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In Support of UN-PRME SIP Reporting 2019

Dean’s Letter of Commitment to UN-PRME

The Faculty of Management Technology (FMT), the German University in Cairo (GUC), hereby renew its commitment to the United Nations - Principles for Responsible Management Education (UN-PRME).

Throughout the past years, the FMT has shown high level of responsibility and dedication toward the implementation of the UN-PRME principles through its Business and Society Research Cluster (BSRC). This dedication has been embedded through teaching, research, and outreach activities. Several courses, as outlined in our report, have integrated ethics, social responsibility, and sustainability in their educational pedagogies. On the level of research, I am proud to witness the upsurge in faculty international research related to sustainability and responsible management issues. This engagement in intellectual dialogue has been through international conference participation as well as through publications in top-tier journals. We have also had outreach activities such as international workshops featuring trend-setting topics such as the Giving Voice to Values (GVV) research approach and pedagogy.

Overall, I am happy to support further faculty development in line with UN-PRME for a collective agenda in line with a just and sustainable world.

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Sharing Information on Progress (SIP) report - 2019

“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
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 see http://www.guc.edu.eg/events/EventDetails.aspx?eventID=55 and http://www.aucegypt.edu/Business/newsroom/Pages/KCC-GUCConference.aspx). 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 main objectives of the BSRC are:

1. Interdisciplinary analysis of the responsibilities of business to their wider stakeholders, which include government, media, labor unions, non-governmental organizations, and different publics that are affected by the day-to-day activities of businesses. This interdisciplinary criticism is reflected in teaching, research, and community outreach activities.
2. The development of theoretical and empirical practice-oriented research addressing sustainable business practices, including the activities of non-governmental and local organizations in so far as these organizations have societal impact. This objective entails the development of a research agenda pertaining to advancing CSR and sustainability issues relevant to the Egyptian market.

3. The establishment of continuous dialogue and close collaboration with multiple stakeholders that form the community of practice in Egypt, specifically related to the conduct of sustainable and ethical business concepts.

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), 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 principles through the efforts of the BSRC. This is visually depicted in Figure (1).
Figure (1): PRME Principles addressed by the BSRC

- Sense of Purpose
- Research on role and impact of businesses in creating sustainable societies
- Values of Social Responsibility
- Method in form of Educational Material, Processes, and Environment
- Partnership with industry
- Dialogue among academia, businesses, government, and civil society
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.

Principle (3) - Method

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


- Utilizing Community-Based Learning (and Service Learning) through developing social marketing campaigns as part of an undergraduate marketing course.

- Training teaching assistants in marketing, as a field subject to global trajectories related to ethics and sustainability, on the Transformative Consumer Research (TCR) pedagogy.
- Utilizing experiential learning methods such as field-based projects, internships, seminars, guest lectures, case studies, competitions, and research awards.

- 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 2012):

Principle (4) – Research

Since its inception, the Business and Society Research Cluster (BSRC) has targeted engaging in concerted efforts and research projects funded by local NGO, corporate, and international donor organizations. These projects aim at tackling the development priorities of Egypt as it moves through its transitional phase. For example, the key development areas of education, sustainable consumption, sustainability in general (from social, ecological, and economic perspectives), and health were mirrored in several international journal publications depicted in Figure (2) below (refer also to the following section for detailed citations).

Figure (2): Key Development Priorities in Egypt and Corresponding Research Domains
Apart from graduate and undergraduate student research, the below sample publications were also done that cover different faces of social responsibility and sustainability as follows:


Schaefer, M.; Hammad, H.; Frezza, M.; El-Bassiouny, N.; and Muster, V. (2018). Transitions of the energy sector in Egypt, Brazil and Germany – interplay between government, the private sector and civil society, *TUB Online Discussion papers*.


Darag, M.; Ismail, M.; Abdel Nasser, M.; and Abdelkhaliq, A. (2016). “Sustainability Reporting: A Paradigm Shift that Can Make a Difference”. In: ILO Case Collection by the Egyptian suite of GVV cases ensuing of the “Toward Socially Responsible and Sustainable Management Education and Practice” international workshop held in Cairo.


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:


Partnership, cooperation, and dialogue over the years also spanned the conduction of joint workshops, MoUs and agreements (such as with Ahead of the Curve (ATC) in February 2015 – ATC is a social business dedicated to advancing sustainability discussions among multiple stakeholders in Egypt and the region), holding seminars, and collaborating on joint research projects. An example of the latter is a cooperation with Savola Foods in Egypt to study healthy food consumption among adolescents in international Egyptian schools. Another example is a project on CSR mapping in Egypt sponsored by the International Labor Organization (refer to Figures 3 and 4 below).
Figure (3): Sample Academic Cooperation of the BSRC

This is our Sharing Information on Progress (SIP) Report on the Implementation of the Principles for Responsible Management Education
Figure (4): Sample Industry Cooperation of the BSRC
Future Prospects & Required Support

Institutionalized endeavors, such as the BSRC, serve as a model for universities to address key issues related to CSR and sustainability in teaching, research, and community outreach aiming at shaping business student mindsets who represent the future business leaders in Egypt. Such endeavors also aim at establishing a platform for the dissemination of information among the various stakeholders in the field; including companies, government, media, and publics, to create relevant and progressive dialogue and cooperation amongst these groups through published research which scholars, students, and the community of practice can build on. Our model aims at creating and managing an integrated and re-iterative process of expansion of academic and industry engagement and dialogue related to responsible management and presenting findings that relate to the development process and priorities of Egypt (see Figure 5 below).
Support is needed to finance the expansion of research in the area of responsible management as well as boost our future activities. We aim at 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,

- 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


