

PRME

Sharing Information on Progress (SIP)

Report 2017 – 2020

Kaunas University of Technology, the School of Economics and Business

1 Letter from the Dean

This is the first progress report from the School of Economics and Business, Kaunas University of Technology (KTU) on the implementation of the Principles for Responsible Management Education. The School of Economics and Business, Kaunas University of Technology continues to support the objectives of the UN Principles for Responsible Management Education. We expressed our commitment to PRME on 12 May, 2017.

The School of Economics and Business, Kaunas University of Technology is operating in a sustainable and responsible manner; it promotes the culture of integrity and transparency, respects human rights, is responsible for the welfare of its employees, protects the environment, supports and actively participates in social initiatives. These are the key components of the idea of sustainable University that we create and implement in a joint effort. We aim to conduct activities based on the sustainable development principles everywhere and all the time: while studying, teaching, and developing knowledge and innovations, in relationships with our partners, in development of infrastructure and environment.

KTU School of Economics and Business is one of the largest centers for the training of economic, business and management specialists, well-known not only in Lithuania but also abroad. We are proud of our community of ambitious students, innovative researchers, lecturers, professionals in their field, of our cooperation with dynamic business representatives, and responsible social partners. The Six Principles of PRME are providing an engagement framework for KTU School of Economics and Business to embed responsibility and sustainability in education, research and campus practices through a process of continuous improvement. Our mission is to contribute sustainable country and welfare society development by educating responsible future leaders capable to create and develop economic and social value in the long-term perspective through interdisciplinary research, studies and close integration with stakeholders.

We are responsible for achieving our mission and embracing our values, and we will continue to strengthen our implementation of the PRME.

Prof. Edita Gimžauskienė

Dean, School of Economics and Business, Kaunas University of Technology



2 School of Economics and Business, Kaunas University of Technology – mission, values and achievements

Kaunas University of Technology (hereinafter KTU) is a public institution of higher education operating in accordance with the Republic of Lithuania Law on Higher Education and Research. It is one of the leading institutions of higher education in the region by the number of students, research and innovation activities, and the positive effect on the society of the region. KTU is the oldest technological university in Lithuania, established in 1922.

The School of Economics and Business at KTU was founded as the Faculty of Engineering Economics in 1968. In 1990 it was reorganized into the Faculty of Management. In 1999 the name was changed to the Faculty of Economics and Management. After the reorganization in 2014, the Faculty merged with two departments of the Faculty of Social Sciences with the aim to focus all Economics, Business and Management related studies into one entity. The School of Economics and Business is one of the largest schools in Kaunas University of Technology.

The mission and vision of the business school

VISION – internationally recognized, interdisciplinary research and studies oriented economics, business and management centre of competence in the Baltics.

MISSION – to contribute to the sustainable country and welfare society development by educating responsible future leaders capable to create and develop economic and social value in the long-term perspective through interdisciplinary research, studies and close cooperation with stakeholders.

VALUES – we are brave to seek, change and create by following the academic, transparency, and mutual trust and respect principles.

Achievements

Since 2013 ACCA (Association of Chartered Accountants) Examination Centre has been successfully operating in the School.

On 30 June 2015 the first Bloomberg Financial Markets Lab in the Baltic States was opened at the School.

In 2015 School received three palms from Eduniversal (International business schools rankings) and was listed among 700 best business schools in the world.

In 2015 KTU School of Economics and Business became AACSB International (Advance Collegiate Schools of Business) member.

Since 2018 Students of Masters Study programme “Marketing management” become members of CIM (The Chartered Institute of Marketing).

3 Practical actions to implement Principles of Responsible Management Education

Principle 1 | Purpose: *We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.*

Sustainable development is one of the KTU School of Economics and Business strategic principles integrated into the School's long-term goals and actively applied in research, education, and infrastructure. The planning, maintenance and development of the School's infrastructure is based on the efficient use of resources, fair and open procurement, cost-effective transportation asset management, waste recycling and disposal. The School participates in national and international research projects and conducts research in the field of sustainable development as well. Students are involved in the process of developing the culture of socially responsible community. Study programs are regularly revised and improved in order to include the issues of social responsibility, environment and sustainable development into the study modules.

