

UNIwersytet Ekonomiczny we Wrocławiu



Wrocław University
of Economics and Business

PRME Principles for Responsible
Management Education

an initiative of 

PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION (PRME)

SHARING INFORMATION ON PROGRESS REPORT
WROCLAW UNIVERSITY OF ECONOMICS AND BUSINESS ACADEMIC YEARS 2020-2022



Publishing House of Wrocław University of Economics and Business
Wrocław 2023

Contents

About PRME 3

Rector's Address 4

WUEB in a nutshell 7



Principle 1 – Purpose 9

We will 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.



Principle 2 – Values 10

We will incorporate into our academic activities, curricula, and organizational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



Principle 3 – Method 13

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



Principle 4 – Research 16

We will 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.



Principle 5 – Partnership 21

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



Principle 6 – Dialogue 24

We will 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.

About PRME

The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals.

António Guterres, United Nations Secretary-General

- Founded in 2007 as a UN-supported initiative, PRME is a platform to raise the profile of sustainability in schools around the world.
- It equips today's business students with the understanding and ability to deliver sustainable change for the future.
- Keeping the Sustainable Development Goals (SDGs) in mind and aligning academic institutions with the work of the UN Global Compact, PRME engages business and management schools to ensure that they provide future leaders with the skills needed to balance economic and sustainability goals.

PRME's vision is to create a global movement and drive thought leadership on responsible management education.

PRME's mission is to transform management education and develop responsible future decision-makers, who will advance sustainable development.



Address of Professor Dr hab. Andrzej Kaleta, Rector



The Wroclaw University of Economics and Business (WUEB) is a dynamic and modern educational institution proud of its long teaching traditions, ambitious research projects, bold international initiatives and many partnerships worldwide. We have been educating specialists in management, economics, finance, accounting, IT in business, production engineering and food technology for seventy-six years. The competence centers operating at our University focus on the comprehensive development of enterprises, local governments and non-governmental organizations.

We are a leading business university, an academic incubator for start-ups and an important science and education center. Every year, we educate around ten thousand BA, MA, PhD and post-graduate students, which is our role in creating business experts and leaders by establishing the environment for developing the knowledge, skills and competencies of the future. Our University is highly ranked among tertiary education institutions. We are pleased to be the holder of the prestigious CEEMAN IQA, IEP, ACCA, EFMD Master (Finance program), EFMD Bachelor (Finance and International Business Program), CFA Institute, CIMA, EMOS, and AMBA accreditations. We are also a proud member of AACSB.

Our students participate in innovative teaching projects oriented towards building student-science-business relations. Moreover, they have access to state-of-the-art ICT technologies thanks to classes in the Business Processes Simulation Center, which is unique among Polish universities. As a public institution, we follow the concept of social and environmental responsibility, sharing with our students the knowledge of new business models which consider environmental criteria and legal and financial instruments supporting the transition to a low-carbon economy.

“Engaged employees are the most robust foundation of our strategy and our number one priority.”

Since the pandemic started, we have followed the established curricula without any interruptions. Our University was among the first in Poland to develop a uniform remote work environment when more stringent pandemic restrictions were imposed.

Since 2021, we have been implementing Strategy 2030, adopted by the Wrocław University of Economics and Business academic community. We embraced two essential assumptions. The first, a long time horizon – until 2030 – to go beyond the University authorities’ current term of office. The second assumption proposed a participatory model of approaching the strategy. We aimed to include a broad range of our community’s representatives in the implementation of the strategy.

Our development directions are a response to strong megatrends. They include a transformation of economic models, climate change, digital and climate revolution, and sociodemographic changes. The motto “University of business, leader of changes” represents our vision. We want to combine the academic nature of our University with its business specificity and modern approach. This is supported by the idea of creating a leading centre for original research, a place of modern education, a center that closely collaborates with business, a workplace for the most demanding and talented employees, and a state-of-the-art organization responding to future challenges.

The statement “We create experts and business leaders by establishing an environment for the development of knowledge, skills, and competencies of the future” has become our University’s mission. It means that we shall become a place for open debate and a community of people who improve the world by developing science and educating staff. It also guarantees that the University shall function in harmony with its environment.

We aim to consolidate the academic community of the Wrocław University of Economics and Business by following such crucial values as community, truth, freedom, responsibility, modernity, excellence and entrepreneurship. We strongly emphasize the University’s active presence in business as a place to develop future competencies, skills and knowledge.

Committed employees are the most robust foundation of our strategy and our number one priority. That is why we create conditions promoting their development and self-fulfillment through a broad range of training programs and effective incentive schemes. The second priority concerns a modern organization in which key processes must correspond to the realities of the modern digital world. The third priority is to become a distinguished business University – a center of innovative processes and expert support for regional companies, where the implemented essential processes correspond with the reality of the contemporary world. The fourth priority of our strategy is related to research inspired by business practice, and the fifth addresses specialist education of business leaders and experts. The sixth priority applies to the life-long development of future competencies, taking steps to make our University a life-long learning institution for graduates of the Wrocław University of Economics and Business and other universities.

The implementation of Strategy 2030 adopted by the academic community started in the autumn of 2021. Since then, the assumptions of five strategic projects have been developed, including academic mentoring, a bespoke system of employee incentives, development and assessment, digitalization of stakeholders’ service, activation of expert groups, and a virtual teaching, re-skilling and up-skilling platform.

We are extremely proud to build a university of excellence together with the Principles for Responsible Management Education (PRME) – the largest global initiative enabling the United Nations’ cooperation with business schools.



Today, the Wrocław University of Economics and Business is among the largest schools of economics in Poland, and plays a vital role in educating business practitioners, conducting valued scientific research and issuing economic expert opinions.

