Faculty of Management Technology

United Nations - Principles for Responsible Management Education (UN-PRME)

Sharing Information on Progress (SIP) report 2022
Dean’s Office
Faculty of Management Technology,
The German University in Cairo,
Egypt
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In Support of UN-PRME SIP Reporting 2022

Dean’s Letter of Commitment to UN-PRME

The Faculty of Management Technology (FMT), the German University in Cairo (GUC), hereby renews 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). Our dedication transverses through teaching, research, and outreach activities. Several courses, as outlined in our report, have integrated ethics, social responsibility, and sustainability in their educational pedagogies. The FMT has also introduced a core course on Business Ethics in its undergraduate program. 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. Recently, Prof. Noha El-Bassiouny, Vice Dean for Academic Affairs at the FMT, has also established a new international journal entitled Management & Sustainability: An Arab Review (M&SA) in partnership with Emerald Publishing. We have also had outreach activities such as international workshops featuring trend-setting topics such as women empowerment and the overlaps between religiosity and sustainability.

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.

Professor Elah K.A. Mohamed,
Dean,
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“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


“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”)

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1. NO POVERTY  
2. ZERO HUNGER  
3. GOOD HEALTH AND WELL-BEING  
4. QUALITY EDUCATION  
5. GENDER EQUALITY  
6. CLEAN WATER AND SANITATION  
7. AFFORDABLE AND CLEAN ENERGY  
8. DECENT WORK AND ECONOMIC GROWTH  
9. INDUSTRY, INNOVATION AND INFRASTRUCTURE  
10. REDUCED INEQUALITIES  
11. SUSTAINABLE CITIES AND COMMUNITIES  
12. RESPONSIBLE CONSUMPTION AND PRODUCTION  
13. CLIMATE ACTION  
14. LIFE BELOW WATER  
15. LIFE ON LAND  
16. PEACE, JUSTICE AND STRONG INSTITUTIONS  
17. PARTNERSHIPS FOR THE GOALS
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 2002/27; according to the law number 1992/101 and its executive regulations number 1996/355. 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 GUC board of trustees, the Ministry of Science, Research and Arts, State of Baden-Wuerttemberg and supported by the German Academic Exchange Service (DAAD), the German Embassy in Cairo, the Arab/German Chamber of Industry and Commerce, the Federal Ministry of Education and Research, the State University of Tuebingen and the State University of Mannheim.

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; the Giving Voice to Values program at Darden, US; Daniel's College of Business at the University of Denver; the Transformative Consumer Research at the Association of Consumer Research; the International Association for Business and Society (IABS); Al Orman NGO in Egypt; Alashanek Ya Balady NGO, amongst 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

- Values of Social Responsibility
- Method in form of Educational Material, Processes, and Environment
- Partnership with Industry
- Sense of Purpose
- Research on role and impact of businesses in creating sustainable societies
- 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.

The faculty developed a rubric for each department to assess the degree of sustainability and ethics involvement in the curriculum:

1. Marketing Department: The Mission of the Marketing Department at the Faculty is to educate qualified marketing academics and practitioners that possess not only technical and leadership skills but also high quality research abilities which can serve as a foundation to advance Marketing practice. This is achieved through adapting the most recent technologies and instruments that would serve both the theoretical as well as the practical dimensions. The Marketing Department adopts the Integrated/Societal Marketing Philosophy/Concept, which takes a holistic view and regards Marketing as a tool that can be used not only
for profitability purposes but also for individual, social, organizational, and environmental purposes that cater to the needs of the triad comprising consumers, companies, and long-term societal welfare. The courses that incorporate the values of social responsibility/address responsible business issues are Marketing I (Principles of Marketing), Marketing II (Marketing Management), Consumer behavior, Marketing research and Marketing Channels and Distribution.

2. Management and Organization Department: The Management and Organization department adheres to the Faculty overall mission that incorporates serving and contributing to societal development. The courses mostly address the responsible business issues through diverse chapters in its curriculum across its different majors (Human Resource Management, Innovation & Technology Management, International Business and Strategic Management). Those chapters are introduced to the students throughout the lectures and courses’ academic books.

3. Economics Department: Overall mission of department is geared toward “developing the capabilities of students to be future generators of sustainable value for business and society at large”. The values of global social responsibility are infused within the curriculum of various courses in the department.

4. Business Informatics and Operations Management Department and Accounting and Finance Department: These departments also adhere to the general mission to the whole Faculty of Management Technology which is stated as follows:

The main mission of the Faculty of Management Technology is to educate, train and continuously develop its students in order to provide the labor market with highly needed managers, professionals, and business specialists who can contribute to the social and economic development of the society in which they live. This can best be achieved by building strong and positive links with the business community in the country, and by acting as a catalyst for the dissemination of the knowledge and expertise that help enhance effectiveness and productivity.