The objective outlined in Principle 1 is embedded in the mission of KTU School of Economics and Business and reflected in all the three key domains of research, teaching, and societal dialog. According to its strategic documents, the School of Economics and Business aims to contribute to **the sustainable country** and welfare society development **by educating responsible future leaders** capable to create and develop economic and social value in the **long-term perspective** through interdisciplinary research, studies and close **cooperation with stakeholders**.

Principle 2 | Values: *We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.*

KTU School of Economics and Business values is in line with the University's aim to ensure transparency of its activities. The University's culture is based on the academic values and ethical principles formed in accordance with the Magna Charta of the European Universities and the European Charter for Researchers. KTU considers promotion and cultivation of academic culture as its main priority.

Standards of ethics for teachers describe that relations between the University teacher and student are built on the principles of respect, impartiality, benevolence, non-discrimination and tolerance, academic collaboration and transparency. Since non-academic commitments are likely to give rise to a conflict of interests, they should be avoided. The teacher should not publicize confidential information about the student. The evaluation of student knowledge and skills shall be fair, objective and honest and comply with the aim of the subject. The standards of ethics for teachers are contrary to: (1) aiming to initiate relationships with a student that are opposite to recognized principles of

ethics; (2) assuming the teacher's role in regard to a family member, close friend, relative or business partner (testing, supervising written works, etc.) where such a role may be avoided; (3) using another's copyright work that is not subject to the public use, also using, during academic classes, information constituting a commercial secret or other information which may be used only with the competent person's permission without obtaining the required permission.

Mutual relations among researchers-teachers, research fellows, students and specialists and also relations with the University partners are based on the principles of adherence to the standards on fair research, copyright and related rights oriented to the quality of research and ensuring of the intellectual property. A researcher undertakes to observe the following principles: (1) respectability in presenting research aims and purposes, extensive reports on research methods and procedures without concealing critical evaluations with regard to possible research findings; (2) reliability in research performance (accurate, cautious and attentive assessment of details) and publishing of results; (3) honesty in providing references and respecting the work of other researchers; (4) objectivity: findings have to be based on valid and verifiable facts, data or arguments; (5) impartiality and independence of persons concerned who represent ideological, political, economic or financial interests; (6) openness in discussing the obtained results with other researchers and contribution to public education. This openness makes it possible to appropriately publish research results and makes research data available to the interested colleagues; (7) responsibility in performing research on humankind, fauna, the environment or objects of culture; (8) responsibility for the future generations of researchers by paying the appropriate attention to the training of young researchers. Research activities at the University are based on the ideals of fair research and truth seeking.

The faculty and the staff members are informed about ethical policies and procedures before signing an employment contract. Students are introduced with the main procedures and rules during the process of signing the learning agreement. The School, the staff and students are informed about all changes and documents at the University via the University's Electronic Document Management system, the Intranet, and the newsletter for KTU members.

Academic ethics at the University is supervised and implemented by the Board of Academic Ethics:

- The Board responds to the **violation of academic ethics** in accordance with the Code of Academic Ethics approved by the Senate; it examines statements of KTU employees and students regarding the violation of scientific, professional, communication and behavioral ethics.
- The Board promotes the provision of academic ethics in KTU community, **does not tolerate** discrimination based on the person's sex, age, ethnicity, nationality or social background, religion or beliefs, sexual orientation, language, disability, political views, social or economic status, **does not tolerate** violations of moral and property rights of the institution's intellectual property and copyrights, plagiarism and other forms of academic dishonesty.
- The Board does not examine the misconduct of KTU employees that are examined under the procedure set by the Code of Labour, as well as the academic misconduct of students and unclassified students that are examined under the procedure set by the Academic Regulations.

- The Board does not undertake to respond to every letter, however, clearly motivated statements and complaints will be examined in its meetings. Anonymous letters are not examined.