WUEB in a nutshell

The Wrocław University of Economics and Business has a long academic tradition. Its origins date back to 1947. We reminded our students, employees, local community and other stakeholders about this fact when celebrating the University's 75th anniversary in 2022. Our University was established as an independent private Higher School of Trade, later transformed into the Higher School of Economics, and then the Oskar Lange Academy of Economics. Today, the Wrocław University of Economics and Business is among the largest schools of economics in Poland and plays a vital role in educating business practitioners, conducting valued scientific research and issuing economic expert opinions. We aspire to be a highly esteemed international partner.

Students

Academic year 2020/2021

Total BA and MA students:

10,183



Including MBA	120
Including women	6,082
Including men	4,101
Including students with disabilities	116
Including full-time students	5,359
Including part-time students	4,824
Including foreign female students	231
Including foreign male students	193
Number of the students' countries of origin	28

Total PhD students

198



Including women	109
Including men	89
Including students with disabilities	5
Including full-time students	170
Including part-time students	28
Including foreign female students	2
Including foreign male students	1

Academic year 2021/2022

Total BA and MA students:

9,462



Including MBA	120
Including women	6,082
Including men	4,101
Including students with disabilities	116
Including full-time students	5,359
Including part-time students	4,824
Including foreign female students	231
Including foreign male students	193
Number of the students' countries of origin	28

Total PhD students

154



Including women	85
Including men	69
Including students with disabilities	4
Including full-time students	133
Including part-time students	20
Including foreign female students	2
Including foreign male students	1

Employees

University employees as of 31 December 2020



	Total	Women	Men
WUEB staff in total	1,154	724	430
Including administration staff	587	412	175
Including university teachers	567	312	255
including academic staff	440	223	217
including research staff	17	13	4
including teaching staff	110	76	34

	Total	Women	Men
WUEB staff in total	1,154	724	430
Including employees with disabilities	25	18	7
Including employees in managerial positions	162	91	71

University employees as of 31 December 2021



	Total	Women	Men
WUEB staff in total	1,128	704	424
Including administration staff	582	400	182
Including university teachers	546	304	242
including academic staff	429	220	209
including research staff	16	14	2
including teaching staff	101	70	31

	Total	Women	Men
WUEB staff in total	1,128	704	424
Including employees with disabilities	27	19	8
Including employees in managerial positions	166	92	74

Principle 1 – Purpose

We will 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.



The primary document indicating the goals and directions of our strategic development, including the areas of PRME, is Strategy 2030 developed in 2021. This document is a result of the Rector's Strategic Forum 3.0 (established in 2019) together with other groups numbering around a hundred representatives of our University's community.

Our University's vision includes the following:

University of business, leader of changes

We aim to become a University that:

- stands out in the region and carries out original research making a significant contribution to international science,
- develops the competencies of the future in the most modern way,
- is a valued business partner as a source of talents, competence and knowledge,
- offers an attractive work environment and development opportunities for the most talented and engaged staff members,
- is based on committed technologies and organization.

Our mission:

Our mission is to create experts and business leaders by establishing an environment for the development of knowledge, skills and competences of the future.

- The University campus is a place for holding open debates and shaping the future.
- The University is a community of people who look to change the world by developing science and fostering new personnel resources.
- We develop in harmony with the environment, creating a better world.

Our objectives are oriented towards strategic priorities:

- committed personnel,
- modern organization,
- cooperation with businesses,
- widely recognised research inspired by business practice,
- outstanding education of experts and business leaders,
- continuous development of the competences of the future.

The execution of these priorities, including but not limited to the PRME assumptions, involves the following:

- collaboration with the University's key stakeholders,
- focusing on the most recent and vital research issues with high economic and social significance,
- energy generation from renewable sources, eliminating paper as an information carrier.

Principle 2 – Values

We will incorporate into our academic activities, curricula, and organizational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



As an academic community, we share and implement the following values:



Community

We treat the University as a community to which we are loyal. In mutual relations we show respect, tolerance, kindness, and mindfulness. We value cooperation, collaboration, and knowledge sharing, based on open and transparent communication.



Truth

We treat discovering and proclaiming the truth, and educating present and future generations in the spirit of truth as our primary duty.



Freedom

For us, freedom means the freedom to express our thoughts and choose our research issues. We believe that the freedom to choose one's own path is essential to the pursuit of truth, development, and progress. We understand respect for the freedom of others and the truth as the limits of our own freedom.



Responsibility

We understand responsibility as the moral and legal obligation to be responsible for our actions and omissions and their consequences, as well as responsibility for other members of the academic community and for the impact we have on the good and image of the entire University.



Modernity

For us, modernity is an attitude that acknowledges the complexity of the modern world, its democratization and the imperative of development. We strive for high-involvement innovation, taking advantage of scientific, technological, and social progress.



Excellence

We recognize that excellence is not a condition, but an attitude and the way we continuously operate to meet or exceed the expectations of all our stakeholders.



Entrepreneurship

We understand entrepreneurship as the constant identification and use of development opportunities. We strive to be an active creator of reality, forming an environment conducive to taking up new challenges and projects.

Our ambitions to reach the highest standards are confirmed in the accreditations granted to the Wrocław University of Economics and Business by international institutions and programs.

