RENEWAL OF COMMITMENT TO THE PRME

Warsaw School of Economics (SGH) expressed its commitment to PRME on December 18, 2008 and is still committed to the PRME principles very much by developing new courses, programmes, research and seminars both locally and internationally.

SGH will continue to support all activities related to PRME values and has an ambition to be the leader of CSR in its own academic activity, as well as in promoting CSR principles in the society encouraging academic institutions, companies and other stakeholders to adapt them.

We are also aware of the fact that in order to fulfil this mission, our own organizational practices should serve as an example of the values and attitudes. That is why we would like to place more emphasis on conveying PRME principles to our staff and students.

Prof. Adam Budnikowski
SGH Rector

Warsaw, July 18, 2012
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WARSAW SCHOOL OF ECONOMICS PROGRESS ON THE PRME

GENERAL OVERVIEW

SGH is the oldest university of economics and management in Poland. As it seeks to impart a European dimension to its academic activity, SGH combines an over century-long tradition with engagement in the contemporary world and the pursuit of future challenges.

In its educational endeavours, the School seeks to provide students with the latest knowledge, solid working skills and a sense of responsibility towards the society. In its research activities, SGH is guided by respect for the truth and usefulness to the society. The University conducts both its educational and research activities in the field of economics and managerial sciences drawing on the achievements of other social sciences.

Graduates of SGH, equipped with the latest general and specialized knowledge, make a significant contribution to economic, social and political life in Poland and abroad. Together with academic and administrative staff, students and representatives of milieus connected with the School, they create the image of SGH, promoting its achievements and realizing its mission together.

PRINCIPLE 1 & 2/ PURPOSE AND VALUES

Based on the two principles, we develop general capabilities of students to be future generators of sustainable value for business and society by incorporating CSR into curricula of several, both core and elective courses. Examples of courses that place special emphasis on CSR include:

- Organizational Behaviour,
- Ethics and Institutions in the Global Economy,
- Entrepreneurship,
- Marketing Strategy,
- Negotiations.

To provide students with practical aspects of social responsibility in business, guest speakers are invited to deliver presentations on a selected topic or to conduct part of a course.

Two projects can serve as prominent examples of activities of the faculty members of the Warsaw School of Economics in the field of CSR. These projects are entitled:

1. “Increasing competitiveness of regions through CSR” – a project co-financed by Switzerland within the Swiss programme of cooperation with the new EU Member States. At SGH it is coordinated by dr. Justyna Szumniak-Samolej;
2. “Corporate Social Responsibility Across Europe: Trade Union Perpsectives” – a project co-ordinated by Royal Holloway University of London. The coordinator at SGH is dr. Jan Czarzasty.
Another form of the above mentioned activity is participation of the faculty members in national and international, professional organisations, inter alia:

1. Professor Piotr Płoszański – a member of the Scientific Council of RESPECT – the organisation responsible for the globally unique index of CSR of companies quoted on the Warsaw Stock Exchange.
2. Professor Tomasz Dołęgowski – a member of European SPES Forum and Caux Round Table – Poland.

PRINCIPLE 3 / METHOD

Within the last two years, since the submission of our last report, many new initiatives concerning CSR have emerged at SGH. These include:

1. Creating five types of postgraduate, non-degree, studies, aimed at candidates who want to gain or increase their knowledge concerning CSR. 6 and 8-hour series of classes have been included in their programmes.

The above mentioned postgraduate studies are:

a) Postgraduate Studies in the Theory and Practice of CSR.
b) Postgraduate Studies in Fundraising and Management of NGOs (cooperation with NGOs from the perspective of an enterprise, 6 hours).
c) Postgraduate Studies in Management of Corporate Reputation (CSR and its impact on reputation of a company).
d) Postgraduate Studies in Management of luxury brands and goods (PR as a tool of creating luxury brands. Importance of CSR in creation of the image of luxury brands, 8 hours).
f) Postgraduate Studies in Public Relations and Strategic Communications in Enterprises (including a 6-hour module: “Corporate Social Responsibility” by dr. Joanna Żukowska).

2. Apart from that, CSR issues are included as parts of single lectures, such as Ethics or Sustainable Growth. Examples of the lectures are listed below:

a) CEMS MIM course: “Climate Change Policy and Model UNFCCC”,
b) Professor T. Dołęgowski:
   - Ethics and Institutions in Economy,
   - International Business Ethics (CEMS),
   - Institutional Economics,
   - International Competitiveness of an economy,
   - Globalization and Regionalization in International Relations,
c) Dr Grzegorz Szulczewski, Business Ethics,
d) Professor P. Jeżowski, Strategies of Sustainable Growth,
e) Dr. E. Jastrzębska, Strategies of Sustainable Growth,
3. For several years, at SGH there have been also two student scientific associations, whose aim is to implement CSR ideas into business practice:

   a) Student scientific association of research on competitiveness (supervisor: Professor T. Dołęgowski).
   b) Student scientific association of sustainable growth - OIKOS (supervisor: dr Ewa Taylor).

   Those associations do research and organize meetings with economic practitioners.

**PRINCIPLE 4 / RESEARCH**

The scope of research conducted at SGH is comprehensive and shows great scientific potential of single chairs and departments of the University. CSR research is focused mainly in four collegia, such as: the Collegium of the World Economy, the Collegium of Management and Finance, the Collegium of Business Administration and the Collegium of Socio-Economics. Research areas within CSR itself reflect rich diversity of scientific interests of the faculty members.