KTU uses the intellectual property and technology transfer management system which defines the strategy, principles the disclosure of inventions/innovations and other intellectual activities, and the principals of financial benefit sharing. The most common method of commercialization of the research results and generation of income is licensing. A license is a legitimate agreement, by which an owner of the intellectual property (licensor) provides the third party (licensee) with the right to use results of intellectual activities (intellectual property) in commercial activities under certain conditions and in a certain manner. The researcher receives 40-60% of the income received for the licensing of patents or knowledge. In case a spinoff company is established for the commercialization of scientific results, the researcher becomes its shareholder.

The program of academic integrity encourages students to perform their works honestly and respect the work of other students. The University applies the following measures to ensure the honest work of students:

- The Code of Academic Ethics and the active Board of Academic Ethics examine violations of academic ethics;
- The procedure for the organization and performance of the assessment of study modules; it stipulates that all examinations are conducted with observers (students can also be observers), and the active Commission for the Monitoring of Examinations periodically visits examinations.
- The procedure for plagiarism detection in written works of students; all written works of the semester and final degree projects are cross-checked;
- The email "Report" ("Pranešk") created by students is used to report information about various violations of academic ethics and cases of cheating.
- Students are informed about the academic ethics in the following ways, i.e. Students, who sign a learning agreement and a declaration of the academic integrity agree to carry out their tasks individually and honestly and comply with the rules of the academic discipline, the Code of Academic Ethics and procedures established in other internal legal acts of the University.

The academic integrity is a very significant indicator of KTU as an institution of higher education. The University ensures honesty during examinations; in cases of the issues of ethics, people can apply to the Board of Academic Ethics. KTU encourages students to be active participants of the campaign of the academic integrity – examination observers can be both KTU employees and students. This indicator is improving each year, i.e. the number of students who are dishonest during examinations or the preparation of written works decreases.

KTU School of Economics and Business applies the following measures to educate students about ethical policies and procedures:

- Before the start of their studies during the introductory week at the end of August the first year students attend a lecture on the standards of academic ethics applied at the University and academic and appropriate preparation of works;

- During their final semester students have to attend lectures, organized by the Library of KTU on copyrights, plagiarism prevention, correct referencing and other related topics;
- The module “Introduction to Studies” includes the topic of academic writing, requirements for referencing and the appropriate preparation of works;
- The Methodological Guidelines for Preparation of Written Works as a standard of KTU are mandatory to all students; a separate chapter of the guidelines provides detailed information on the use of sources and referencing in written works.

Principle 3 / Method: *We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.*

A corporate perspective is integrated in learning outcomes of study programs that are delivered at the KTU School of Economics and Business. It includes the ability to recognize and address ethical dilemmas, issues of corporate social responsibility and sustainability by means of applying ethical and organisational values to situations and choices. There are several study modules offered at the School of Economics and Business that deeply analyse sustainability. The modules are “Sustainable Development”, “Social Responsibility of Enterprise” (offered in the first cycle study programs), “Sustainable Development Economics”, “Social Responsibility”, “Quality and Sustainable Development Management” (delivered in the second cycle study programs) and etc.

Not all study programs have already integrated the dimension of global responsibility and sustainable development, yet the necessity to develop socially responsible managers is understood and the broader integration of this dimension into all programs is in the future plans.

Starting from September 2019, all first-year undergraduate students have the possibility to choose 6 ECTS course “Sustainable Development” (SD) (a newly created study course, coordinated by KTU School of Economics and Business). Study courses related to sustainability have been taught in KTU for about 20 years; however, this was the first instance when teachers from six different departments jointly collaborated for designing and implementing SD course. All teachers are competent in the field of sustainability. They represent different disciplines because of different academic backgrounds (engineering, economics and business, humanities and social sciences) and are focusing on one special problem within the wider context of ESD. The whole team consists of 20 teachers. At the same time, all of them consider the main goals of the course as the framework for their teaching. They sought to implement transformative pedagogy starting with the professor him/herself being a facilitator and active participant in the learning process, applying learner-centred teaching methods, and developing critical thinking of students.