Name of International Agency	Full name of International Agency	Year	Logo
CEEMAN-IQA	Central and East European Management Development Association – International Quality Accreditation	2017	
EUA-IEP	European University Association – Institutional Evaluation Programme	2019	
EFMD	European Foundation for Management Development <i>Accreditation for International Business</i>	2022	
AMBA	Association of MBAs	2022	
EFMD	European Foundation for Management Development <i>Accreditation for Finance</i>	2021, 2018, 2015	 
ACCA	Association of Chartered Certified Accountants <i>Accreditation for Finance</i>	2020, 2015	
ACCA	Association of Chartered Certified Accountants <i>Accreditation for Finance and Accounting</i>	2020	
CGMA	Chartered Global Management Accountant <i>Finance Leadership Programme</i>	2020	
EMOS	European Master in Official Statistics	2019	
CIMA	Chartered Institute of Management Accountants <i>Accreditation for Accounting and Controlling</i>	2019	
CIMA	Chartered Institute of Management Accountants <i>Accreditation for CBA</i>	2013	
CFA	Chartered Financial Analyst <i>Accreditation for Finance</i>	2009	

Wroclaw University of Economics and Business has been a very proud member of AACSB since 2017. We share the same principles and standards, and follow the same values. We believe that working in the group of the world's best universities is a great honor and value for our University.



The Wroclaw University of Economics and Business was among the universities awarded the prestigious "HR Excellence in Research" logo. We have been in this group since 2017, and in February 2023 the title was renewed, preceded by a prior verification process and periodic assessment. The European Commission's approval for the use of the "HR Excellence in Research" logo by our University says, among others, that we meet high standards related to shaping the conditions for scientific and research and development work. This involves, among others, counteracting discrimination, conducting transparent recruitment processes and implementing a work-life balance policy.



HR EXCELLENCE IN RESEARCH



Principle 3 – Method

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



As members of the academic community, we strive to implement our University's mission to *create experts and business leaders by establishing an environment for the development of knowledge, skills and competences of the future* on a daily basis. We have established an educational framework and processes which make this possible, thus fostering research in responsible management. The following table presents that available programs that place particular emphasis on the issues of social responsibility and sustainable development (Table 1).

Table 1. Subjects that address the issues of Corporate Social Responsibility and Sustainable Development (academic years 2020/2022)

Field of study	Degree	Subject
Accounting and Controlling	I	Ethics and Corporate Social Responsibility Social security Social Competencies of the Future
	II	Economic Sociology/Socio-Economic Geography
Business Economics and Finance	I	Ethics, Human Beings and the Environment
	II	Economics of Development
		Culture, Religion, Globalization/ General and Professional Ethics
		Social Economy
Business Informatics	I	Local and Regional Social Policy
	II	Social Competencies of the Future
Business Management (in English)	I	Social Competencies of the Future
	II	Economic Sociology/Socio-Economic Geography
Economics	I	Work-Life Balance & Well-being in Management
		Ethics & CSR
		Environmental Protection and Natural Resources Economics
		Social Competencies of the Future
		Social Policy
		Ecological Products Markets
		Sustainable Development
	II	Ethics for Economists
		Ecological Foundations of Economic Activity
		Development Economics
Economic Analytics	I	Economic Sociology/ Socio-Economic Geography
	II	Social Competencies of the Future
		Social Policy
Finance (in English)	I	Economic Sociology/ Socio-Economic Geography
	II	Ethics
Finance and Accounting	I	Ethics
	II	Ethics
		Sustainable Finance Corporate Sustainable Finance Social Competencies of the Future
	II	Economic Sociology/ Socio-Economic Geography

International Business (in English)	I	Corporate Social Responsibility Development Economics Sustainable Development
	II	Innovative International Economy Megatrends in International Business Social Economic Geography
International Economic Relations	I	Stimulating creativity and supporting innovative attitudes in an enterprise Innovative economy Social Policy Corporate Social Responsibility
	II	Innovative Multinational Economy Economic Sociology/Socio-Economic Geography
Law and Business Consulting	II	Organization of Public Tasks
Logistics	I	Social Competencies of the Future
	II	Economic Sociology/Socio-Economic Geography
Management	I	Innovation Management Business Model Innovation (in English) R&D Case study (in English) Social Competencies of the Future Marketing of Green Products
	II	Ethics and Corporate Social Responsibility Wellbeing and Work-Life Balance in Management Economic Sociology/Socio-Economic Geography Marketing of Green Products
Management and Production Engineering	I	Ecology and Environmental Management Environmental Management (in English) Biobusiness Selected Topics in Fermentation Industry Technologies Selected Topics in Biotechnology of Food and Environment Social Competencies of the Future
	II	Developing Innovative Attitudes Economic Sociology/Socio-Economic Geography
Management in Modern Economy	I	Business Sustainability (in English) Environmental Management Ethics, Human Being and Environment Finance and Accounting of Environment Tools of eco-production Strategies for sustainable development of organisation Knowledge and Innovation Management Quality and Environment Management Systems
	II	Social Responsibility Management and Relational Capital Ethics in Management Culture, Religion, Globalisation/ General and Professional Ethics
Master of Business Administration (in English)	I	Ethics and Corporate Social Responsibility
	II	Ethics and Corporate Social Responsibility
Spatial Economy	II	Innovations in Economy Economic Sociology/Socio-Economic Geography Spatial Development in the European Perspective (in English) Forming and Protection of the Natural Environment

Within the scope of the issues discussed during the seminars for Bachelor's and Master's thesis, our academic staff create the possibility for students to write degree dissertations referring to social responsibility and sustainable development (see the table below).

Table 2. Number of academic supervisors and degree dissertations on sustainability in 2020-2022

Bachelor's	2020/2021	2021/2022
Degree dissertations in total	1,742	1,539
Including on sustainability	125	113
in %	7,2	7,3
Number of supervisors	254	248
Including on sustainability	71	63
in %	29	25
Master's		
Degree dissertations in total	1,769	1,591
Including on sustainability	117	93
In %	6.6	5.8
Number of supervisors	232	231
Including on sustainability	75	63
in %	32	27

The large number of supervisors allows interested students to submit degree dissertations on a broad range of the above-mentioned topics, guaranteeing plurality of approaches. Students may pursue their scientific interests under the supervision of a specialist in a given field. The wide range of topics and subject-matter supervised, results in a large number of theses written by our students on issues connected with CSR or SD. In the academic years 2020/2021 and 2021/2022, 238 relevant undergraduate degree dissertations and 210 postgraduate degree dissertations were submitted.

