

Faculty of Management Technology

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

Sharing Information on Progress (SIP) report 2022



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Education (UN-PRME)
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Dean's Office

Faculty of Management
Technology,

The German University in
Cairo,

Egypt

[18-01-2022]

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 (MSAR)* 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 Ehab K.A. Mohamed,
Dean,
Faculty of Management Technology,
The German University in Cairo, Egypt

[Signature]
18/1/2022

| Faculty of Management Technology

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

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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

(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 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



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 adheres 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.

- 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):

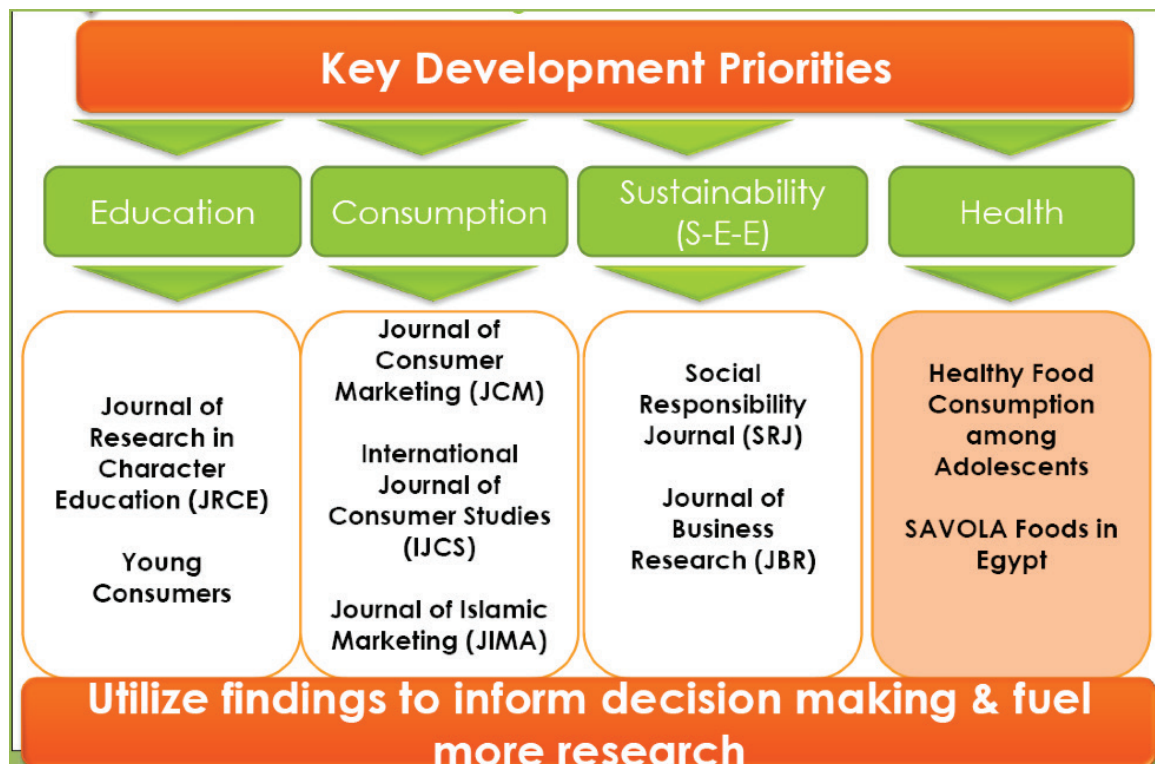
El-Bassiouny, N. (2012). Report on the “Toward a Sustainable Society in the MENA (Middle East and North Africa) Region: Roadmap and Priorities” conference. Sage Journal of Education for Sustainable Development (JESD), vol. 6, pp. 294-293.

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



A thick green border surrounds the entire cover. At the top, there is a horizontal band with a repeating pattern of stylized green leaves and circular motifs. Below this band is a dark green horizontal bar containing the text 'Giving Voice to Values' in white.

Giving Voice to Values

**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:

Abdelnaeim, S., El-Bassiouny, N. and Paul, P. (2021). Up-Fuse Transforming Plastic Waste into Innovative Products: The Case Study of a Sustainable Egyptian Start-Up, Emerald Emerging Markets Case Studies Collection, 11 1)), pp. 13 - 1.

