power deal? -- Customer segmentation based on choice experiment in Germany, *ECOLOGICAL ECONOMICS*, Vol 107
- Ásványi Katalin: A komolyzenére irányuló CSR vállalati megítélése [Corporate opinion about CSR supporting classical music], *MARKETING ÉS MENEDZSMENT*, Vol. 48, Issue 1
- Benedek Zs: On the potential policy use of some selected biodiversity indicators, *JOURNAL OF FOREST SCIENCE*, Vol. 60, Issue 2
- Benedek Zs: A rövid ellátási láncok környezeti hatásai [The environmental impacts of short supply chains], *MAGYAR TUDOMÁNY*, Vol. 175, Issue 8
- Csutora Mária, Vetőné Mózner Zsófia: Consumer income and its relation to sustainable food consumption - obstacle or opportunity? *INTERNATIONAL JOURNAL OF SUSTAINABLE DEVELOPMENT AND WORLD ECOLOGY*, Vol. 21, Issue 6
- Fertő I, Varga Á: A jóllét területi különbségei Magyarországon [The spatial differences of welfare in Hungary], *STATISZTIKAI SZEMLE*, Vol. 92, Issue 10

- Győri Zsuzsanna, Ócsai András: Ecologically-oriented enterprises in Hungary, WORLD REVIEW OF ENTREPRENEURSHIP MANAGEMENT AND SUSTAINABLE DEVELOPMENT, Vol. 10, Issue 1
- Harangozó G, Zilahy G: Cooperation between business and non-governmental organizations to promote sustainable development, JOURNAL OF CLEANER PRODUCTION, Vol. 89
- Harangozó Gábor, Marjainé Szerényi Zsuzsanna: Mennyit ér a zajterhelés csökkenése? [How much does it worth to reduce noise pollution?] KÖZGAZDASÁGI SZEMLE, Vol. 61, Issue 1
- J Jäger, M D A Rounsevell, P A Harrison, I Omann, R Dunford, M Kammerlander, G Pataki: Assessing policy robustness of climate change adaptation measures across sectors and scenarios, CLIMATIC CHANGE, 2014
- Knut J. Ims, Laszlo Zsolnai: Ethics of social innovation, SOC BUS REV, Vol.9, Issue 2
- Köves Aleandra: Fenntarthatóság és foglalkoztatás [Sustainability and employment], MUNKAÜGYI SZEMLE, Vol. 58, Issue 5
- Málóvics György, Mihók Barbara, Pataki György, Szentistványi István, Roboz Ágnes, Balázs Bálint, Nyakas Szabolcs: Részvételi akciókutatással a társadalmi kirekesztés ellen: egy szegedi példa tanulságai [Participatory action research against social exclusion: experiences of an example in Szeged], TÉR ÉS TÁRSADALOM, Vol. 28, Issue 3
- Mária Csutora, Ágnes Zsóka: May spirituality lead to reduced ecological footprint? WORLD REVIEW OF ENTREPRENEURSHIP MANAGEMENT AND SUSTAINABLE DEVELOPMENT, Vol. 10, Issue 1
- Mária Csutora, Zsófia Vetőné Mózner: Proposing a beneficiary-based shared responsibility approach for calculating national carbon accounts during the post-Kyoto era, CLIMATE POLICY, Vol. 14, Issue 5
- Mezősi András: Drága-e a megújuló? [Is renewable energy expensive?], VEZETÉSTUDOMÁNY, Vol. 45, 8 July
- Pollmann Olaf, Podrutzik Szilárd, Fehér Orsolya: Social acceptance of renewable energy: Some examples from Europe and Developing Africa, SOCIETY AND ECONOMY, Vol. 36, Issue 2
- Vetőné Mózner Zsófia: A fenntartható élelmiszer-fogyasztás lehetőségei [The potentials of sustainability food consumption], MAGYAR TUDOMÁNY, Vol. 175, Issue 6
- Vetőné Mózner Zsófia: Fenntartható élelmiszer-fogyasztás? - Lehetőségek az ökológiai lábnyom csökkentésére a magyar lakosság körében [Sustainable food consumption? – Potentials to reduce the ecological footprint of the Hungarian households], VEZETÉSTUDOMÁNY, Vol. 45, 8 July
- Vetőné Mózner Zsófia: Sustainability and consumption structure: environmental impacts of food consumption clusters. A case study for Hungary, INTERNATIONAL JOURNAL OF CONSUMER STUDIES, Vol. 38, Issue 5

