

Faculty of Management Technology

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

Sharing Information on Progress (SIP) report 2020/2021



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Education (UN-PRME)
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Dean's Office

Faculty of Management
Technology,

The German University in
Cairo,

Egypt

[07-07-2020]

In Support of UN-PRME SIP Reporting 2020

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

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

Professor Ehab K.A. Mohamed,
Dean,
Faculty of Management Technology,
The German University in Cairo,
Egypt

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7/7/2020

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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 27/2002, according to the

law number 101/1992 and its executive regulations number 355/1996. GUC is established in cooperation with the State Universities of Ulm and Stuttgart, under the patronage of the Egyptian Ministry of Higher Education which is represented on the 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.

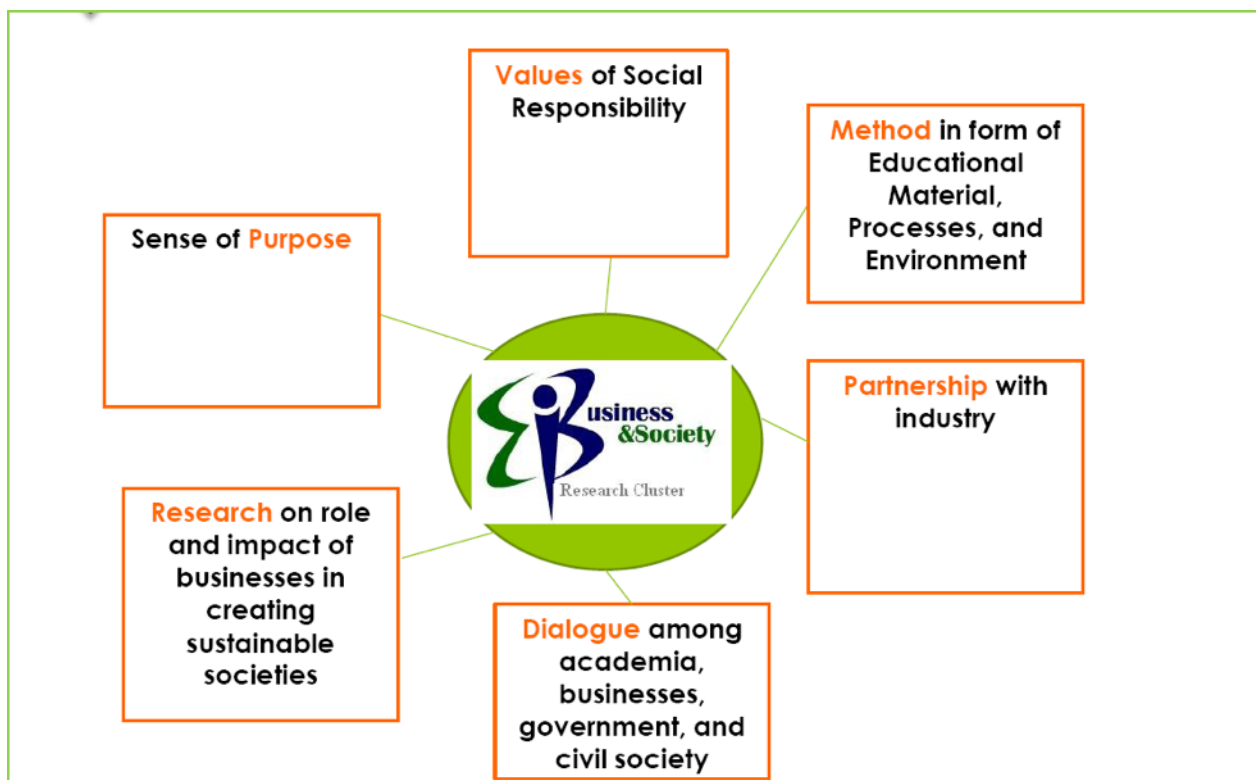
The BSRC group is drawing on the expertise and engagement of several stakeholders; including the Egyptian Corporate Responsibility Center (ECRC) that is a joint project between the UN Global Compact and the Egyptian Ministry of Investment; Bentley University's Alliance for Ethics and Social Responsibility (www.bentley.edu/alliance); the Giving Voice to Values program at Babson College, US (<http://www3.babson.edu/babson2nd-gen/GVV/default.cfm>); Daniel's College of Business at the University of Denver