Principle (3) - Method

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

- Teaching students the values of sustainability through the academic process in the form of case studies, teaching material, and international events (see for example http://www.guc.edu.eg/events/EventDetails.aspx?eventID=55; http://www.guc.edu.eg/events/EventDetails.aspx?eventID=89; and http://www.guc.edu.eg/en/home/events/event_details.aspx?eventID=175).

- 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.
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

Key Development Priorities

- Education
  - Journal of Research in Character Education (JRCE)
  - Young Consumers

- Consumption
  - Journal of Consumer Marketing (JCM)
  - International Journal of Consumer Studies (IJCS)
  - Journal of Islamic Marketing (JIMA)

- Sustainability (S-E-E)
  - Social Responsibility Journal (SRJ)
  - Journal of Business Research (JBR)

- Health
  - Healthy Food Consumption among Adolescents
  - SAVOLA Foods in Egypt

Utilize findings to inform decision making & fuel more research
ETHICS, CSR AND SUSTAINABILITY (ECSRS) EDUCATION IN THE MIDDLE EAST AND NORTH AFRICA (MENA) REGION

CONCEPTUALIZATION, CONTEXTUALIZATION, AND EMPIRICAL EVIDENCE

Edited by
Noha El- Bassiouny, Dina El- Bassiouny,
Ehab K. A. Mohamed, and Mohamed A. K. Basuony
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:


Available from: https://doi.org/10.1111/emre.12463


El-Bassiouny, D. and El-Bassiouny, N. (2019), «Diversity, corporate governance and CSR reporting: A comparative analysis between top-listed firms in Egypt, Germany and


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.


Darrag, M.; Ismail, M.; Abdel Nasser, M.; and Abdelkhalilq, 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:


El-Bassiouny, N., Adib, H., and Hammad, H.


Zahran, N.; El-Bassiouny, N.; and Darrag, M. (2017). “Toward an Integrative Framework for CSR Communication”, Paper accepted for presentation at the Faculty of Commerce and Business Administration International Conference, Cairo University, Marriott Hotel, Cairo, Egypt, April 2017 ,24-22.


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) – 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. A major hallmark in 2022 has been the launch of Management & Sustainability: An Arab Review journal in partnership with Emerald Publishing that aims to be a leading journal in this field. Despite the COVID19 pandemic, several workshops, conferences and events were also held during 2022 - 2020 (refer to Figures 3-9 below).
Figure (3): Sample Academic Cooperation of the BSRC

Figure (4): Sample Industry Cooperation of the BSRC
The rationale behind MSAR is to agglomerate research under the broad umbrella of “management and sustainability” especially in Arab countries because this is underrepresented in the international literature.
Are nature, the environment, sustainability, and ecology feminist issues? What is the link between different structures of patriarchy and the damage being done to planet earth? What solutions can activists working within the different Abrahamic religious and secular traditions bring from a feminist perspective to the pressing environmental and sustainability questions of our time? While eco-feminism has been a framework since Françoise d’Eaubonne coined the terms in 1974, its use has been limited within the full spectrum of the Abrahamic religions and more particularly the Middle East/North Africa (MENA) region. This workshop aims to bring together perspectives from Abrahamic religious and community traditions on the relationships between gender roles, patriarchal social and political arrangements and environmental sustainability. Participants are invited to address any theme broadly related to how women movements within various Abrahamic traditions and institutions contribute new pathways for environmental sustainability, equity, and ecological balance through imagining new ways of organizing the family, society, and life on earth. Some of the themes suggested are as follows:

1. How women’s movements within different traditions contribute to environmental sustainability;
2. The challenges that eco-feminists and other groups face in their struggles for social and environmental justice;
3. Covid-19 and its effect on women and gender roles from an ecological perspective;
4. Experiences of women from different traditions working on projects related to economic, social, and/or environmental sustainability;
5. Gender-based Violence and its relation to economic and environmental sustainability;
6. Policy and planning issues related to ecological justice, sustainability and women.

The workshop will be organized by the University of Connecticut (UConn) Abrahamic Programs for Academic Collaboration in the MENA Region. We will gather for a virtual one-day workshop on February 8, 2021, with the plan to organize a larger conference on the above themes in 2022 (hopefully in person!). The goal is to publish a special journal edition out of the contributions from the conference. Activists, academics, community advocates, members of organizations working on these topics from the MENA region, and all other regions of the world are invited to submit an abstract. Please send an abstract of no more than 500 words by January 3, 2021 to:

Hind Ahmed Zaki (Assistant Professor of Political Science and Language, Literature, and Culture, UConn: hind.ahmed_zaki@uconn.edu)

Nawal H. Ammar (Professor of Law and Justice & Dean, College of Humanities and Social Sciences, Rowan University: ammar@rowan.edu)

For more information on the UConn Abrahamic Programs for Academic Collaboration in the MENA Region see: www.abrahamicprograms.uconn.edu.
Figure (7): Emerald Panel - Gender Equity & Female Empowerment in the Middle East and Africa - March 2021 where Prof. Noha El-Bassiouny, the Vice Dean presented and moderated the discussion