Principle 4 / Research: *We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.*

The research outputs are organized across the disciplines of management and economics, thus the core research outputs are based on certain disciplines and research traditions, such as management, business studies, accounting, marketing, finances and economics, while applying the interdisciplinary approach on contemporary issues, such as competitiveness, innovation, responsibility, value creation processes in business and society, and the like. The research results are of both multidisciplinary and interdisciplinary type, and mainly focus on applied management and economics. The multidisciplinary nature of research is achieved via:

- 1) sectorial focus of economics and management disciplines;
- 2) approaching social phenomenon from the perspectives of both management and economics (e.g. innovation, sustainability, etc.),
- 3) technological contextualization of management discipline. The interdisciplinary nature of research is exercised across disciplines of management and economics while approaching complex social phenomena such as business ecosystems, organizational dynamics, societal trends in work and consumption, etc.

An important ground for the multidisciplinary research is formed due to the positioning of the KTU School of Economics and Business within a technological university, which implies research contextualization in management and economics within certain sectors, technological frameworks, and industries. The results manifest in multidisciplinary studies of health management and economics, energy sector and economics, sustainability management across industries, technology management and economics, whereas both technological and social contexts are encompassed. Economics and management as a multidisciplinary and heavily underpinning field is represented via studies of competitiveness and economics, fiscal, industrial and innovation policies, where the concept of competitiveness and related fields is approached from the perspectives of economic, management and policy research traditions.

Research in the sustainable development area makes up to 10% of the KTU School's of Economics and Business total research output. The KTU School of Economics and Business also plans to develop research in the field of corporate responsibility and sustainability.

The mission of the research in the KTU School of Economics and Business is to make a visible impact on the future business and society while applying an interdisciplinary approach and meeting high international academic standards of research into the fields of Economics and Management.

Research in the KTU School of Economics and Business is conducted in 4 research groups: Innovation and Entrepreneurship; Digitalization; Sustainable Economy; Sustainable Management.

Principle 5 / Partnership: *We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.*

Partnership in the KTU School of Economics and Business strategy are essential and underlying because due to them inter-direction, internationality, innovativeness of research and studies as well as relations with business, markets and society are ensured. The values of the School of Economics and Business meet the openness stressed in the KTU strategy. The School's values reflect such aspects as courage to seek change and create it by following the academic, transparency, and mutual trust and respect principles. Activities and initiatives of cooperation with stakeholders are integrated into School's teaching and learning strategy, research strategy and marketing strategy. In teaching and learning strategy, this reflects through subjects' delivery by including complimentary /interdisciplinary teams covering the demanded set of fields of expertise as well as international and business representatives. The research strategy indicates research advisory board involvement through such activities as the development of linkages of the research with stakeholders while testing new ideas, disseminating and transferring research results for business and society; the advisory role is also emphasized while forming the research budget. The School's research ecosystem covers such activities as faculty support; internal funding; stakeholders' management; results transfer for business; the development of international PhD school; the investments to research infrastructure. By empowering these activities, it is sought to intensify the influence of the research upon the region. In the marketing strategy external links are emphasized through internal and external initiatives and involvement in social activities.

The value proposition for business and corporate links could be defined in three levels:

- 1) involvement in the study process (guest lectures, places for internships, etc.);
- 2) solutions for business (assignments for students, training and consulting);
- 3) R&D and technology transfer activities (applied research; studies, etc.).

The School enters into partnership with targeted companies and organizations for graduate recruitment, research and consultancy contracts, executive education, Alumni activities. The School has customer orientation and focuses on the quality of studies and research activities. The portfolio of the study programmes has two main streams:

- Professional "I" shaped programmes (Finance, Accounting, Marketing and HR) are benchmarked according to the requirements and standards of the global professional bodies (Chief Financial Analytics (CFA), Association of Certified Accountants (ACCA), Chartered Institute of Marketing (CIM)) in terms of content, teaching and learning methods, and exams of qualifications, taking into account the potential transitions of the profession.
- Broad interdisciplinary "T" shaped programmes (Economics, International business, Technology management, Business BIG DATA analytics etc.) are based on interdisciplinary knowledge and business demand of competencies and skills, taking into account the gaps in the labour market for professions of the future.