(<http://www.du.edu/~ppaul>); the Transformative Consumer Research at the Association of Consumer Research (<http://www.acrwebsite.org/fop/index.asp?itemID=325>); the International Association for Business and Society (IABS) ; Misr El-Kheir NGO (www.misrelkheir.org); Alashanek Ya Balady (www.ayb-sd.org), among other local and international stakeholders that span the continuum of corporations including the Arab African

International Bank (AAIB), Savola Group, Vodafone, and the Bavarian Automotive Group (BAG); policy-makers, educational institutions; and non-profit organizations in Egypt as well as across the globe.

In the following, we will be presenting key highlights on the fulfillment of the PRME principles through the efforts of the BSRC. This is visually depicted in Figure (1).

Figure (1): PRME Principles addressed by the BSRC



Principles (1) and (2) Purpose and Values

The BSRC at the Faculty of Management Technology (FMT) ratifies that academia and academic institutions have a major role to play in the global concerns related to business ethics, social responsibility, and sustainability in terms of:

- Multi-faceted endorsement of the PRME in teaching, research, and activities as previously mentioned
- Dialogue on promoting moral responsibility and enhancing moral development of faculty and students through guest lectures and seminars aiming at the active engagement of several concerned stakeholders and portraying successful moral guest speakers such as the CEO of Wayana NGO for disabilities integration in society, among others.

Principle (3) - Method

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

- 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 activ-

ities 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):

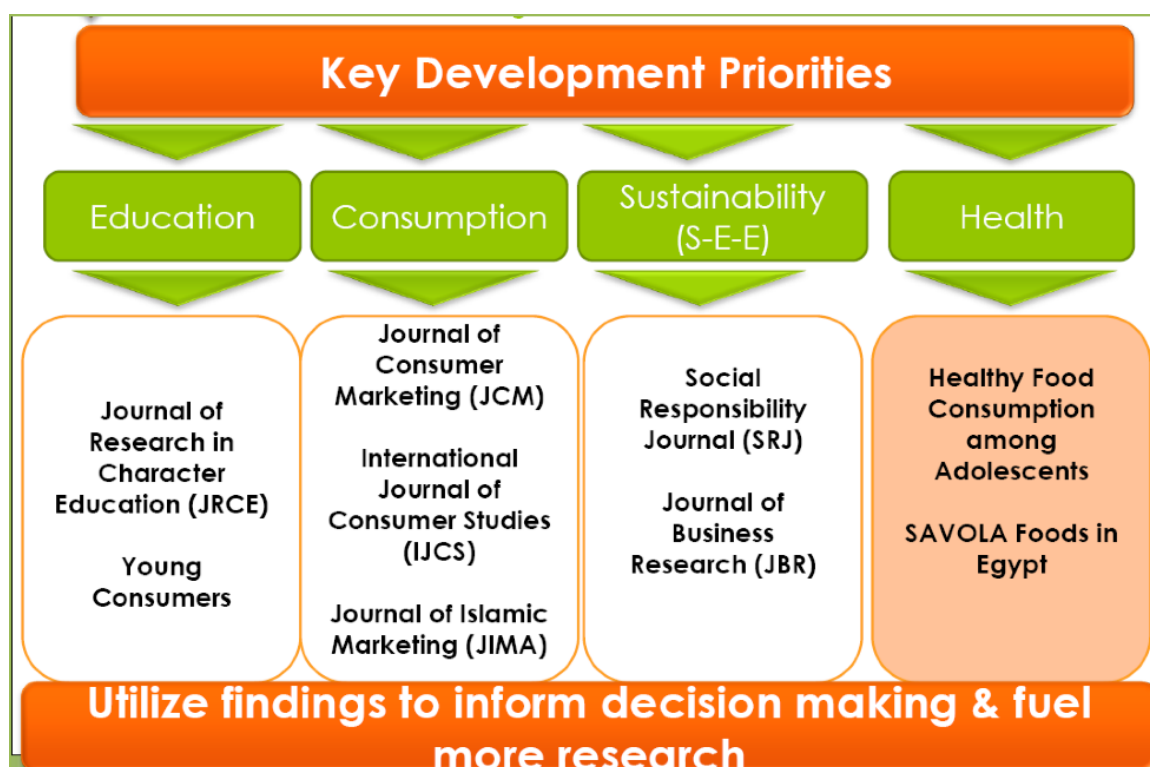
El-Bassiouny, N. (2012). Report on the “Toward a Sustainable Society in the MENA (Middle East and North Africa) Region: Roadmap and Priorities” conference. Sage Journal of Education for Sustainable Development (JESD), vol. 6, pp. 293-294.

