

Faculty of Management Technology

Sharing Information on Progress (SIP) report - 2015

“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:

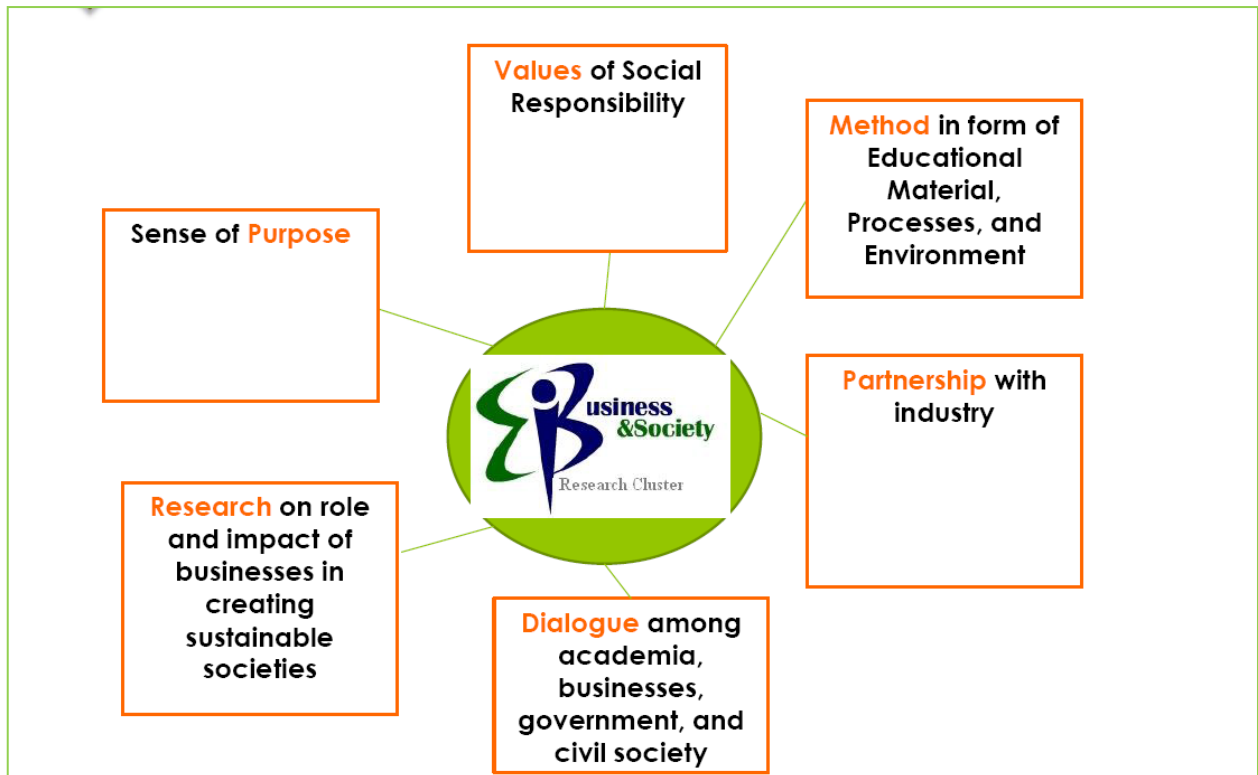
1. Interdisciplinary analysis of the responsibilities of business to their wider stakeholders, which include government, media, labor unions, non-governmental organizations, and different publics that are affected by the day-to-day activities of businesses. This interdisciplinary criticism is reflected 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/babson2ndgen/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), Ethics-Based Marketing (www.ethicsbasedmarketing.net), 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, simulations, guest lectures, case studies, competitions, and research awards. For example, a series of seminars were conducted in April 2015 including a seminar of ethics in marketing channels by Solutions Marketing Consultancy, a display of *Enron: The Smartest Guys in the Room*, and another joint seminar on CSR and sustainability in Egyptian corporates by PricewaterHouseCoopers and Savola Foods.
- 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 2013):

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.

A New Course on *Business Ethics, CSR, and Sustainability* in 2015!

The BSRC has been active in organizing internal faculty events as well as general seminars, conference, and workshop presentations in an effort to outreach to the academic community as well as the community of practice in Egypt.

Given that the Faculty of Management Technology (FMT) has ethics and sustainability as a key learning outcome, such outreach has also resulted in the integration of ethics, CSR, and sustainability as a module within a diversity of courses across the curriculum including, for example, marketing, strategic management, innovation, accounting, and information systems; each addressing the relevant issues related to their respective courses.

In addition to offering research topics and student projects that address CSR and sustainability issues to undergraduate and postgraduate students for bachelor, M.Sc., and Ph.D. theses, the BSRC has also pioneered the introduction of a formal course in business ethics, CSR, and sustainability targeted at postgraduate (MBA) students as practitioners in the field. The course was very well-received by the students.