I. Research projects:

   a) Grants and statutory research:
      i. Collegium of Business Administration:
         1. Chair of Investments and Real Estate Properties:
            ● Responsible investing on the real estate market - barriers and opportunities for investors.
      ii. Collegium of the World Economy:
         1. Institute of International Management and Marketing:
            ● CSR in Poland: effectiveness of customer-oriented enterprises.
         2. Chair of Marketing Strategies:
      iii. Collegium of Management and Finance:
         1. Chair of Finance:
            ● Perspectives of development of socially responsible investments in Poland.
         2. Chair of the Theory of Management:
            ● CSR in a modern economy.
      iv. Collegium of Socio-Economics:
         1. Chair of the Local Government and Development
            ● Sustainable urban metabolism for Europe (dr. Maciej Borsa), the project conducted within the EU’s 7 Framework Programme.
II. Publications

In the last two years, three major publications concerning specifically CSR were issued. These are collective publications of various authors interested in CSR. Apart from that, there are also chapters on CSR in books concerning wider issues. Next publications are being prepared.

Activities of the faculty members relating to publications on CSR are very intensive. Dr. J. Szumniak-Samolej and dr. E. Jastrzębska are the leaders in this matter, however other researchers also have prepared several publications each, concerning this domain.

1. Books:


2. Research papers and chapters:

   **Dr. Ewa Jastrzębska**


Dr. Justyna Szumniak-Samolej


Dr. Rafał Mrówka

II. Participation in scientific conferences


III. Doctoral defences:

1. Dr. Justyna Szumniak-Smolej, „CSR in the age of social media”
2. Jacek Dymowski, „Economic effects of CSR on the basis of the RESPECT index” (thesis after the reviews)

**PRINCIPLE 5/ PARTNERSHIP AND PRINCIPLE 6/ DIALOGUE:**

The project entitled: “Business Leaders on the Future” run by the Department of the Theory of Management is an outstanding example of implementation of the principle 5 and 6. The project is aimed at managers interested not only in achieving business goals, but also in active creation of the future. So far, three meetings have taken place and they were devoted to issues such as organisational and technological challenges of the future and possible scenarios of development. The discussion concerned topics such as borders between poverty and wealth (“the equal and more equal”) and consequences of existing divergences in the world (“the loop of globalisation”).

In the recent years, at SGH there has been a considerable increase in activities connected with conferences and seminars concerning CSR. The Department of the Theory of Management, with its director – professor Piotr Płoszajski, is again the distinctive leader. It organises, in cooperation with the Department of Sociology and Social Policy (Wrocław University of Economics), a nation-wide conference on CSR.

**FUTURE PERSPECTIVES/ KEY OBJECTIVES**

Last year, apart from an increase in activities concerning implementation of CSR into practice of functioning of the University, two significant initiatives emerged which have created optimistic outlooks:
1. in the Collegium of Socio-Economics, there is an initiative of creating a study specialisation on CSR. The decision in this matter should be taken in the autumn, this year.
2. the Centre of CSR Research is planned to be created at SGH in this year’s autumn, which should contribute to coordination of actions concerning CSR taken so far at the School.

A support from the PRME community can significantly help us to achieve our key objectives for next 24 months. This aid could, for instance, take the form of:
1. Providing us with the latest information of common initiatives, e.g. via e-mails to the contact person at SGH. We especially mean the initiatives concerning participation of SGH in consortia of international research and educational projects concerning CSR.
2. Granting us access to research papers and materials as dissemination of research findings of the PRME community.

ADDENDUM

List of persons dealing with CSR at SGH:

1. Prof. Grażyna Aniszewska, head of the post-graduate study programme in the field of CSR, Department of the Theory of Management,
2. Dr. Maria Aluchna, Department of Theories of an Organisation,
3. Dr. Eliza Chilimoniuk-Przeździecka, Institute of International Economics,
4. Dr. Jan Czarzasty, Department of Economic Sociology
5. Prof. Tomasz Dółęgowski, Head of the Institute of International Competitiveness and Ethics in World Economy
6. Dr. Teresa Dudzik, Institute of International Management and Marketing,
7. Dr. Marcin Jarosław Geryk, Collegium of Management and Finance,
8. Prof. Jolanta Gladys-Jakóbiłk, Head of the Department of Sociology,
9. Dr. Ewa Jastrzębska, Department of Environmental and Resources Economics,
10. Prof. Piotr Jeżowski, Chair of Environmental Economics and Natural Resources,
11. Dr. Anna Kozłowska, Department of Sociology,
12. Dr. Andżelika Kuźniar, Institute of International Economics,
13. Grażyna Leśniak-Łebkowska, Department of Management in Economy,
14. Dr. Dominika Mirona, Institute of International Management and Marketing.
15. Dr. Rafał Mrówek, Department of the Theory of Management,
16. Maria Roszkowska-Śliz (collaborator of the Responsible Business, registrar of the post-graduate study programme on CSR at SGH),
17. Dr. Justyna Szumiak, Department of the Theory of Management,
18. Prof. Piotr Płoszajski, head of the Department of the Theory of Management,
19. Dr. Maria Roszkowska-Śliz, Department of the Theory of Management,
20. Prof. Andrzej Sznajder, Institute of International Management and Marketing,
21. Dr. Grzegorz Szulczewski, Department of Philosophy,
22. Dr. Justyna Szumiak-Samolej, Department of the Theory of Management,
23. Dr. Ewa Taylor, Department of Economic Geography,
24. Dr. Piotr Wachowiak, Department of Management in Economy,
25. Prof. Marzanna K. Witek-Hajduk, Institute of International Management and Marketing,
26. Dr. Joanna Żukowska, Institute of International Management and Marketing.

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