AbuTaleb, S., El-Bassiouny, N. and Ragab, S. (2021). "Exploring the Notion of Collaborative Consumption in an Emerging Market: The Use of Netnography", International Review on Public and Nonprofit Marketing, 18, pp. - 599 627.

Abutaleb, S., El-Bassiouny, N.M. and Hamed, S. (2021), «A conceptualization of the role of religiosity in online collaborative consumption behavior», Journal of Islamic Marketing, Vol. 12 No. 1, pp. 198-180. <https://doi.org/10.1108/JIMA0186-2019-09->

El-Bassiouny, N., El-Garah, W., Hammad, H., and Schmitz, M. (2021). "More religious and moral world a happier one? Insights from an Islamic perspective in a post-COVID19- world" – guest editorial, the Journal of Islamic Marketing, 12 3)), pp. 478 - 469.

El-Bassiouny, N., Seoudi, I., Abdelnaeim, S., and Jamal, A. (2021). "An Introspect into the Concept of Tourism in the Islamic Faith", Journal of Islamic Tourism, vol. 1, pp. 34-22 (inaugural issue). Available online at <http://jistour.org/en-us/dergiler/volume-4/1-s>

El-Bassiouny, N.; El-Bassiouny, D.; Kolkailah, S.; Zahran, N.; and Moharram, S. (2021). "Corporate Social Responsibility (CSR) in Egypt", In Idowu, S. and Idowu, M. (Eds.) Current Global Practices of Corporate Social Responsibility (CSR). Springer.

Wazir, O.; El-Bassiouny, N.; and Schmidpeter, R. (2021). On Academic Branding: A Review of the Factors Influencing Research Agenda Choice and Prioritization in Management. European Management Review, pp. 13-1.

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

Abutaleb, S. and El-Bassiouny, N. (2020), «Assessing sustainability marketing from macromarketing perspective: a multistakeholder approach», World Journal of Entrepreneurship, Management and Sustainable Development, Vol. 16 No. 4, pp. 305-287. <https://doi.org/10.1108/WJEMSD0017-2019-02->

Abu-Taleb, S., El-Bassiouny, N., and Hamed, S. (2020). The Role of Religiosity in Collaborative Consumption Behavior, in Thaichon, P. and Ratten, V. (2020) Transforming Relationship Marketing, Taylor and Francis.

Anwar, Y.; and El-Bassiouny, N. (2020). "Marketing and the Sustainable Development Goals (SDGs): A Review and Research Agenda", In Idowu, S. and Schmidpeter, R. (Eds.) The Future of the UN Sustainable Goals: Business Perspectives for Global Development in 2030. Springer.

El-Bassiouny, N., Amin, A. and Jamal, A. (2020), «Individual choice of management research agendas: Ethical guidance from Islamic prioritization heuristics», Journal of Humanities and Applied Social Sciences, Vol. 2 No. 1, pp. 45-33. <https://doi.org/10.1108/JHASS0047-2019-09->

El-Bassiouny, N.; El-Bassiouny, D.; Kolkailah, S.; Zahran, N.; and Moharram, S. (2020). "Corporate Social Responsibility (CSR) in Egypt", In Idowu, S. and Idowu, M. (Eds.) Current Global Practices of Corporate Social Responsibility (CSR). Springer.

El-Bassiouny, N.; Hamed, S.; Hammad, H.; Adib, H.; and Ammar, N. (2020). "Online C2C Interactions with Sports Brands: Insights from the #Mo Salah Brand", In Ratten, V. (ed.) Sport Entrepreneurship and Public Policy - Building a New Approach to Policy-making for Sport (publisher Springer).

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

the USA», *Management of Environmental Quality*, Vol. 30 No. 1, pp. 136-116. <https://doi.org/10.1108/MEQ0150-2017-12->

Hamed, S.; El-Bassiouny, N.; and Ternès, A. (2019). "Hospital Servicescape Design for In-Patient Wellbeing", *Services Marketing Quarterly*, 2) 40).

Hammad, H.; Muster, V.; El-Bassiouny, N.; and Schaefer, M. (2019). "Status and Sustainability: Can Conspicuous Motives Foster Sustainable Consumption in Newly Industrialized Countries?" *Journal of Fashion Marketing and Management* 4) 23), pp. 550 – 537.