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





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



NEW BOOK in 2020!

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:

El-Bassiouny, N.; Mohamed, A.; and Jamal, A. (2020). Individual Choice of Management Research Agendas: Ethical Guidance from Islamic Prioritization Heuristics, *Emerald's International Journal of Humanities and Applied Social Sciences* (forthcoming).

Abu-Taleb, S.; El-Bassiouny, N.; and Hamed, S. (2020). A Conceptualization of the Role of Religiosity in Online Collaborative Consumption Behavior, *Journal of Islamic Marketing* (forthcoming).

Abu-Taleb, S.; and El-Bassiouny, N. (2020). Assessing Sustainability Marketing from Macromarketing Perspective: A Multi-Stakeholder Approach, *World Journal of Entrepreneurship, Management and Sustainable Development* (forthcoming).

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 (forthcoming).

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, 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 (forthcoming).

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* 23 (4), pp. 537 – 550.

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

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 (forthcoming).

El-Bassiouny, N.; K. A. Mohamed, E.; Basuony, M.; and 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* (accepted)

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

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 US", *Management of Environmental Quality (MEQ)* (accepted).

El-Bassiouny, N.; and Zahran, N. (2018). "Back to the Future: Historical Nostalgia and the Potentials for Islamic Marketing Research", *Journal of Islamic Marketing* (accepted).

Adib, H.; El-Bassiouny, N.; Roosen, J. (2018). "Consumers' Salient Beliefs about Green Solar Innovations: An Elicitation Study of Egyptian Consumers", *Social Business* (accepted)

Jamal, A. and El-Bassiouny, N. (2018), "Islamic tourism: Role of culture and religiosity", In Jamal, A., Griffin, K., and Raj, R. (Eds.), *Islamic Tourism: Management of Travel Destinations*, CAB International, Oxfordshire, UK

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*, 31 (4), pp.795-809

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*, 9 (2), pp. 305-328

Hammad, H.; and El-Bassiouny, N. (2018). "'I Shop Therefore I Am': Social and Psychological Transformations in Conspicuous Consumption", *Luxury Research Journal* (forthcoming)

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 (forthcoming).

Ammar, N.; El-Bassiouny, N.; Hawash, R. (2017). Materialism and Healthy Food

Consumption: Can Health Education Play a Role? In: *Social Business* (forthcoming).

Cunha, M. and Richter, C. Measuring the Impact of Temperature Changes on the Wine Production in the Douro Region using the Short Time Fourier Transform , *International Journal of Biometeorology*, 2012.

Cunha, M. and Richter, C. The Impact of Climate Change on the Wine Production Ecosystem of the Portuguese Douro Region , *Climatic Change*, 2016.

Darrag, M.; and Abdel Aziz, H. (2013). "Employing CSR in SME Development to survive Arab Spring Fluctuations – The case of Egypt: General Authority For Investment (GAFI)" . In: *Emerald Emerging Markets Case Studies Collection*.

Darrag, M.; and Crowther, D. (2017). "Reflections on CSR-the case of Egypt". In: *Society and Business Review*, Vol. 12, Issue 2(forthcoming).

Darrag, M.; and El-Bassiouny, N. (2013). An Introspect into the Islamic Roots of CSR in the Middle East: The Case of Savola Group in Egypt". In: *Social Responsibility Journal*, Vol. 9 Issue: 3, pp. 362 – 378.