As part of creating processes and environments that enable an effective learning experience for responsible leadership, on the initiative of the Green Team – Sustainable Development Center, the Rector's Regulation on the implementation of sustainable development principles in public procurement granted by the Wroclaw University of Economics and Business was introduced in 2021.



Principle 4 – Research

We will 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.



In 2020-2022, staff of the Wrocław University of Economics and Business focused their scientific and research activities on a number of projects connected with corporate social responsibility and sustainable development. This scientific work has resulted in research grants allowing to conduct innovative research in these areas.

Thanks to the funding obtained from the program “Regional Initiative of Excellence” of the Minister of Science and Higher Education for the years 2019-2022, the “INTEREKON Research Excellence Program” has been executed. The funds allow to implement many interesting research projects which were selected through a competition, applying to one of three groups:

Young Researcher grant	Mini Grant	Inter Team
------------------------	------------	------------

Young Researcher grants were primarily aimed to generate research results to lay the grounds for preparing new grant applications (domestic and international) and publications in journals with a significant impact factor, indexed in renowned databases. Mini Grants were addressed to scientists already working in research teams to execute individual research tasks. Inter Team were the grants for new research teams at the Wrocław University of Economics and Business, including staff members representing various domains and fields of science. The support covered research projects dedicated to current issues in economic sciences using global methodology standards. The grants implemented in the sustainability area are summarized in Table 3.



Table 3. Grants awarded under the INTEREKON program (The project is financed by the Ministry of Science and Higher Education in Poland under the program “Regional Initiative of Excellence 2019–2022”, project number 015/RID/2018/19, total funding 10,721,040.00 PLN)

Grant's name	Grant's title	Grant Leader
Inter Team	Sandwich Generation – characteristics of the phenomenon in selected European countries and implications for employment policies	dr hab. Marek Kośny, WUEB prof.
	Investigating the impact of work organization ergonomics on employee's well-being using modern systems for human motion analysis	dr hab. Dorota Molek-Winiarska, WUEB prof.
	Conditions and prospects for developing the demand for green products in the context of innovation models' evolution	dr hab. Magdalena Sobocińska, WUEB prof.
	CSR maturity in organizations	dr hab. Magdalena Rojek-Nowosielska, WUEB prof.
	Food and health warnings versus consumer attitudes to buying sweetened beverages	dr Agnieszka Piekara
	Leadership talent management in international companies in the context of dynamic changes outside the organization	dr Łukasz Haromszeki
	Identification and analysis of culture differences spectrum in prosumer behaviours. Study on the Asian market	dr Karol Łopaciński
	People with disabilities as tourist sector customers	dr inż. Urszła Załuska
	Baby Boomers – meaning working grandmothers and grandfathers	dr hab. inż. Dorota Kwiatkowska-Ciotucha, prof WUEB
	Educational surplus versus socio-economic mobility. International perspective	dr hab. Marek Kośny, WUEB prof.
	Social, economic and cultural determinants of using social benefits: subject matter analysis in the context of social morality	dr Łukasz Jurek
	A clash of personal and organizational values – first years experiences in a new workplace	dr hab. Alicja Smolbik-Jęczmień, WUEB prof.
	Loyalty of travel agencies' clients during the COVID-19 pandemic	dr hab. Izabela Michalska-Dudek, WUEB prof.
	Implementation and effectiveness assessment of a well-being programme for administration staff using objective measurement methods	dr Barbara Chomątowska
	CSR development level in medium-sized and large enterprises in Poland and Germany	dr hab. Magdalena Rojek Nowosielska, WUEB prof.
	Young Researcher	Municipal waste in developed countries as shared goods: non-formal institutions in second-hand clothes management
Evaluating an organization's level of readiness to implement excellence actions using the EFQM in Poland		dr Joanna Martusewicz
Evaluating the impact of energy policy instruments on wind power engineering development – econometric approach		mgr Paweł Brusilo
Evaluating and developing the work conditions in public and non-public psychological and pedagogical counselling centres		mgr Iwona Zaręba
Adapting expatriates from various generations in international cooperation		dr Gabriela Strzelec
Developing social competencies of management students during classes using electronic communication		mgr Katarzyna Prokopowicz
Sales and marketing tools in regulated markets on the example of power engineering, telecommunications and finance sectors	mgr inż. Marek Trelka	
Conditions related to the implementation of absolute guaranteed income in Poland	mgr Milena Kowalska	