Adib, H., El-Bassiouny, N., & Roosen, J. (2018). Consumers' salient beliefs about green solar innovations: An elicitation study of Egyptian consumers. *Social Business*, 185-167 ,(2)8.

El-Bassiouny, N. (2019). Review of [Wilson, J. (2018). *Halal Branding*, Claritas publishers]. *The Journal of Customer Behavior*.

El-Bassiouny, N., Mohamed, E. K., Basuony,

M. A., & Kolkailah, S. (2018). An exploratory study of ethics, CSR, and sustainability in the management education of top universities in the Arab region. *Journal of Business Ethics Education*, 74-49 ,15.

El-Bassiouny, N.; Darrag, M.; and Zahran, N. (2018). "Corporate Social Responsibility (CSR) Communication Patterns in an Emerging Market: An Exploratory Study", *Journal of Organizational Change Management*, 4) 31), pp.809-795

El-Bassiouny, N.M. and Zahran, N. (2018), «Back to the future: historical nostalgia and the potentials for Islamic marketing research», *Journal of Islamic Marketing*, Vol. 9 No. 3, pp. 682-673. <https://doi.org/10.1108/JIMA-04-0069-2018>

El-Ebrashi, R.; Salem, R.; El-Kayaly, D.; El-Bassiouny, N. (2018). "What Potentials Does Islamic Micro-Credit Have? An Empirical Investigation in the Egyptian Context", *Journal of Islamic Marketing*, 2) 9), pp. 328-305



Hammad, H., & El-Bassiouny, N. (2018). «I shop therefore I am»: social and psychological transformations in conspicuous consumption. *Luxury Research Journal*, 324-303 ,(4)1.

Jamal, A. H. M. A. D., & El-Bassiouny, N. O. H. A. (2018). Islamic tourism: the role of culture and religiosity. Islamic tourism: management of travel destinations. Wallingford: CABI, 25-10.

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.

Ammar, N.; El-Bassiouny, N.; Hawash, R. (2017). Materialistic Tendencies and Adolescent Healthy Food Consumption: Setting the Research Agenda. In Marinov, M. (ed.). *Research Handbook of Marketing in Emerging Economies*, Edward Elgar.

Darrag, M. and Crowther, D. (2017), «Reflections on CSR: the case of Egypt», *Society and Business Review*, Vol. 12 No. 1, pp. 116-94. <https://doi.org/10.1108/SBR-2016-01-0010>

El-Bassiouny, N.M., Wilson, J.A.J. and Esmat, S. (2017), «An Islamic macromarketing perspective on sustainability», *Journal of Islamic Marketing*, Vol. 8 No. 2, pp. 203-187. <https://doi.org/10.1108/JIMA0069-2015-09->

El-Ebrashi, R.; and Darrag, M. (2017). "Social Entrepreneurs' Strategies for Addressing Institutional Voids in Developing Markets". In: *European Journal of International Management*, Vol. 11, No. 3 (forthcoming).

Hamed, S., El-Bassiouny, N., & Ternes, A. (2017). Evidence-Based Design and Transformative Service Research application for achieving sustainable healthcare services: A developing country perspective. *Journal of Cleaner Production*, 1892-1885 ,140.

Shaban, Y.; and El-Bassiouny, N. (2017). "An Egyptian perspective on the many faces of sustainable consumption, anti-consumption and emotional brand attachment", *African Journal of Business and Economic Research*

Hamed, S.; El-Bassiouny, N.; and Ternès, A. (2016). «Evidence-Based Design and Transformative Service Research for the Healthcare in Hospitals: Setting the Research Agenda», *International Journal of Pharmaceutical and Healthcare Marketing*, 10 2)), pp. 229-214

Darrag, M.; and El-Bassiouny, N. (2016). "Sharek and Employee Volunteerism: A Social Enterprise Succeeds in the Corporate World" (A). In: *International Giving Voice to Values (GVV) Collection*, Darden Business Publishing, the University of Virginia.

Darrag, M.; and El-Bassiouny, N. (2016). "Sharek and Employee Volunteerism: A Social Enterprise Succeeds in the Corporate World" (B). In: *International Giving Voice to Values (GVV) Collection*, Darden Business Publishing, the University of Virginia.

Darrag, M.; and El-Bassiouny, N. (2016). "Sharek and Employee Volunteerism: A Social Enterprise Succeeds in the Corporate World" (Teaching Notes). In: *International Giving Voice to Values (GVV) Collection*, Darden Business Publishing, the University of Virginia.