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.; and El-Seidi, R. (2012). "An overview of Arab African International Bank's (AAIB) success: A 10 year review case study", Corporate Social Responsibility and Sustainability' Conference: Toward a Sustainable Society in the MENA Region: Roadmap and Priorities, (March 1-3), Dusit Thani hotel, Cairo, Egypt.

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: 10.5171/2015.203993

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.

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. 10 (2-3), pp. 7-45

El-Bassiouny, N.; Wilson, J.; and Esmat, S. (2017). "An Islamic Macromarketing Perspective on Sustainability", *Journal of Islamic Marketing* (forthcoming)

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).

Elragal, A., & Raslan, H. (2014, July). Analysis of Trajectory Data in Support of Traffic Management: A Data Mining Approach. In: Industrial Conference on Data Mining (pp. 174-188). Springer International Publishing.

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. 214-229

Hamed, S.; El-Bassiouny, N.; and Ternès, A. (2017). "Evidence-Based Design and Transformative Service Research Application for Achieving Sustainable Healthcare Services: A Developing Country Perspective", *Journal of Cleaner Production* (forthcoming)

Hughes Hallett, A. and Richter, C. Has the Financial Crisis Changed the Business Cycle Characteristics of the GIIPS Countries? , *Journal of Finance and Economics*, 2014.

Klischewski, R. (2005). Citizen Information Services Enabled by Semantic Web? The Case of the Schleswig-Holstein Responsibility Finder. In: EGOV (Workshops and Posters) (pp. 328-335).

Klischewski, R. (2014). When virtual reality meets realpolitik: Social media shaping the Arab government–citizen relationship. *Government Information Quarterly*, 31(3), 358-364.

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: 26/05/2015-29/05/2015.

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.

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* (forthcoming)

Yakan, M; and Abdel Aziz, H. (2010). "Innovation for Going Green: Sources, Methods and Strategies", Proceedings of 10th International Conference on Management of Technology, Cairo, Egypt, March 2010.

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:

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.

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.

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.

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

ment, and Entrepreneurship (OFEL 2019), Dubrovnik, Croatia.

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.

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 26-29.

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.

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 (SCO-RAI): Sustainable Consumption: Fostering Good Practices and Confronting the Challenges of the 21st Century, Copenhagen Business School, Copenhagen, Denmark, June 27-30.

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, 27 – 30th of June, 2018, the University of Santiago de Compostela (USC), Santiago, Spain

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 22-24, 2017.

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 23-25, 2015.

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 16-18, 2015.

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 16-7, 2015.

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

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 20-22, 2015.

Shaban, Y.; and El-Bassiouny, N. (2014). "The Multi-facets of Sustainable Consumption, Anti-Consumption, Consumer Emotional Brand Attachment and Consumer Well-Being: The Case of the Egyptian Food Industry." Proceedings of the International Conference on Anti-Consumption Research (ICAR2014), Kiel, Germany – July 4-5.

Badran, D.; El-Bassiouny, N.; and Silberer, G. (2014). "A Cross-Cultural Study on the Relationship between Elements of Corporate Visual Identity and Consumers' Cognitive and Affective Components of Attitude: A Case Application on Unilever" Proceedings of the Academy of Marketing conference, Bournemouth,

UK – July 8 - 10.

El-Ebrashi, R.; Mosa, A.; El-Bassiouny, N.; Salem, R.; and Helmy, I. (2014). "An Investigation of Consumer Choices and Attitudes toward Islamic Micro-credit Products in Egypt", Islamic Banking and Finance conference (IBF 2014), June 23-4, Lancaster University, UK (session chair on Islamic Microfinance).

Adib, H. and El-Bassiouny, N. (2011). "Youth Materialism in Egypt: An Investigation of Parental Influence and Possible Solutions", Proceedings of the Fifth International Consumer Sciences Research Conference (Consumer 11 – July 18-21), Bonn, Germany.

El-Bassiouny, N. (2010). "The One-Billion-Plus Marginalization: Toward an Enlightened Dialogue with the Islamic World". Paper presented at the 1st International Conference on Islamic Marketing and Branding (ICIMB2010), Kuala Lumpur, Malaysia.