Mini grants	Developing staff and student's cultural intelligence as the manifestation of the university's social responsibility	dr hab. Dorota Teneta-Skwiercz, WUEB prof.
	Reasons for obtaining funds through crowdfunding and its development prospects as the source of start-ups financing in Poland against other countries' experiences	dr Magdalena Swacha-Lech
	Staff diversity in multi-cultural and multi-generation aspects. Opportunities and hazards	dr hab. Alicja Smolbik-Jęczmień, WUEB prof.
	Designing a business excellence model based on the „Quality 4.0” concept	dr hab. Piotr Rogala, WUEB prof.
	Developing international partnerships in the area of preventing the social exclusion of persons with disabilities	dr Maja Jokiel
	Spatial diversity in regional entrepreneurship ecosystems – context of clusters' sustainable development	dr Anna Mempel-Śnieżyk
	Using crowdfunding in social enterprises' operations	dr hab. Maria Węgrzyn, WUEB prof.
	Public-private partnership's impact on the global social development level	dr Hanna Kociemska
	Feminisation of accounting versus reporting information quality	dr Piotr Luty
	Structural modelling in studying the quality of public transport services, with a public utility nature, on the example of MPK sp. z o.o. in Wrocław. Passenger perspective	dr inż. Izabela Dziaduch
	Eco-innovations in sustainable strategic management in Polish enterprises	dr inż. Adam Sulich, WUEB prof.
	Attitudes to the concept of corporate social responsibility of software houses operating in Poland and the assessment of the concept implementation maturity	dr hab. Dorota Teneta-Skwiercz, WUEB prof.
	Generational models of remote work in the COVID-19 pandemic reality in an employee's and employer's perspective – challenges and recommendations	dr Iwona Janiak Rejno
	Training and development in companies in the Visegrad Group countries during COVID-19	dr hab. Katarzyna Tracz-Krupa, WUEB prof.
Edible insects in the neuroeconomy trend	dr hab. inż. Agnieszka Orkusz, WUEB prof.	
Financial efficiency of banks in Poland versus their environmental responsibility in light of the European Green Deal's challenges	dr hab. Justyna Zabawa, WUEB prof.	

In 2020-2022, projects on sustainability constituted 65% of all the projects financed under the Inter Team grants. For Mini Grants, the share amounted to 53%; for Young Researcher projects, it was 25%.

In addition to the “Regional Initiative of Excellence”, our staff implement research grants financed from other sources and programmes. The details are summarised in Tables 4 and 5.

Table 4. Research projects on sustainability, financed from international funds (2020-2022)

Programme	Funding institution	Project title	Content manager
Infrastructure and Environment Operational Programme 2014-2020; 1.3 Supporting energy efficiency in buildings	National Fund for Environmental Protection and Water Management	Improving the energy efficiency of buildings C and G at the Wrocław University of Economics and Business	mgr inż. Tomasz Krocak
Horizon 2020	Innovation and Networks Executive Agency (INEA)	Energy Citizenship and Energy Communities for a Clean-Energy Transition	dr hab. Bożena Ryszawska, WUEB prof.
Horizon 2020	European Research Executive Agency (REA)	Systemic expansion of territorial CIRCULAR Ecosystems for end-of-life FOAM	dr hab. inż. Maja Kiba-Janiak, WUEB prof.

Horizon 2020	Research Executive Agency (REA)	Scaling up Co-creation: Avenues and Limits for Integrating Society in Science and Innovation	dr hab. Bożena Ryszawska, WUEB prof.
Operational Programme Knowledge Education Development 2014-2020; 3.5 Comprehensive programmes of universities	National Centre for Research and Development	Open Doors – eliminating accessibility barriers to education at the Wrocław University of Economics and Business	dr Krystyna Gilga
Visegrad Grants	International Visegrad Fund	Experience-sharing of Visegrad countries to tax avoidance activity	dr Piotr Luty
Technical Assistance Operational Programme	Ministry of Investment and Economic Development, currently: Ministry of Economic Development and Technology	Friendly space for the inhabitants – Smart Nowa Ruda	dr hab. Barbara Mróz-Gogoń, WUEB prof.
Technical Assistance Operational Programme	Ministry of Investment and Economic Development, currently: Ministry of Economic Development and Technology	Smart Kłodzko (SMAK)	dr hab. Barbara Mróz-Gogoń, WUEB prof.
Erasmus +	Tempus Közalapítvány	INTEgrated REporting for SMEs Transparency	dr hab. Joanna Dyczkowska, WUEB prof.
Operational Programme Knowledge Education Development	National Centre for Research and Development	New quality – new opportunities. Integrated university development programme	prof. dr hab. Krzysztof Jajuga – Task 3 – FinTech speciality supervisor at BA degree studies in Polish and English
Operational Programme Knowledge Education Development	National Centre for Research and Development	Wrocław University of Economics and Business as the leading centre for teaching economics in Lower Silesia	dr hab. Marek Kośny, WUEB prof. – „Data science in business” specialisation supervisor
Operational Programme Knowledge Education Development	National Centre for Research and Development	The Third Mission of the Wrocław University of Economics and Business for children and youth	dr Joanna Martusewicz
Operational Programme Knowledge Education Development	National Centre for Research and Development	The Third Mission of the Wrocław University of Economics and Business for the University of the Third Age	dr Joanna Martusewicz

Table 5. Research projects related to sustainability issues, financed by the National Science Centre (2020-2022)

Project title	Principal Investigator	Funding Scheme
Economic, social and institutional determinants of water management in Polish agriculture in the context of adaptation to climate change	dr hab. Arkadiusz Piwowar, WUEB prof.	OPUS
Sustainable urban last-mile and returns logistics in the e-commerce market. Various stakeholder groups' perspectives	dr hab. Maja Kiba-Janiak, WUEB prof.	OPUS

Corporate social responsibility and effectiveness and change in enterprises' productivity	dr Magdalena Kapelko	OPUS
Sustainable regional power generation – measuring the implementation level and selecting the development strategy	dr hab. Magdalena Ligus, WUEB prof.	OPUS
Socio-economic, environmental and engineering determinants of energy poverty in rural areas in Poland	dr hab. Arkadiusz Piwowar, WUEB prof.	OPUS

The Wroclaw University of Economics and Business studies sustainable development topics, which is confirmed by the subject matters of their publications. Our publications match the sustainable development objectives adopted in the UN's 2030 Agenda (Table 6).