Darrag, M.; Ismail, M.; Abdel Nasser, M.; and Abdelkhalik, 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*.

Ammar, N., El-Bassiouny, N., & Hawash, R. (2016). Materialism and healthy food consumption: Can health education play a role?. *Social Business*, 370-357 .401-377 ,(4)6.

Cunha, M., & Richter, C. (2016). The impact of climate change on the winegrape vineyards of the Portuguese Douro region. *Climatic Change*, 251-239 ,(1)138

Klischewski, R., & Elragal, A. (2015). Business-IT Alignment in The Arab World: Is There a Fast Track to Maturity?. In *European Conference on Information Systems: 2015/05/29-2015/05/26*.

Klischewski, R., & Lessa, L. (2015).

Sustainability of e-government success: An integrated research agenda. Public Affairs and Administration: Concepts, Methodologies, Tools, and Applications IGI Global, 294.

Darrag, M.; and El-Seidi, R. (2015). "AAIB & CSR in Egypt: A 10 year Review!". In: The MENA Journal of Business Case Studies, Vol. 2015. Article ID 203993, DOI: 2015.203993/10.5171

El-Bassiouny, N.; Seoudi, I.; Darrag, M.; & Zahran, N. (2015). "CSR and Religiosity in a Developing Country Context: A Comparative Case Study Approach" African Journal of Business and Economic Research, vol. 3-2) 10), pp. 45-7

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:

Abdelnaeim, S., El-Bassiouny, N., and Hauser, C. (2021) "The Antecedents of Co-creation behaviors in Distance Learning: A Transformative Service Research (TSR) Perspective in a Post-COVID19- World". Paper presented at RME8 -The 8th Responsible Management Education Research Conference (Virtual Conference) during October 19th to October 21st 2021.

Abu-Taleb, S., El-Bassiouny, N. and Hamed, S. (2020). Consumer Attitudes towards Collaborative Consumption in an Emerging Market: The Case of Egypt, Proceedings of the EMAC 2020 virtual conference, Budapest.

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



(2021). "Is there Gender Equity in the Islamic Environmental Ethic? An Introspect Based on Islamic Sources", Abrahamic Traditions, Patriarchy and Sustainability international workshop, University of Connecticut, 8th of Feb.

El-Bassiouny, N.; Anwar, Y.; El-Bassiouny, D.; Jamal, A.; and Wilson, J. (2020). "A Theory of the Future: How the Qur'an Foretells the Wisdom behind the Sustainability Mindset", Proceedings of the British Academy of Marketing (BAM) 2020 virtual conference, UK.

Abdelnaeim, S.; and El-Bassiouny, N. (2019). "A Primer on the Relationship between Entrepreneurial Cognitions and Sustainable Entrepreneurship", Paper presented at the 6th International Conference on CSR, Sustainability, Ethics and Governance, Abu Dhabi University, Abu Dhabi, UAE.

Abou-Taleb, S.; El-Bassiouny, N. (2019). Consumer Religiosity and Propensity for Online Collaborative Consumption. Paper presented at the 1st Graduate Research Conference, GUC, Egypt.

El-Bassiouny, N. (2019). "Twenty Mega-Trends Shaping Management Thought in 2050". Paper presented at the 7th International OFEL Conference on Governance, Management, and Entrepreneurship (OFEL 2019), Dubrovnik, Croatia.

Jamal, A.; El-Bassiouny, N.; and Raj, R. (2019). "Islamic Traveller Motivations and Challenges for the Industry", paper presented at the 11th Annual International Religious Tourism and Pilgrimage (IRTP) Conference, Belgrade, Serbia, Singidunum University, June 29-26.

Kasber, A.; El-Bassiouny, N.; and Hamed, S. (2019). Consumer Religiosity, Luxury Consumption, and Counterfeiting: A Study of the Interrelationships. 14th Global Brand Conference, Berlin, Germany.

Mahmoud, Amira S., Aric Rindfleisch, Ahmed I. Ghoniem, and Noha El-Bassiouny (2019), «The Role of Price Transparency on the Relationship between Dynamic Pricing and Perceived Price (Un)Fairness», AMA Winter Academic

Conference, Poster Session, Austin, TX.