Adib, H. and El-Bassiouny, N. (2010). "An Exploratory Study of the Relationship between Materialism and Food Consumption in Young Consumers: Tarbiyah and the Mediating Role of Parents". Working Paper presented at the 1st International Conference on Islamic Marketing and Branding (ICIMB2010), Kuala Lumpur, Malaysia.

Seoudi, I.; and El-Bassiouny, N. (2010). "Egyptian Business Students' Perceptions of Ethics: The Effectiveness of a Formal Course in Business Ethics" Paper presented at GIRA2010 conference, Portugal.

El-Bassiouny, N., Taher, A., and Abou-Aish, E. (2008). "Character Education Programs and the Consumer Behavior of Tweens." Paper Presented at the Third Bi-Annual International Conference on Child and Teen Consumption, CTC08, Trondheim, Norway.

El-Bassiouny, N., Taher, A., and Abou-Aish, E. (2009). "An Empirical Assessment of the Relationship between Character/Ethics Education and Consumer Behavior at the Tweens Segment: The Case of Egypt." The Academy of Marketing Annual Conference, Leeds, UK.

El-Bassiouny, N. (2013). "CSR and Sustainability in the Context of the Business and Society Research Cluster at the GUC". Speech invitation at the Academy of International Business conference at the American University in Cairo (AUC), January 12-14.

El-Bassiouny, N. (2012). "Character Education for Sustainable Consumption: Lessons from the Partnership for Education and Research for Responsible Living (PERL)". Paper presented at the Innovative

Methodologies for Sustainable Communities workshop sponsored by the DAAD, October 2-3.

Hamed, S.; and El-Bassiouny, N. (2012). "Communicating Social and Religious Values for Responsible Living in the Aftermath of a Revolution: Content Analysis of Artistic Visuals on the Streets of Cairo", poster presented at the Partnership for Education and Research on Responsible Living (PERL) International conference, 19-20 March, Berlin.

El-Bassiouny, N.; Hamdy, H.; Darrag, M. (2012). "Toward a Conceptual Model of Ethical Business Practice in Small and Medium Enterprises: The Case of Egypt". Paper presented at the 9th annual World Congress organized by the Association for Global Business Advancement (AGBA), 19-21 March, Ajman, UAE.

Karem, S.; Abou-Aish, E.; El-Bassiouny, N., and Ayoub, M. (2011). "The Impact of Corporate Social Responsibility Initiatives on Consumers' Behavioral Intentions in the Egyptian Market – Subsequent Integral Roadmap for Egypt" Paper presented at Sustainable Consumption – Towards Action and Impact conference, November 6-8, 2011, Hamburg, Germany (awarded a travel grant from the Sustainable Consumption Research Network and the German Ministry for Education and Research).

El-Bassiouny, N. (2011). "Between Antiquity and Modernity in Islamic Character Education: The Case of the Balanced Leader Program" Paper presented at the "Knowledge and Education in Classical Islam: Historical Foundations and Contemporary Impact" conference, Goettingen University, October 2-5, 2011, Germany (Funded by the DAAD – German Academic Exchange Service and Goettingen University).

El-Bassiouny, N.; Hammad, H.; Adib, H.; Ammar, N.; El-Guindy, S.; and Brunner, C. (2011), "Social Aspects of Marketing", workshop at the Technische Universität München (TUM), July 6, Munich, Germany.

El-Bassiouny, N.; Adib, H.; and Makhoul, S. (2011). "Islamic Character Education in the Face of Childhood Consumerism", Cambridge University (UK) conference on "Reforms in Islamic Education" (April 9-11, 2011) organized by Prince Alwaleed Bin Talal Centre of Islamic Studies (Cambridge) and the Prince Alwaleed Bin Talal Centre for the Study of Islam in the Contemporary World (Edinburgh) – research integrated in the center's thematic report available online at <http://www.cis.cam.ac.uk/reports.htm>.

El-Bassiouny, N. (2010). "Global Sustainability: The Egyptian Context". Presentation at the Global Business Ethics Symposium (GBES2010)

at Bentley University (awarded a \$4,500 grant by the State Street Foundation and Bentley University).