Table 6. Papers published by the Wroclaw University of Economics and Business related to the topic of sustainable development (2020-2022)

SDG Goal Name	Web of Science Documents	Times cited	Documents in JIF Journals
01 No Poverty	2	0	0
02 Zero Hunger	18	100	15
03 Good Health and Well-Being	85	340	57
04 Quality Education	26	53	19
05 Gender Equality	27	74	20
06 Clean Water and Sanitation	25	200	21
07 Affordable and Clean Energy	41	280	33
08 Decent Work and Economic Growth	25	49	14
09 Industry, Innovation and Infrastructure	103	429	67
10 Reduced Inequality	25	27	17
11 Sustainable Cities and Communities	51	213	36
12 Responsible Consumption and Production	39	243	31
13 Climate Action	44	194	33
14 Life Below Water	30	124	21
15 Life on Land	22	119	17
16 Peace, Justice and Strong Institutions	2	0	0

Although the 2030 United Nations Agenda for Sustainable Development contains 17 core Sustainable Development Goals, which are calls for action by all countries, the Clarivate research area schemas allow to explore and analyse 16 of those SDGs; Partnerships for Goals, the 17th SDG, is not included in the schema.



Principle 5 – Partnership

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



Business Cooperation Center supports our University in partnership with enterprises and contacts with the social and business environment. The Center assisted in organising:

- individual counseling projects (therapeutic consulting, career coaching, consulting application documents, job interview simulations, testing professional aptitude, labour market information) and group counseling projects (online webinars: “The power of kindness”, “Labour market in the new reality”, “Career planning in a strategic approach”, “Diversity management”, “Make stress your friend”);
- student training in cooperation with enterprises (IMPEL, Hewlett Packard Enterprise, MY WAY Media, Devinti, Credit Agricole); 22 training events were organized in collaboration with Santander Universidades; 2,593 persons applied, and 484 participated in the training organized in partnership with Hewlett Packard Enterprise, CCC, PwC, Impel, and Rawlplug and the University’s staff members, including dr Krzysztof Hauke, dr inż. Zdzisław Kes, mgr inż. Wojciech Gardziński, mgr Olena Sidor, mgr Żaneta Teklak, and mgr Łukasz Strączek;
- business meetings with companies; 461 meetings were held in the academic year 2020/2022 with companies including Schaeffler, Cognizant, Neonet, Rawlplug, Santander Universidades, IBM, CCC, Kaczmarek Group, Impel, Property Group, MPWiK, Macro, Whirlpool, Innergo, Smith – Nephew, McKinsey, Parker, Credit Suisse, District Chamber of Legal Advisers in Wrocław, EY, Archicom, Infor, BNY Mellon, Totalmoney.pl, Kaufland, and ZMoprh;
- business meetings with local government units (e.g. Świdnica Municipality, Dzierżoniów Municipality, the City of Wrocław, Office of the Lower Silesian Region’s Marshal) and business environment organizations (The Wałbrzych Region’s Fund, The Lower Silesia Chamber of Commerce, ABSL, Dolnośląscy Pracodawcy [Lower Silesia Employers], International Association of Controllers);
- for the first time in the academic year 2021/22, the Social Competences of the Future subject was introduced and implemented entirely by the Business Cooperation Center and business partners as an elective humanities subject. Five groups participated in the classes; there were 190 students, 17 companies, 25 business practitioners and 25 social projects. The course modules included emotional intelligence, cooperation, comprehensive problem solving, taking responsibility, own brand building/ social media, and social project planning.

On 26 November 2020, an assembly of the newly appointed Entrepreneurs’ Council took place. The Council’s roles include:

- defining research problems based on business practice,
- implementing post-graduate courses and training – life-long learning for practitioners,
- developing a database using the partner companies’ business practices relevant to the subject matters of the WUEB’s study majors.

The Council members included:

Radosław Koelner – Chief Executive Officer, Rawlplug S.A.; Tomasz Kurzewski – Board Chairman, ATM Grupa S.A.; Marek Majewski – CEO, Neonet; Natalia Rudolf-Niewójt – CEO, Vademecum; Tomasz Szpikowski – CEO, Bergman Engineering Sp. z o.o.; Tomasz Ślęzak – Board Member, Archicom S.A., and WUEB representatives: prof. dr hab. Andrzej Kaleta – Rector, WUEB; dr hab. Bartłomiej Nita, WUEB prof., Vice-Rector for Finance and Development; Ała Witwicka-Dudek – Director of the Business Cooperation Center.

As part of including practitioners in the courses, the Business Cooperation Center established contacts with entrepreneurs. This enabled inviting practitioners (according to the needs reported by the academic staff) to the following courses:

Table 7. Courses conducted with entrepreneurs collaboration

Field of study	Subject	Company
Business Management	Project Management	Impel
Business Management	Public Relations	HPE
Business Management	Corporate Identity and Internal Communication	HPE
Business Management	Managing International Teams	Cognizant
Business Management	Innovation management	McKinsey
Business Management	Managerial Staff Development	Cognizant
Business Management	Employee Development & Performance Appraisal	Hewlett Packard Enterprise
Business Informatics	Business Intelligence	CCC
Finance and Accounting	Corporate Finance and Insurance Institutions Management	Santander Bank Polska
International Business	Strategic Partnerships	LAB Design and Research Group, IDEA LAB FOUNDATION
International Business	International Human Resource Management	Robert Bosch Sp. z o.o
International Business	International Trade in Services	Europejski Instytut Mobilności Pracy
International Business	International Settlements	Santander Bank Polska S.A.
International Business	International Settlements II	Santander Bank Polska S.A.
International Business	International Settlements II	Bank Gospodarstwa Krajowego
International Business	Megatrends in International Business	NASK – Państwowy Instytut Badawczy
International Business	Megatrends in International Business	Team Europe/ Przedstawicielstwo Regionalne Komisji Europejskiej we Wrocławiu
Logistics	Logistics of Procurement and Distribution	LG
Management	Process Designing	Internal Security Agency
Management	Business Intelligence and Databases	CCC
Management and Production Engineering	Product Engineering	Mondelez
Management and Production Engineering	Microbiology	Tarczyński S.A.
Management and Production Engineering	Industry 4.0 & Smart Factory	Zmorph
Management and Production Engineering	Industry 4.0 & Smart Factory	Camelot Consulting Group