Business Ethics - Course Description:

Modern management strategists need to address contemporary issues that impact individual and collective corporate performance and decision making. Amongst the most important contemporary issues at modern times, business ethics emerged as a global imperative given many criticisms of the management function and its impact on society. In Egypt 2030, the emphasis on sustainability and ethics is growing with the parallel growth of corporations introducing Corporate Social Responsibility (CSR) departments. The discussion is also relevant to the mass-combating of corruption that occurred since the 25th of January 2011 revolution.

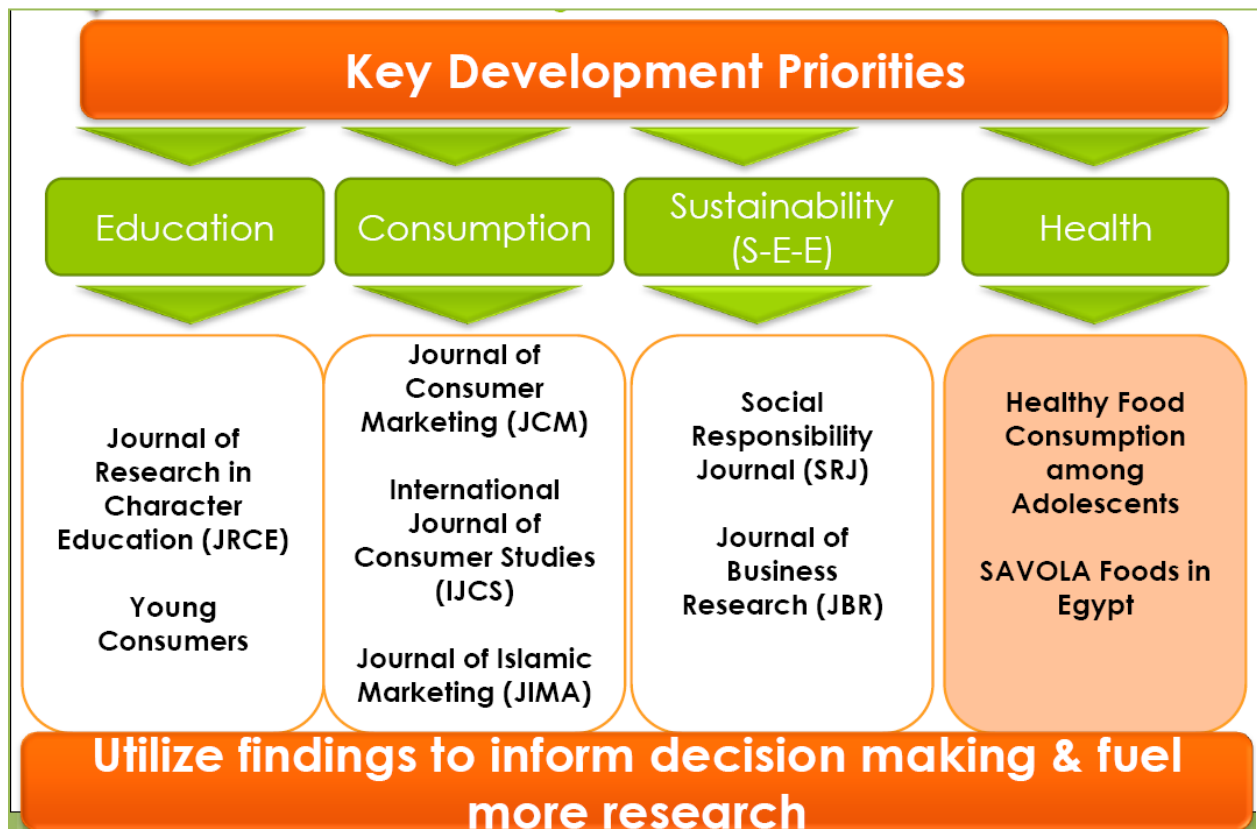
In an intellectually-stimulating environment, this course will expose students to issues of sustainability, ethics, and corporate social responsibility. The course will also equip students with hands-on international tools that they can effectively use in decision making relevant to day-to-day ethical dilemmas that they face at work settings. In general, the course is intended to make students acquainted with state-of-the-art knowledge of business ethics, corporate social responsibility (CSR), and sustainability in terms of both theory and application. The course provides a closer look into the stakeholders involved in a company's business relationships.

Throughout the course material, we touch upon several different topics that broaden students' perspectives on best practices in management; including codes of ethics development, CSR, international cases of unethical practice, factors affecting ethical decision making, and sustainability. The skills covered in this course are particularly useful if you plan to go into a consulting or business career, but would also add to your CV since reputable companies seek ethical graduates who can defend and audit corporate ethics.