El-Bassiouny, N. (2010). "Islamic Moral Education and Holistic/Balanced Leadership". Presentation at the World Congress on Middle-Eastern Studies (WOCMES 2010) at Barcelona, Spain (awarded a grant by Al-Azhar University).

El-Bassiouny, N. (2009). "Business Ethics for Entrepreneurs: A Systematic Decision Making Framework" speech at the GUC Entrepreneurship Day.

Partnership, cooperation, and dialogue over the years also spanned the conduction of joint workshops, MoUs and agreements (such as with Ahead of the Curve (ATC) in February 2015 – ATC is a social business dedicated to advancing sustainability discussions among multiple stakeholders in Egypt and the region), holding seminars, and collaborating on

joint research projects. An example of the latter is a cooperation with Savola Foods in Egypt to study healthy food consumption among adolescents in international Egyptian schools. Another example is a project on CSR mapping in Egypt sponsored by the International Labor Organization (refer to Figures 3, 4, and 5 below).

Figure (3): Sample Academic Cooperation of the BSRC



Figure (4): Sample Industry Cooperation of the BSRC



Figure (5): Responsible Management Symposium in 2020!



German University in Cairo (GUC) - Cologne Business School (CBS)

RESPONSIBLE MANAGEMENT SYMPOSIUM

DAAD/BMBF Project Program
CBS Cairo Visit - DECEMBER 2019

The German University in Cairo (GUC) and Cologne Business School (CBS) cordially invite you to attend a symposium on *"Responsible Management"* at GUC premises on Monday December 16th, 2019 at 10 a.m. in hall D1.0.

The seminar is featuring **Professor Elisabeth Fröhlich**, President and Professor of Strategic Supply Chain Management at Cologne Business School (CBS), Germany as well as **Spokesperson, UN-PRME Regional Chapter DACH**.

Both GUC and CBS are **UN-PRME** signatory institutions. The event is part of the cooperation between both institutions in line with UN-PRME.

BRIEF AGENDA

10:00 - 10:30	Welcome coffee break
10:30 - 11:00	"Academic Research and Development: Introducing the Business and Society Research Cluster at GUC" Prof. Noha El-Bassiouny, Vice Dean for Academic Affairs, Faculty of Management Technology, GUC
11:00 - 12:00	"Sustainable Management and Sustainable Supply Chains" Prof. Elisabeth Fröhlich, President and Professor of Strategic Supply Chain Management at Cologne Business School (CBS), Germany, Spokesperson, PRME Regional Chapter DACH.
12:00 - 12:15	Q&A
12:15 - 1:00	"Higher Education and Sustainability" Prof. Markus Raueiser, Vice President for International Affairs, Dean of International Business Department, and Professor of International Business and Economic Geography, CBS, Germany
1:05 - 1:45	Marketing and Sustainability: The State of Companies in Egypt Yasmin Anwar, GUC
2:00 - 2:30	Q&A
2:30 - 3:30	Lunch & Closing



For registration,
please email ola.abdelazim@guc.edu.eg

Registration is free

Also, two international online workshops/webinars for the Middle East region sponsored by Emerald Publishing were conducted. These revolved around writing case studies as well as achieving success

with the international publication process. Both were geared toward responsible management research (refer to Figures 6 and 7 below).

Figure (6): Case Writing Workshop for the MENA Region



The banner features a background image of a dense forest with sunlight filtering through the trees. The text is overlaid in white and teal. The title is prominently displayed in the upper left. The Emerald Publishing logo and 'Online Workshop' text are in the upper right. A white box on the left contains the date, time, duration, and registration link. A teal box on the right contains the presenter's name, title, and a small portrait photo.