The partnership between the Wrocław University of Economics and Business with the Lower Silesian Development Fund and DFR Inwestycyjny resulted in financing the Refeel Concept start-up that won the first “Bitwa o Start-up” [Start-up Battle] competition. The initiative was elaborated by dr Magdalena Rajchelt-Zublewicz. The Refeel Concept promotes environmentally friendly solutions (reducing the use of plastics) and implements circular economy assumptions by reusing glass packaging. The Refeel Concept produces natural cleaning agents and shower cosmetics packed in reusable glass containers. The customers return the containers, which are then re-used by this innovative company, and have their deposits returned.



Principle 6 – Dialogue

We will 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.



The Wroclaw University of Economics and Business hosts many conferences and meetings on sustainable development and corporate social responsibility. The events are organized by various units operating at our University and include:

- The International Conference Finance and Sustainability 2022 (organized by the Department of Corporate Finance and Public Finance).
- Finance and Accounting for Sustainable Development – Human, Responsibility, Environment 2022 (organized by the Department of Finance and Accounting).
- Quality of Life 2021 QQL 2021 Nationwide Conference (organized by the Department of Statistics).
- 14th International Conference of Young Scientists of the ACC-YS.ACC 2021 (organized by the Department of Quality and Environmental Management).
- 3rd International Conference #zaraconf – “Management challenges after 2020” ZARA2021 (organized by the Department of Organization Theory and Management).
- Social Policy. The Past. The Present. The Future 2022 (organized by the Department of Sociology and Social Policy).

In 2020–2022, approximately two hundred staff were trained to work with students with various disabilities in the project “Open door – eliminating accessibility barriers to education at the Wroclaw University of Economics and Business”. The training subjects included:

1. Availability of text, graphics and websites for people with vision disabilities.
2. Teaching persons with vision and hearing disabilities.
3. Teaching foreign languages to persons with hearing disabilities.
4. Support in a mental health crisis.
5. Support in teaching persons with the autism spectrum.
6. Support in teaching persons with motoric disabilities.

The Impact Lower Silesia Think Tank operates at the University. This is a unit executing expert and opinion-making tasks for external entities, including public bodies, organizations, enterprises and society. The “Impakt Dolny Śląsk” magazine is published as part of the think-tank’s activity. The magazine’s second issue was devoted to the green economy. It presented the results of research carried out by the University experts on the green economy, as well as important papers and projects produced at the University (including international research projects – the European Research Council, ERC). The magazine was distributed free of charge during significant economic events in Poland, such as the 14th European Economic Congress in Katowice and the 31st Economic Forum in Karpacz.



Aiming to raise society's awareness of climate change and the potential of using edible insects as an innovative and environmentally friendly ingredient in our diet, Doctor hab. inż. Agnieszka Orkusz, WUEB Prof., delivers lectures and runs workshops during the Lower Silesian Science Festival, takes part in TV shows and gives radio interviews.



Using insects in food production is indispensable to mitigate the negative effects of climate change. Insect breeding does not require much space; actually, it can be done in any space, with no need to use vast areas of land as pastures or arable land. Insects effectively absorb nutrients from feed; from the same amount of dry food, insects can produce several times higher weight than poultry or cattle. Moreover, they generally consume food that is considered waste in agriculture, such as leaves, bran, straw, and fruit and vegetable marc/pulp. Breeding insects consumes several hundred times less water than for cattle, pigs or poultry breeding; greenhouse gas emissions are also lower. The negligible amounts of insect waste can be used as green fertilizer. The low cost of insect breeding is an unquestionable economic advantage. The production of any other food with the same nutritive value as insects requires considerably more investment. Insect-breeding does not require expensive technologies or an intensive workload by well-qualified labor force.

Other initiatives, matching the PRME's 6th principle, with DIALOGUE as the keyword, include:

1. Establishing the team for reaching climate neutrality by the city of Wrocław – the Coalition of Wrocław and Lower Silesian Universities for Sustainable Development and Climate Protection started cooperating with the Department for Sustainable Development of the City of Wrocław on the Pact for Climate. The Project will be implemented from 2021 to 2027. The Coalition aims to cooperate,

initiate and synchronize climate protection actions in the City of Wrocław and Lower Silesia. Dr hab. Bożena Ryszawska, WUEB Prof. and Green Team Chairwoman, is the Wrocław University of Economics and Business representative.

2. Organizing a discussion panel “Responsible for climate. How to educate change leaders”; the Green Team organized the panel on Earth Day (22 April 2022). The following experts participated in the discussion: Patryk Białas – Director of the Innovation and Competence Centre at the Euro-Centrum Science and Technology Park in Katowice and Coordinator of the #Climate Reality Project’s Polish leaders; Dr hab. Jan Fazlagić – Professor at the Poznań University of Economics and Business, knowledge and intellectual capital management expert; Maria Ibisz – Deloitte Expert, Sustainability Consulting Central Europe Team; Dr hab. Karol Kociszewski, WUEB Prof., Green Team member – Sustainable Development Center, Wrocław University of Economics and Business.