- Vetőné Mózner Zsófia: Az élelmiszer-fogyasztás szerkezete és környezeti hatása Magyarországon [The structure and environmental impacts of food consumption], *MARKETING ÉS MENEDZSMENT*, Vol. 48, Issue 3
- Zsolnai L: Responsible social science in the age of economic crisis, *HUMAN SYSTEMS MANAGEMENT*, Vol. 33, 2 January

### **Books, book chapters, conference proceedings and research papers**

- Drótos György, Móricz Péter: *Returpack: The integrator of the beverage can recycling process*, Corvinus University of Budapest, Budapest
- Felsmann Balázs: Az elektromos járművek elterjedésének energiapiaci hatásai [Energy market effects of the widespread use of electric vehicles], In: ed.: Szakál Anikó I. Conference of Energetics „Energy strategies"
- Felsmann Balázs: A tiszta lemarad? [The clean stays behind?], *FENNTARTHATÓ FEJLŐDÉS PLUSZ*, 2015
- Dobos Imre, Vörösmarty Gyöngyi, Gelei Andrea (ed.): *Chikán Attila, Green Supply Chain Practices*, Budapest: ISIR
- Gelei Andrea, Dobos Imre: The role of trust in sustainable business relationships - an empirical research using dyadic data analyses, 30th Annual IMP Conference, Bordeaux
- Pataki György, Szántó Richárd, Matolay Réka: CSR online and in real terms, In: ed.: Adi Ana, Crowther David, Grigore Gregoriana: *Corporate social responsibility in the digital media age*
- Vörösmarty Gyöngyi, Dobos Imre: Fenntarthatósági szempontok beépítése a beszállítóértékelésbe a DEA/CI összetett indikátorok módszere alkalmazásával [Integrating sustainability aspects into supplier evaluation with the use of the DEA/CI method of complex indicators], *VEZETÉSTUDOMÁNY*
- Vörösmarty Gyöngyi: Zöldbeszerzési gyakorlat egy hazai felmérés tükrében [Green purchasing practices in the light of a Hungarian survey], In: ed.: Doór Zoltán, Duleba Szabolcs: *Logistics handbook*
- Hofmeister Tóth Ágnes, Kasza-Kelemen Kata, Piskóti Marianna: Másokért tenni - Önkéntesség Magyarországon [To help others – volunteerism in Hungary], In: ed.: Hetesi Erzsébet, Révész B: "Marketing megújulás"
- Neulinger Ágnes, Piskóti Marianna: Fiatal véleményvezérek a családban azaz a fiatal felnőttek befolyása a család környezettudatosságára [Young opinion leaders in the family – the influence of young adults on the environmental awareness of families], In: ed.: Hetesi Erzsébet, Révész B: "Marketing megújulás"
- Piskóti Marianna: A környezeti kötődés meghatározása és kapcsolata a környezeti attitűddel [The determination of environmental bonding and its relationship to environmental attitudes], In: ed.: Hetesi Erzsébet, Révész B: "Marketing megújulás"

- Anna Széchy: Environmental Innovations in the Hungarian Manufacturing Sector, EDAMBA JOURNAL, Vol. 11
- Fekete László: Regulatory Roadblocks to Environmental Sustainability, In: ed.: Barbara Fryzel: The True Value of CSR
- Jászberényi Melinda: A közlekedés fenntarthatósága - közösségi közlekedés jövője, In: ed.: Jeney László, Hideg Éva, Tózsá István: Jövőföldrajz
- Kerekes Sándor: Fenntartható társadalom [Sustainable societies], FENNTARTHATÓ FEJLŐDÉS PLUSZ, 3
- Kerekes Sándor: Miért nem teszünk a Földért? [Why don't we act for the planet?], VILÁGGAZDASÁG, Vol. 46, Issue 118
- Kiss Veronika, Kristina Vilimaite: Gaining profit while conserving nature through multi-stakeholder partnership, In: Program of Poster Exhibition, World Resource Forum, 2014
  