The School of Economics and Business gathers feedback from graduates, corporate partners and other stakeholders and puts efforts to increase the involvement of Alumni and social partners in the development, delivery and review of the programmes.

The management of the School's corporate relations depends on the scope and content of partnership. The agreements are signed if the institutional relations are demanded defining the type of activities to be developed. According to the procedures of KTU, each agreement has a person in charge of its execution. The School manages its corporate relationships in study fields through the directors of Study Programme Committees. Teaching activities, such as guest lectures, are at the individual level until the business representative is not employed. Internship agreements are tripartite – company, student, School, and if the internship with a business is for the faculty members – company, faculty member, School. The Coordinator of International Relations coordinates agreements with international institutions (Erasmus, Partnership, institutions of accreditations) as well as the formal side of the international faculty employment. The responsibility for the coordination of corporate relations in studies field goes to Vice Dean for Studies.

The School manages its corporate relationships in R&D field through heads of departments. R&D agreements procedure is defined at the University level. The University has open access platform where all R&D products and services are listed. The School has a coordinator for open access who coordinates the activities at the faculty level. Vice Dean for Research is responsible for corporate relations regarding R&D.

The responsibility for corporate relations concerning donations, gifts and charity goes for the Chief Administrative Officer. The spaces for students such as "Silence room", Relax zones as well as Bloomberg lab were equipped with the help of corporate donations.

The School receives advice from business people on curriculum design and review through their membership in programme advisory committees, creation of business cases for teaching purposes, delivering lectures/courses for BSc and MSc students, internship of School's students. The participation of practitioners in delivering courses in each programme constitutes approx. 15-20 %, including on those that deal with sustainability and responsibility topics.

Courses are delivered by complimentary /interdisciplinary teams covering the demanded set of fields of expertise as well as international and business representatives. Interactive, real business issues, projects and didactics based on contemporary technologies. Original case studies are based on research results, teachers' own experience solving business and/or business companies and society issues or other intellectual activities of the faculty.

Principle 6 / Dialogue: *We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.*

The School of Economics and Business promotes dialogue on sustainability and responsibility with external stakeholders through the strong partnership described above.

Faculty researchers participate in Horizon 2020 EU research and innovation framework programme - HORIZON2020: General Recommendations and Adaptive Control of Personalised Energy saving (enCompass) (2016–2019) - related to engagement of more sustainable lifestyle practices. The goal of the project is to implement and approve integrated social and technical approach to behavioural changes while saving energy.

In 2019 the AIB-CEE Academy of International Business conference was organized for the first time in Lithuania, the AIB-CEE Chapter was organized by KTU School of Economics and Business. The dialog in responsible management was part of scientific discussion.

Faculty member, Dr. Jolita Ceicyte, is the winner of the The Baltic University Programme (BUP) PhD thesis award in 2020. The PhD thesis by Jolita Ceicyte entitled "Implementing Responsible Innovation at the Firm Level" presents research on implementation of the concept Responsible Innovation (RI). RI is aimed at mitigating possible negative consequences of innovation by considering ethical and societal concerns and including a wider range of firm's stakeholders into the innovation implementation. Quantitative research was performed at the Medical Engineering company situated in the Baltic Sea Region. According to the evaluation committee the thesis meets the criteria of interdisciplinary approach, novelty, innovation and importance for sustainable development of the Baltic Sea Region.

"Principle" 7 / Organisational Practices: *We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.*

Campus activities are recognized as an important part of the sustainability work at KTU.

Sorting is one of the key actions performed at KTU aiming to minimise the negative impact caused by the generated waste. According to the results of three years, the quantity of sorted paper for one person has increased with each year. The amount of sorted plastic for one member of KTU community was similar in 2015–2017. All other fractions, for example, glass, were not recorded, although their containers are available in KTU territory. KTU activities also generate hazardous waste of electrical and electronic equipment that were not recorded last year.