The issues discussed in the panel included:

- What knowledge of climate do schools disseminate?
 - What climate competencies should students have leaving secondary schools?
 - What does business expect from university graduates?
3. The Entrepreneurial Wrocław initiative (22-24 September 2022), organized by the City’s Youth Council and the Mayor of the City of Wrocław, Jacek Sutryk, and the Wrocław University of Economics and Business. This is the largest local event addressed to young people interested in economics, entrepreneurship and synergy between ecology and business. The idea behind the event is to enable secondary school students in Wrocław to broaden their knowledge of climate, economy and business; develop their skills to create start-ups and creative solutions; acquire skills to present ideas successfully; and meet distinguished experts and committed young people.



The Wrocław University of Economics and Business staff who participated in organizing the event included representatives of the Success Leaders – Change Leaders Program (Katarzyna Wołowiec and Krystian Olek), Green Team – Sustainable Development Center (Bożena Ryszawska and Iza Beno), inQUBE University Business Incubator (Bartłomiej Postek and Zbigniew Grodziński), DT HUB – Innovative Solutions Design Center (Marta Kindrat, Dawid Kościewicz, Iwona Wochnik, and Anna Wojciechowicz).

Respecting the university's social responsibility rules, the Wrocław University of Economics and Business encourages the academic community and its partners to get involved in social issues. Sample areas of engagement, initiatives and dialogue include:

- our membership in the Climate Council at the UN Global Compact Network Poland (Dr hab. Bożena Ryszawska, WUEB Prof.). The Council offers advice and expert support for the UN Global Compact actions, including but not limited to the Climate Positive program and climate education implementation;
- our role of a CSR expert in the “Gwiazdy Biznesu” [Business Stars] Competition jury; the competition is organized by the Wałbrzych Region's Fund (Dr hab. Dorota Teneta Skwiercz, WUEB Prof.); the Competition Jury selects the winners in the group of the Lower Silesian entrepreneurs shortlisted for the competition. The main categories include Micro Business, Micro Enterprise, Small Enterprise, Medium-Sized Enterprise, Socially Responsible Business, Business-Friendly Local Government, and Personality;
- our membership in the Team for Clean Air and Energy Efficiency at the Marshal of the Lower Silesian Region and in the Working Team for Clean Air, Smog and Energy at the Office of the Mayor of Wrocław (Dr hab. Bożena Ryszawska, WUEB Prof.);
- our membership in the ISO Polish Standardisation Committee (technical committee for social responsibility) (Dr hab. Magdalena Rojek-Nowosielska, WUEB Prof.);
- establishing the Rector's Commission for Social Impact (2022), an advisory body of the Vice-Rector for Accreditation and International Cooperation. The Commission's responsibilities include supporting the actions taken by the Social Impact Officer (Dr hab. Magdalena Rojek-Nowosielska, WUEB Prof.) and the University's other organizational units in the Social Impact area, including but not limited to:
 - 1) making inventories of the measures implemented at the University,
 - 2) establishing and monitoring the Key Performance Indicators (KPI),
 - 3) promoting actions taken by the University, e.g. in social media, WUEB's website, thematic webinars, blogs, etc.,
 - 4) developing reports on achievements:
- appointing the Team for Equal Treatment and Discrimination Counteracting at the Wrocław University of Economics and Business (2021); the team was established to initiate and execute actions for disseminating and implementing the concept of equality, diversity, tolerance and human rights respecting and protecting in reference to the whole academic community and its environment,

especially by preparing the University to implement the following:

- the policy of equal treatment related to gender, age, disability, health condition, race, nationality, ethnic origin, religion, belief, no religious beliefs, trade union membership, psychosocial orientation, sexual identity, family status, lifestyle, employment form, scope and base, a different type of cooperation and other premise exposing the person to discriminating behaviours,
- diversity management strategy:
- appointing, in 2022, the Equal Treatment Spokesperson (Dr hab. Dorota Teneta-Skwiercz, WUEB Prof.) and the Anti-Discrimination Spokesperson (Dr Artur Trzebiński).

The responsibilities of the Equal Treatment Spokesperson include implementing the tasks adopted by the Team for Equal Treatment and Counteracting Discrimination, related to increasing equality in the WUE community and to:

- 1) initiating equal treatment solutions for the whole academic community,
- 2) promoting and disseminating equal treatment and diversity issues,
- 3) taking actions related to collecting data and/or research on unequal and unfair treatment,
- 4) preparing systemic solutions and methods to prevent such occurrences in the future.

The responsibilities of the Anti-Discrimination Spokesperson include but are not limited to actions preventing discrimination and supporting the victims, such as:

- 1) receiving discrimination cases and complaints,
- 2) conducting explanatory proceedings and issuing opinions on the reported discrimination cases,
- 3) initiating and/or developing procedures and schemes facilitating discrimination counteracting and preventing,
- 4) collecting examples of solutions leading to limiting and eliminating discrimination.

Summary

On behalf of all those involved in the development of this study, we would like to express satisfaction and pride in presenting our activity and commitment to responsible management education. The huge workload of all members of our academic community to make the initiatives above come true must not be underestimated. We hope that the initiatives described in this publication will kindle your interest. If you share our enthusiasm for pursuing the implementation of new exciting initiatives, we can thus be certain that the efforts related to education, dialogue, and the implementation of values through partnerships will contribute to reaching the objectives of sustainable development.

Editors:

Professor Bogusława Drelich-Skulska,
dr Anna Jankowiak, Professor at WUEB
dr hab. Magdalena Rojek-Nowosielska, Professor at WUEB

Data obtained thanks to the cooperation of employees
of the WUEB units referred to in the report

Wroclaw University of Economics and Business
Komandorska 118/120
53-345 Wrocław, Poland
+48 71 36 80 100
kontakt@ue.wroc.pl



The address of the editor:

Publishing House of Wrocław University of Economics and Business

53-345 Wrocław, ul. Komandorska 118/120

www.wydawnictwo.ue.wroc.pl

ksiegarnia.ue.wroc.pl