- Mária Csutora, Sándor Kerekes, Andrea Tabi: Sustainability Management in Hungary, In: ed.: Stefan Schaltegger, Sarah Elena Windolph, Dorli Harms, Jacob Hörisch: Corporate Sustainability in International Comparison
- Sándor Kerekes: The economic evaluation of water reserves, In: ed.: Molnár Gábor, Farkas Sándor Interaction of Natural and Social Processes in Shallow Lake Areas

## Outreach

Being the largest institution of business higher education in Hungary, many colleagues of the Faculty of Business Administration play important roles in national and regional professional organisations, public institutions and business associations. Faculty members are also involved in consulting activities towards both large corporations and Small and Medium Sized Enterprises.

### ***“Responsibility of a National Champion” – BSIS Report***

The Business School Impact Survey (BSIS) was piloted at the Corvinus University of Budapest by the Faculty of Business Administration in 2013. Our Faculty was selected to become one of the 3 institutions in Europe that had the opportunity to experiment with the new tool developed by the European Foundation for Management Development (EFMD) and Nationale pour l’Enseignement de la Gestion des Entreprises (FNEGE).

The BSIS looks at a great diversity of stakeholders in order to measure the tangible and intangible benefits of the given school in its local environment. CUB FBA engaged in collecting data about its impact in Hungary with regard to:

- the economic and financial impact leveraged through its own and its alumni’s activity,
- the regional community by providing resources to companies, generating knowledge and open lectures to public, participation in professionals bodies,
- the attractiveness and image of Hungary generated by CUB and its local and international students.

Via an internal data collection process and an extensive interviewing with internal and external stakeholders the FBA has received new and comprehensive insights into its impacts and how these are communicated to the external environment. Both the factual results of the survey and learning points about the FBA’s relationships with stakeholders were fruitful.

The FBA has also provided a detailed feedback relating to the applicability, processes and datasheets of the BSIS tool to EFMD.

The BSIS report compiled by the EFMD about CUB FBA was titled “Responsibility of a National Champion” and introduced in the EFMD Conference for Deans & Directors General of EFMD in January 2014 and published later that year.

A couple of organisational units of the Faculty are especially notable, because besides their academic duties in teaching and research, they have also built good relationships with different groups and institutions of society.

### ***Small Business Development Centre***

The Small Business Development Centre (SBDC) dating back to 1989 builds on the intellectual capacity of the Faculty and its national and international reputation to carry out the following tasks.

With the help of its national and international network, the SBDC promotes the interaction and cooperation between the representatives of science and practice, as well as between higher education and the business sphere in order to assist in disseminating the results of national and international research project.

An important part of the work of the Centre is to identify and acquire financial resources for research in the field, as well as to provide education to students interested in entrepreneurship.

The SBDC also serves as an advisory body for economic and political decision-makers, for institutional entities dealing with SMEs, for organizations representing business interests, and for the enterprise sector itself.

The SBDC, as member and organizer of national and international trainings and research projects in entrepreneurship actively participates in the development of knowledge and business culture of SME’s in Hungary.

### ***Regional Centre for Energy Policy Research***

The aim of the Regional Centre for Energy Policy Research (REKK) is to provide professional analysis and advice on networked energy markets that are both commercially and environmentally sustainable. The Centre has performed comprehensive research, consulting and teaching activities in the fields of electricity, gas and carbon-dioxide markets since 2004. Analyses range from the impact assessments of regulatory measures to the preparation of individual companies' investment decisions.

### ***Hungarian Cleaner Production Centre***

The Hungarian Cleaner Production Centre started its operations in the second half of the 1990's at the Department of Environmental Economics and Technology. As an organisational unit relying on national and international projects, the Centre has undertaken consulting and survey activities within the framework of the UNEP/UNIDO network of cleaner production centres, as well as various programmes of the European Union.

The mission of the Centre is to promote modern methods of environmental protection in the business sector, i.e. to foster preventative approaches as well as the principles of industrial ecology and reduce the role of end-of-pipe measures in the economy.