Wazir, O.; El-Bassiouny, N.; and Schmidpeter, R. (2019). On Academic Branding: A Review of the Factors Influencing Research Agenda Choice and Prioritization in Management. Paper presented at the 1st Graduate Research Conference, GUC, Egypt.

Abou-Taleb, S.; and El-Bassiouny, N. (2018). "Assessing Sustainability Marketing from Macromarketing Perspective: A Multi-Stakeholder Approach," Paper presented at the Cairo University international conference on business sciences, CUCBS 2018, Cairo.

Jamal, A.; Raj, R.; and El-Bassiouny, N. (2018). Understanding Muslim Tourist Motivations. Paper presented at the 10th Annual International Religious Tourism and Pilgrimage conference, 30 – 27th of June, 2018, the University of Santiago de Compostela (USC), Santiago, Spain

Schaefer, M.; Hammad, H.; Muster, V.; & El-Bassiouny, N (2018). "Are we what we possess? - Can conspicuous motives foster sustainable consumption in late industrialized countries?", Paper presented at the Third International Conference of the Sustainable Consumption Research and Action Initiative (SCORAI): Sustainable Consumption: Fostering Good Practices and Confronting the Challenges of the 21st Century, Copenhagen Business School, Copenhagen, Denmark, June 30-27.

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.

Ammar, N.; El-Bassiouny, N.; Hawash, R. (2015). "The Effect of Materialism on Adolescent Healthy Food Consumption: The Case of International Schools in Egypt". Paper presented at the 2015 Annual Conference of the Emerging Markets Conference Board, Dubai, UAE, January 2015 ,22-20.

El-Bassiouny, N.; and Shaban, Y. (2015).

"Sustainable Consumption in Egypt: Insights and Implications" Paper presented at the 21st Annual Research Conference of the American University in Cairo (AUC), theme of MENA Development, Cairo, Egypt, March ,18-16 2015.

El-Bassiouny, N.; Seoudi, I.; Darrag, M.; and Zahran, N. (2015). "An Interpretive Investigation of Corporate Social Responsibility and Religiosity in Egypt", Paper presented at the Faculty of Commerce and Business Administration International Conference, Cairo University, Cairo, Egypt, May 2015 ,25-23.

Hamed, S.; and El-Bassiouny, N. (2015). Mirrors of Reality: Visual Communication of the Egyptian Revolution. Dar Al-Kutub .

Hamed, S.; El-Bassiouny, N.; and Ternès, A. (2015). "Evidence-Based Designs and Transformative Service Research Application for Achieving Sustainable Healthcare Services: A Developing Country Perspective", Paper presented at the 1st ARTEM Organizational Creativity International Conference, Nancy, France, March 2015 ,7-16.

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



Figure (5): The launch of a new journal: Management and Sustainability: An Arab Review



ISSN: 0000-0000
eISSN: 0000-0000
Volume 00 Number 00 2021



Management & Sustainability: An Arab Review



The rationale behind MSAR is to agglomerate research under the broad umbrella of “management and sustainability” especially in Arab countries because this is under-represented in the international literature.

**Figure (6): ABRAHAMIC TRADITIONS, PATRIARCHY & SUSTAINABILITY
FEBRUARY 8, 2021 WORKSHOP where three Faculty members presented their
research**

UConn

ABRAHAMIC PROGRAMS

**ABRAHAMIC TRADITIONS, PATRIARCHY & SUSTAINABILITY
FEBRUARY 8, 2021 WORKSHOP
(VIRTUAL)**

CALL FOR ABSTRACTS

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.

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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