Principle (4) – Research

Since its inception and moving into 2015, 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 and funded projects 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



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:

Abou-Youssef, M.; Kortam, W.; Abou-Aish, E.; and El-Bassiouny, N. (2015). "Effects of Religiosity on Consumer Attitudes toward Islamic Banking in Egypt". International Journal of Bank Marketing (accepted).

Adib, H. and El-Bassiouny, N. (2012). "Materialism in Young Consumers: An Investigation of Family Communication Patterns and Parental Mediation Practices in Egypt", Journal of Islamic Marketing vol. 3 (3), pp. 255-282 (Emerald Highly Commended Paper Award).

Darrag, M.; and El-Bassiouny, N. (2012). "An Introspect into the Islamic Roots of CSR in the Middle East: The Case of Savola Group". Emerald's Social Responsibility Journal, vol. 9 (3)

El-Bassiouny, N. (2014). "A Rhetoric on Diversity and Marketing Theory: How Does Islam Fit?" in El-Gohary, H. and Eid, R. (ed) Emerging Research on Islamic Marketing and Tourism in the Global Economy, pp. 107-115 (IGI Global).

El-Bassiouny, N. (2014). The One-Billion-Plus Marginalization: Toward a Scholarly Understanding of Islamic Consumers. Journal of Business Research, 67 (2), pp. 42-49

El-Bassiouny, N. (2015). "The Role of Academic Institutions in Promoting CSR: The Case of the Business and Society Research Cluster (BSRC) at the Faculty of Management Technology, GUC". CSR Egypt (Egypt's first CSR magazine published by the Professional Development Foundation and the International Labor Organization (ILO) office in Cairo), vol. 1 (1), pp. 38-41 (online @ http://www.pdf-eg.org/csr/mnenaharda_1.pdf).

El-Bassiouny, N., Taher, A., and Abou-Aish, E. (2009). "The Importance of Character Education for Tweens as Consumers: A Conceptual Model with Prospects for Future Research." Journal of Research in Character Education (JRCE) Vol. 6, Issue 2 pp. 37-91.

El-Bassiouny, N., Taher, A., and Abou-Aish, E. (2011). "An Empirical Assessment of Character/Ethics Education at the Tweens Segment: The Case of Egypt" Young Consumers vol. 12(2), pp. 159-170 (nominated by Emerald for filming a video abstract; online at <http://www.emeraldinsight.com/multimedia/abstracts.htm>; publicized at <http://www.stm-publishing.com/?p=4986>; <http://www.prlog.org/11772994-emerald-launches-video-abstracts-to-showcase-research.html>; & <http://www.knowledgespeak.com/kspeaknewsArchieviewwdtl.asp?pickUpBatch=1867>).

El-Bassiouny, N.; Adib, H.; Karem, S.; Hammad, H.; Ammar, N.; Brunner, C. (2011), "Slaves of Consumerism: Highlights on Egypt Post 25 January 2011", proceedings of the International Association for Business and Society (IABS2011) conference, Bath June 23-5 2011, UK (funded by Misr El-Kheir foundation as part of an MoU with the Faculty of Management Technology).

El-Bassiouny, N.; Adib, H.; Karem, S.; Hammad, H.; and Ammar, N. (2014). "Materialism and the Modern Consumer Society: Are People Enslaving Themselves to Modern Consumerism?" AUC Business Review pp. 38-40

Hamed, S.; and El-Bassiouny, N. (2013). "Communicating Social and Religious Values for Responsible Living in the Aftermath of a Revolution: Content Analysis of Artistic Visuals on the Streets of Cairo" Journal of Islamic Marketing, vol. 4 (1), pp. 51-63 (Emerald Highly Commended Paper Award).

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

Hammad, H.; El-Bassiouny, N.; Paul, P.; and Mukhopadhyay; K. (2014). "Antecedents and Consequences of Consumers' Attitudinal Dispositions toward Cause-Related Marketing in Egypt", Journal of Islamic Marketing 5(3), pp. 414-445.

Kolkailah, S.; Abou-Aish, E.; and El-Bassiouny, N. (2012). "The Impact of Corporate Social Responsibility Initiatives on Consumers' Behavioral Intentions in the Egyptian Market", International Journal of Consumer Studies, vol. 36 (4), pp. 369-385 (lead article)

Seoudi, I.; and El-Bassiouny, N. (Fall 2010). "Egyptian Business Students' Perceptions of Ethics: The Effectiveness of a Formal Course in Business Ethics" the Journal of Business Leadership, pp. 29-49, produced by the American National Business Hall of Fame (<http://www.anbhf.org/>) – indexed in Cabell.