Join the conversation

https://www.emeraldgrouppublishing.com/celebrating-international-womens-day-middle-east-sub-saharan-africa

https://www.facebook.com/EmeraldMENATeam

https://twitter.com/EmeraldMENA
This global forum took place in June, 2021. The forum hosted a panel by Prof. Dr. Noha El-Bassiouny, Dr. Marina Schmitz and Prof. Dr. Elisabeth Fröhlich from CBS International Business School.
The Faculty of Management Technology, the Faculty of Applied Sciences and Arts, and the Faculty of Civil Engineering at the German University in Cairo collectively held the first “MINDS: Management, Innovation, Design and Sustainability - Re-Thinking Boundaries post COVID-19” conference on the 22nd and 23rd of February, 2021 via Zoom. The virtual conference aimed at reflecting on the global sustainability agenda; specifically Sustainable Development Goals (SDGs) which relate to Quality Education; Industry, Innovation and Infrastructure; Sustainable Cities and Communities; and Responsible Consumption and Production. Through the collaboration and shared interest between the three participating faculties, the conference highlighted the multi-faceted and interdisciplinary relationship between management, innovation, design and sustainability. The conference also aimed at exchanging knowledge with international academics and scholars, opening opportunities for joint researches and projects as well as gaining insights about recent methodologies adopted in sustainable management research.

The organizing committee was comprised of the Faculty of Management Technology represented by Prof. Ehab Kamel Abouelkher, Prof. Noha El-Bassiouny, Prof. Ralf Klischewski, Assoc. Prof. Raghdha El-Ebrashi, Dr. Hagar Samir and Dr. Hadeer Hammad; the Faculty of Applied Sciences and Arts represented by Prof. Sabine Mueller and Ms. Nariman Lotfi; and the Faculty of Civil Engineering represented by Prof. Moustafa Baraka and Prof. Mahmoud El Khaffif. The international keynote speakers included Professor Michael G. Luchs, Shook Term Distinguished Professor of Business, Raymond A. Mason School of Business, William and Mary, US, and Professor Holger J. Schmidt, Professor of Marketing, Koblenz University of Applied Sciences, Germany as well as Professor Florian Becker-Ritterspach, Professor of Economic and Organizational Sociology, HTW Berlin, and Prof. Dr. Julia Schwarzkopf Professur für Nachhaltige Unternehmensführung Hochschule für Technik und Wirtschaft (HTW) University of Applied Sciences, Berlin and Professor Ralf Klischewski, Professor of Information Systems and Academic Director of GUC Berlin. The conference also featured the practitioner view by hosting Ms. Sina Hbous, Advisor to the Chairman for Sustainable Development and Head of Sustainable Development Department.
The local speakers included Assoc. Prof. Mona Elbannan, Dr. Heba Ghoneim, and Ms. Jalila El Jadidi, Business System Analyst, Energy and Environmental Protection Department, Commonwealth of Massachusetts, Former Adjunct Faculty of Management, Bentley University (USA). The event was attended by postgraduate M.Sc. and PhD students from the three participating faculties.

Sample Faculty Research Projects:

Prof. Dr. Noha El-Bassiouny and Dr. Dina Yousri represent the Egyptian side for the “Partnerships for Sustainable Development” (P4SD) project: The project represents a consortium lead by the University of Applied Sciences of the Grisons in Switzerland (HTW Chur). The aim of the project is to develop an enabling digital platform to facilitate partnerships related to the United Nations - Sustainable Development Goals (SDGs) between academic and private sector organisations (Duration: Jan. 2021 - Dec. 2024) - To be funded by the Swiss Secretariat for Economic Affairs (SECO) starting 2022 (https://www.fhgr.ch/en/uas-grisons/entrepreneurial-management/swiss-institute-for-entrepreneurial-management/sife/projekte/partnerships-for-sustainable-development-p4sd/#c15330)

Prof. Dr. Ralf Klischewski is Co-PI of the SUSTAIN Project funded by the DAAD.

Associate Prof. Dr. Raghda El-Ebrashi is PI, Social Entrepreneurship for Development – funded by GIZ-PDP (July 2021 – June 2022). Fund = 30,000 EURO. She is also member of the SUSTAIN project - funded by DAAD and, together with Dr. Menatallah Darrag, is co-PI of the Inclusive Business and SMEs Internationalization - funded by DAAD-BMBF (Mar 2019 – Dec 2021). Fund - 20,000 EURO

Dr. Hadeer Hammad and Dr. Hagar Adib are Co-PI(s) for the project "Doing business in the Arab world" which is a collaboration project between the German University in Cairo and Bern University for Applied Sciences in Switzerland. The project aims to investigate the challenges faced by foreign distributors in Arabic speaking countries (Mar 2021 - Mar 2022).

Dr. Hagar Adib is also member of the project “Social Entrepreneurship for Development” – funded by GIZ-PDP (July 2021 – June 2022).

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 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 10 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 multi-disciplinary graduate programs in the field.