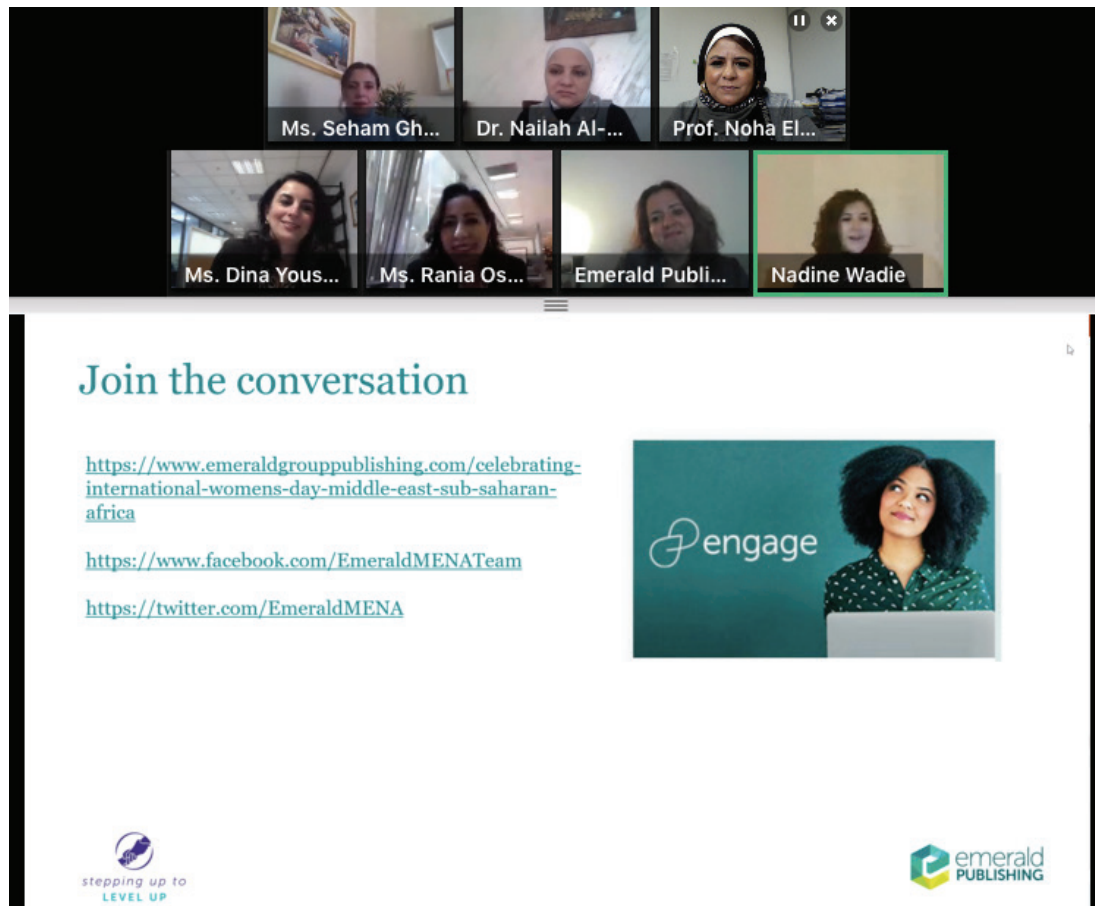
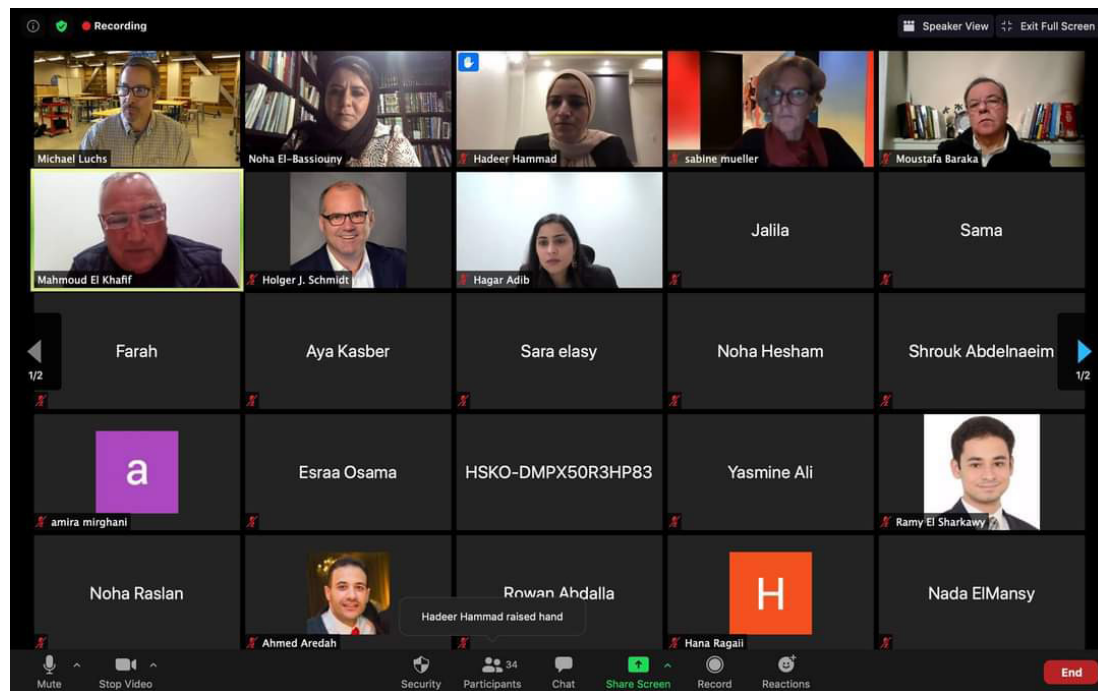