An Introspect into Case Writing for the Middle East & Africa

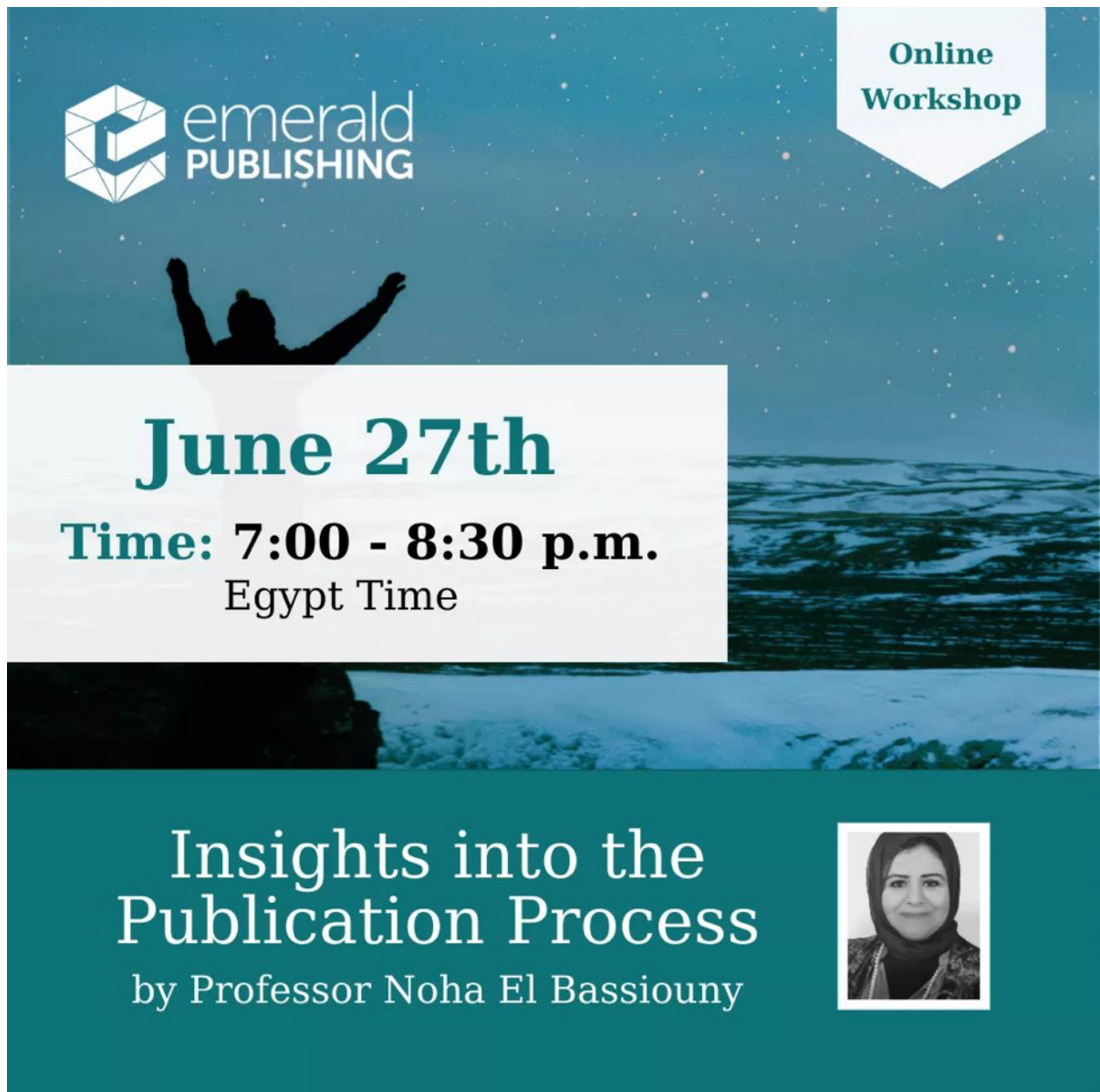
emerald PUBLISHING
Online Workshop


Date: Monday 15 June, 2020
Time: 9:00 pm (Egypt time)
Duration: 1 hour
Register:
bit.ly/CaseWritingWebinar

Presented by...