Negative impact on climate change by KTU is caused by its indirect activities. Used electricity, thermal energy, energy used for cars on business trips are the key actions causing the University's negative environmental impact. It is difficult to compare and assess which factors make the biggest impact due to the insufficient amount of data. According to the available data, the biggest impact on climate change is caused by the used electricity. However, the amount of the used fuel is only assessed according to the distance travelled by cars, Journeys by air transport and students' journeys home were not included in the analysis, because KTU does not collect these data.

KTU green university has been encouraging KTU community to implement sustainable development initiatives, to follow sustainability guidelines and conduct activities contributing to the implementation of KTU sustainable development principles for the last six years.

Green Idea of the Year is an annual competition assessing how implemented projects and initiatives encourage ecological and sustainable thinking. KTU community actively participates and offers green ideas that are assessed in this competition.

In September 2016–March 2017, KTU organised a secondary design competition 4RATU. The goal of this initiative is to encourage sustainable use and re-use of things by creating new products creatively and responsibly. Participants of the competition – groups of students who created new products on one of the assigned topics: accessories, interior/ exterior object or interior. All competition's participants had advisors: KTU scientists and external partners.

KTU annual events

- Each year KTU community joins the campaign “Let's do” (“Darom”);
- University's event “Earth Day with KTU” which aims to introduce ecological ideas to students and pupils;
- Organised thematic events on the occasions of Renewable Energy Day, Car Free Day and Earth Day;
- “Plastic Free July”;
- KTU organises an event of social innovations ChangeMakers'ON which activities are focused on SDG17.

The School supports various community initiatives, and is actively involved in environment-friendly projects that promote ecological mind-set and lifestyle. University's community actively organises and participates in the events of social initiatives:

- Campaigns of blood donation;
- “Fulfilment Campaign” (“Išsipildymo akcija”);
- “Pie Day” (“Pyragų diena”);
- Students of KTU “GIFTed.com” programme taught computer literacy to the seniors;
- “Let's Decorate Kaunas” (“Papuoškime Kauną”) – banks of the river Nemunas were decorated during this campaign;
- Replanting of the mountain range at the Curonian Spit after the fire;
- “Planting trees” in different Lithuanian forest;
- “Journey of Things” (“Daiktų kelionė”) – sharing of things with socially excluded people;

4 Targets for 2020 onwards

Principle 1 Purpose

Target for 2020 onwards

Embed the purpose of serving society more strongly in the School's strategic documents, activities and communication.

Measures

Reflect the goals of responsible management education in the School's Strategic Plan. Deepen the integration of PRME in School's structures and practices.

Principle 2 Purpose

Target for 2020 onwards

Proceed with the implementation of sustainability practices and SDGs in the documents and activities of the School.

Measures

Identify how the School's courses and modules relate to the sustainability competences and SGD goals.

Principle 3 Method

Target for 2020 onwards

Continue the integration of PRME principles throughout the study programme curricula. Continue the cooperation in teaching Sustainable Development course between departments.

Measures

In collaboration with EDU_LAB (https://en.ktu.edu/edu_lab/) start initiative to support teachers in integrating SDG's and sustainability-relevant content into their courses.

Principle 4 Research

Target for 2020 onwards

Continue the research focus on PRME content relevant topics. Continue the high level of partnerships in research activities.

Measures

Continue research on sustainability topics and dissemination of its results.

Principle 5 Partnerships

Target for 2020 onwards

Continue partnerships with different stakeholders.

Measures

Continue participation in relevant networks, especially in National responsible business association.

Principle 6 Dialogue

Target for 2020 onwards

Strengthen internal dialogue.

Measures

Continue multidisciplinary dialogue across KTU faculty members through the introductory General elective course “Sustainable Development”. Strengthen PRME awareness and dialogue within The School of Economics and Business.

Principle 7 Organisational practices

Target for 2020 onwards

Maintain and develop sustainable practices.

Measures

Continue evaluation of environmental and social impact of the School.