Figure (8): PRME Virtual Global Forum – “Grolar Bears” in Responsible Management Education: Futurism, Hybridization and Sustainability in a post COVID-19 World.



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.

Figure (9): MINDS: Management, Innovation, Design and Sustainability - Re-Thinking Boundaries post COVID-19



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. Raghda 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 Khaff. 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

(SDD). 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-entrepreneurship-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

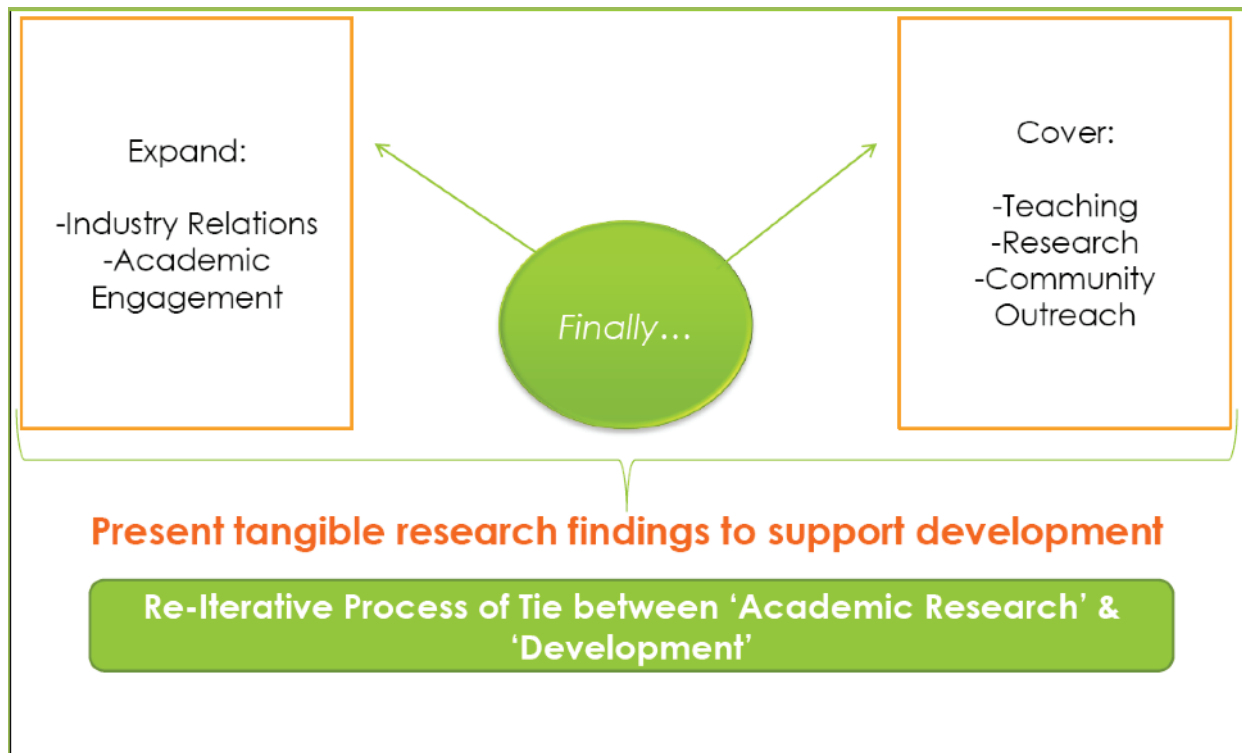
in Arabic speaking countries (Mar 2021 - Mar 2022).

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 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 10 below).

Figure (10): Integrated and Re-Iterative Process of BSRC Engagement



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.