During its activities, the Centre regularly approaches businesses in order to help improve their environmental and social performance. The Centre organises conferences, workshops and trainings, which provide a platform for discussion between businesses, NGOs, policy makers and academia.

Two recent projects managed by the Centre named 'ACT-CLEAN' and 'PRESOURCE' (financed by the EU's CENTRAL EUROPE Programme) concentrated on the potentials of resource efficiency, and the methods available to SMEs to improve it.

## Infrastructure

The facilities of the Faculty of Business Administration are conveniently located in the centre of Budapest, the capital city of Hungary. This location has several implications for the sustainability efforts of the campus.

On one hand, transportation needs of both students and faculty are mainly served by public transportation. The buildings of the Faculty are located in the immediate proximity of bus and tram lines and the new underground line, which started operations in 2014 also stop just in front of the main building. Many students and faculty take a bicycle to reach the premises and a new public bike system – with a dedicated ‘Corvinus’ pick-up station – also offers easy access to the university.

On the other hand, park area is limited around the campus – although efforts have been made to accommodate student needs by reducing car driving in the surrounding streets.

The spectacular main building of the university has been constructed between 1871 and 1874 and serves well its many functions including the organisation of conferences and other representative events. Although originally not built according to high energy efficiency standards, the university invested heavily in its modernisation (e.g. the insulation of windows and doors). Two of the buildings also feature a waste selection system, which has been operational for a couple years.

The new building of the campus provides state-of-the art facilities to both students, professors and the administrative staff of the university.

### ***E-learning at Corvinus***

The Faculty of Business Administration played a pioneering role in introducing e-learning services at the university in 2009 with the development of the open-source platform, Moodle. While the service is available to the whole university, FBA is still its biggest user: during the autumn term of 2014 more than 6200 FBA users (including students and professors) used Moodle for course administration, document sharing and teacher-student communication. Parallel to Moodle, colleagues of the Faculty can also take advantage of the Coospace platform, which facilitates interactive, on-line learning and cooperation.



The widespread use of e-learning services significantly diminishes paper consumption and printing costs. Case studies and other learning materials are not printed any more, but uploaded to the Moodle system. The students can also upload their homework and assignments, which also has a positive environmental impact.

After more than five years of successful operation, however, the further development of the e-learning activities of CUB became important. The University Senate passed a decision about the renewal of the e-learning strategy to enhance international competitiveness of CUB in the long run.

### ***GreenMetric Ranking of World Universities***

In 2014 the Corvinus University of Budapest took part in the GreenMetric Ranking initiated by the Universitas Indonesia for the second time.

The aim of the ranking is to provide information regarding the current conditions and policies related to greening the campus and other sustainability initiatives in universities all over the world. While the ranking includes information about teaching activities in the field of sustainable development, the final results are determined most of all by factors relating to campus infrastructure.

Data relating to climate change, energy and water conservation, waste recycling and green transportation form the backbone of the evaluation, which is thus largely influenced by the specific location and natural environment of the institutions.

Even though the result of the survey is based on factors, which can be influenced only in the long term, the Corvinus University of Budapest managed to slightly improve its position on the ranking compared to the previous year.

## Acknowledgements

This report was prepared by the Committee for Responsible Management Education of the Faculty of Business Administration at the Corvinus University of Budapest with the help of interested students and faculty members.

Chair of the Committee:

Gyula Zilahy, associate professor, Department of Environmental Economics and Technology

We are grateful to all who have contributed to the preparation of this report and to the success of work towards Sustainable Development at the university as described in this report, especially to:

Gábor Harangozó, Department of Environmental Economics

Marianna Piskóti, Department of Marketing Research and Consumer Behaviour

Réka Matolay, Department of Decision Sciences and

Ágnes Urbán, Department of Infocommunication

For further information on our activities, please, visit our web pages at:

[www.uni-corvinus.hu](http://www.uni-corvinus.hu) or contact Dr. Gyula Zilahy at the following e-mail address:  
[gyula.zilahy@uni-corvinus.hu](mailto:gyula.zilahy@uni-corvinus.hu)