



GDANSK
MANAGEMENT
COLLEGE

INFRASTRUCTURE
AND MANAGEMENT COLLEGE
IN WARSAW

Prof. Marcin Geryk

**SOCIAL RESPONSIBILITY OF THE UNIVERSITY.
FUTURE CHALLENGES FOR GLOBAL
EDUCATIONAL INDUSTRY**

Entrepreneurship and Business Education in Emerging World
International Conference dedicated to the 25th anniversary
of International Academy of Business

Almaty, Kazakhstan,

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WYŻSZA SZKOŁA
INFRASTRUKTURY
I ZARZĄDZANIA
W WARSZAWIE

WYŻSZA SZKOŁA
ZARZĄDZANIA
W GDAŃSKU

THE TERM CORPORATE SOCIAL
RESPONSIBILITY (CSR)
IS DETERMINED BY THE MEANINGS OF
THREE WORDS:
SOCIETY, RESPONSIBILITY, BUSINESS.



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SOCIAL RESPONSIBILITY OF THE UNIVERSITIES

- disseminating the idea of the social responsibility
- incorporating those issues in curricula, universities influence the awareness of future social and economic leaders
- consultants, legal regulations and international actions promoting socially responsible business



The university as socially responsible business

- requirements that society has towards organisations
 - form future elites
- development of a knowledge-oriented society



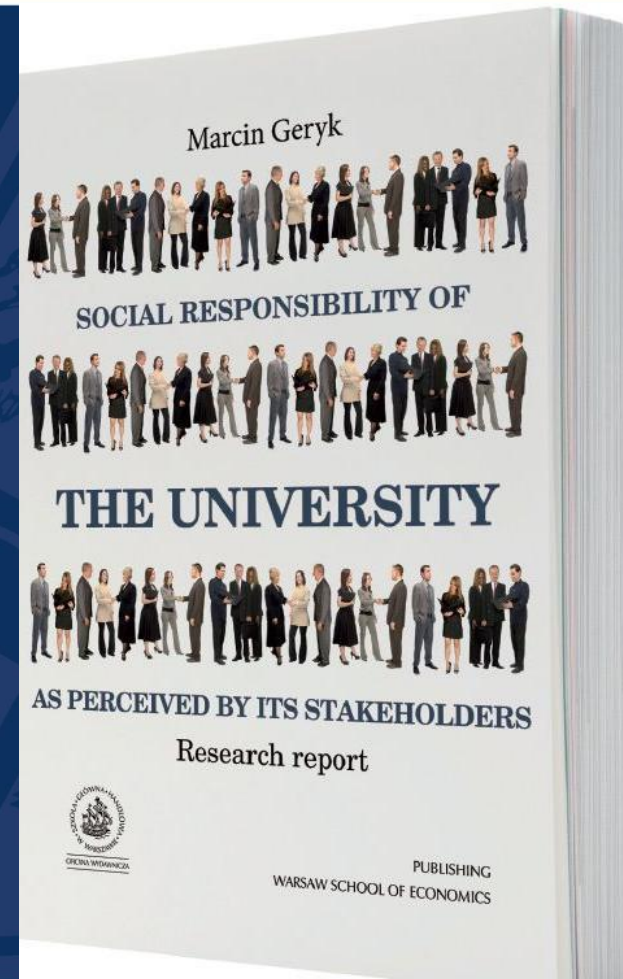
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Research project

Social Responsibility of the University as Perceived by Its Stakeholders

2007- 2010





The aim of the project:

- examine the position and role of social responsibility in university management
- characteristics of social responsibility in higher education
- assess the influence of pro-social actions on the improvement of management efficiency
- whether the way universities are managed is in line with stakeholders' expectations
- whether universities acknowledge the necessity to analyse their opinions



For the majority of the respondents:

- the notion of social responsibility was understandable
- such actions are perceived as positive,
- they are not fully appreciated by university managers
- focus on the fundamental university activity, i.e. education and formation (appropriately educated graduates)



ВЫСШАЯ ШКОЛА
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ИНФРАСТРУКТУРЫ И УПРАВЛЕНИЯ
В ВАРШАВЕ

**Socially responsible actions of universities
are expected by all stakeholders.
They also benefit both society and schools.
Therefore such actions should find
their implementation in the strategies
and missions of educational institutions.**



Pro-social issues in university management:

- an identification of social needs and a significant change of strategic assumptions is a way to increase the quality and accessibility of educational services
- social responsibility in missions, visions and strategies of universities
- popularise the rules of social development
- an accumulation of such actions should lead to the release of social capital, which is the foundation of democracy



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Stimulator of pro-innovative actions

- academics should demonstrate greater creativity while propagating new ideas
- universities should be run in order to become organisations which learn, seek new innovative ideas



Author's recommendations for all university managers:

- universities should consciously integrate all activities on the strategic and operational level with the ideas of social responsibility
- it must be continually endeavoured to improve the relationships between the university and its environment
- it must be remembered that university stakeholders are virtually all institutions of social and economic life and society as a whole,



- efforts must be made to upgrade the ways of informing stakeholders of any action of the university, not only those related to the issue of corporate social responsibility,

and most importantly:

- university managers must be fully aware of the responsibility for the implementation of their tasks, as stakeholders pose great challenges on higher education institutions and very high ethical, moral and quality requirements.



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AUN- USR&S University Social Responsibility and Sustainability

the ethical practices which are the foundation for social activities and services aiming for students, the staff of universities, the local community and society, keeping in line with social good





University Sians Malaysia

3 villages

- to render supportive educational assistance to children in order to help eradicate poverty
- To identify sustainable economic activities that generate supplementary income to the local community
- To support environmental conservation efforts

Nanyang Technological University

Programme to try to get people out of their cars and onto electric bicycles on campus

- saves on fossil fuels
- more exercise
- encourages greater movement around campus
- research thread at NTU on electro-mobility



Kazakhstan

- Lack of a clearly stated social responsibility policy at the universities
but:
 - Universities promote the ideas on the websites*

**It is important to promote idea
of social responsibility of university
among higher education institutions in Kazakhstan**

*A. Sagintayeva, T. Tampayeva, D. Akhmetova, *Website as an information distribution channel and promoter of the idea of social responsibility in Kazakhstani universities*, International Proceedings of Economics Development & Research, 2011, Vol. 18, p. 15.



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Marcin Geryk

SPOŁECZNA
ODPOWIEDZIALNOŚĆ



UCZELNI



OFICyna WYDAWNICZA
SZKOŁA GŁÓWNA HANDLOWA W WARSZAWIE

The latest monograph
by Marcin Geryk:

Social responsibility of the university.

Coming soon in English. ;-)



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Dziękuję!
Thank you!
Спасибо!
Рақмет!