 **Prof. Noha El-Bassiouny**
Vice Dean for Academic Affairs
Professor and Head of Marketing
Faculty of Management Technology
The German University in Cairo

Figure (7): International Publications Webinar for the MENA Region




 **emerald
PUBLISHING**

**Online
Workshop**

June 27th

Time: 7:00 - 8:30 p.m.
Egypt Time

**Insights into the
Publication Process**
by Professor Noha El Bassiouny

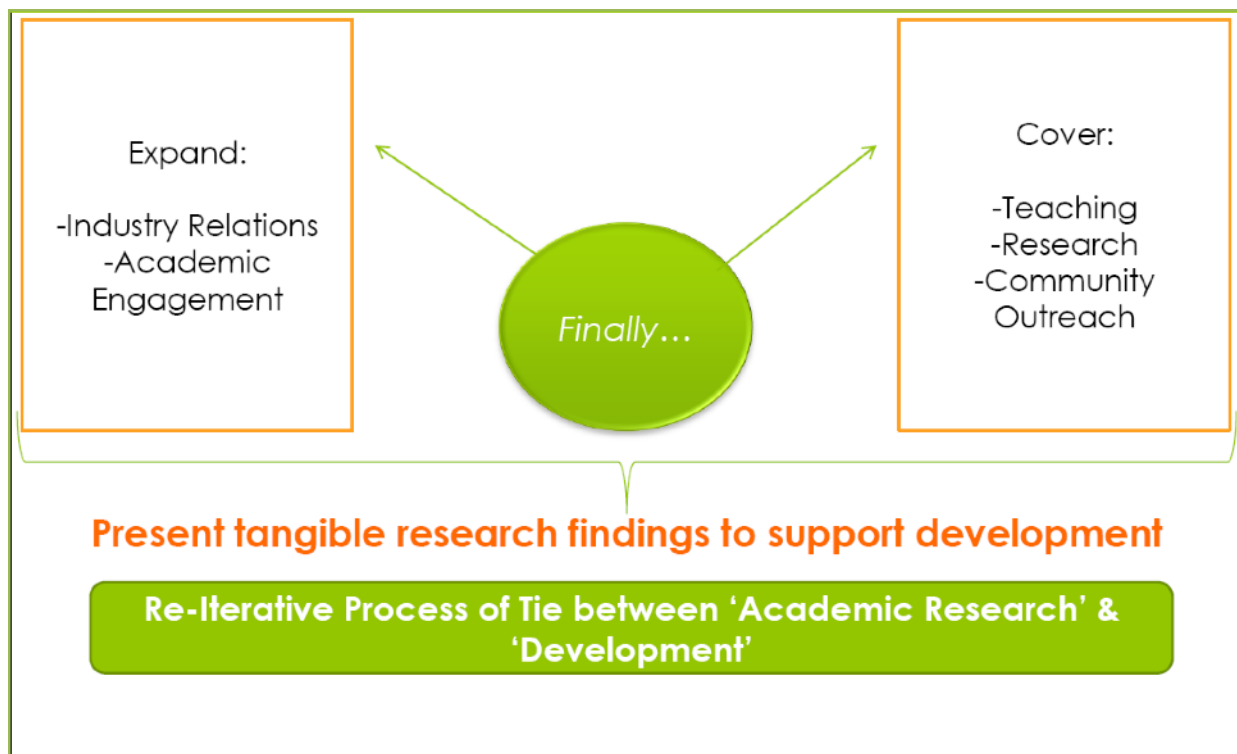


Future Prospects & Required Support

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 8 below).

Figure (8): 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 Multi-lateral Cooperation Protocols with all stakeholders involved including companies, public bodies, universities, chambers of commerce, as well as local and international organizations,
- Creation of Student Bodies,
- Support by corporate- and other-sponsored local and international internships,
- Civil Society and Community Advocacy of ethics and sustainability including partnering with relevant bodies related to the field,
- Presenting Exemplary codes of conduct whilst liaising for corporate and other organizational sponsorship/endorsement of ethical conduct,
- Building bridges between academia, policy, and practice in the field.
- Creation of a multi-disciplinary graduate program in the field.

Sample Support References

Bauman, Z. (1993). Postmodern Ethics. Blackwell Publishing: USA, UK, Australia.

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Ghoshal, S. (2005). "Bad Management Theories are Destroying Good Management Practices." Academy of Management Learning and Education, 4 (1), pp. 75-91.

Reuben, J. (1996). The Making of the Modern University: Intellectual Transformation and the Marginalization of Morality. The University of Chicago Press: Chicago and London.