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:

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.

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.

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.

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

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. (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.

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. (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.

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., 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.; Adib, H.; and Makhoulf, 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.; 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.

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.

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.; 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-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

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.

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.

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).

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.

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.

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 (refer to Figures 3 and 4 below).

Figure (3): Sample Academic Cooperation of the BSRC



Figure (4): Sample Industry Cooperation of the BSRC



A New Workshop in 2015 – The “Giving Voice to Values (GVV)” Program in Egypt – open to all Egyptian Faculty and Key Businesses

The International Labor
Organization



The Faculty of Management
Technology at the German
University in Cairo



The Federation of Egyptian
Industries



Cordially invite you to a workshop entitled
“Toward Socially-Responsible and Sustainable Management Education and Practice”

Featuring Prof. Mary Gentile, Babson University, USA
Giving Voice to Values (GVV) Program
May 5 – 7, 2015

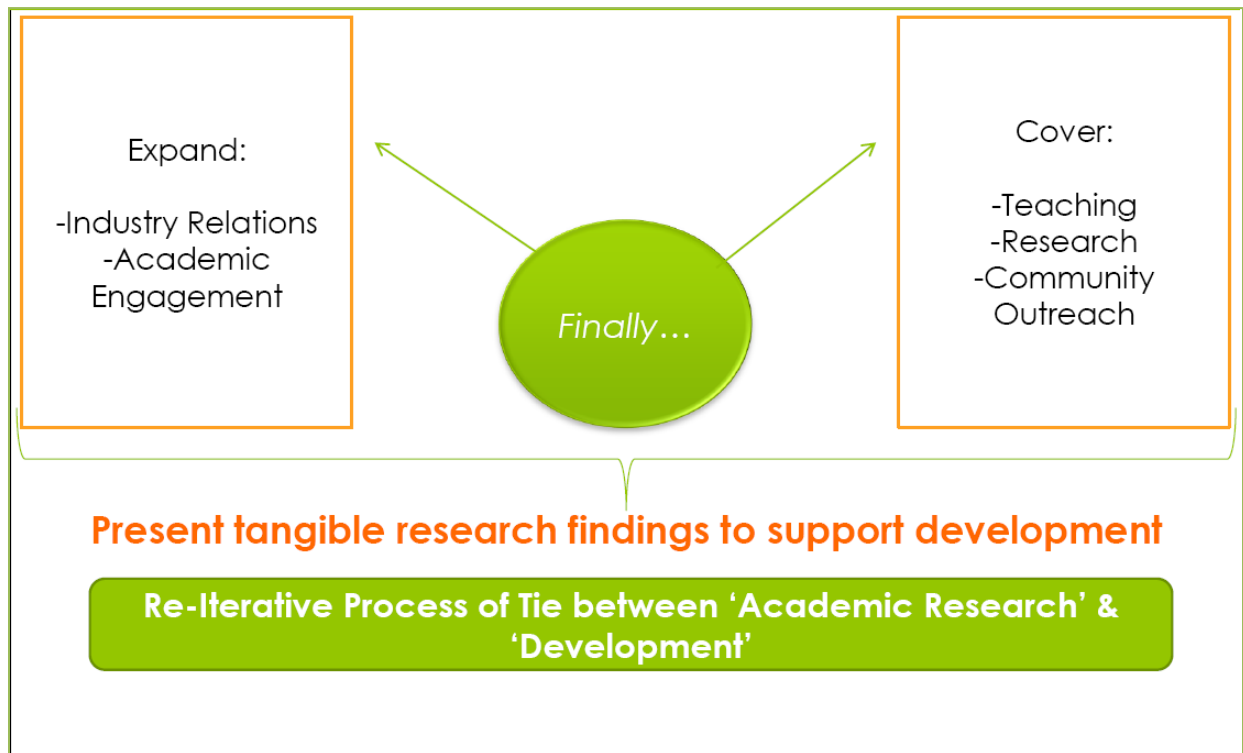
The event is also online at

http://www.guc.edu.eg/en/home/events/event_details.aspx?eventID=175, and announced at the global GVV newsletter at <http://campaign.r20.constantcontact.com/render?ca=44679279-e04a-43a0-8a49-1520a22c0502&c=3d934f10-bf2b-11e3-b7b7-d4ae5275dbc8&ch=3eacae50-bf2b-11e3-b7fe-d4ae5275dbc8#Egypt>

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 5 below).

Figure (5): 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, which in turn set on outlining ‘Hall of Fame’ initiatives,
- 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.

Support References

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

"Business Ethics and Corporate Social Responsibility: Different Sides of the Same Coin? A Comparison of European and North American Perspectives" (2007) Proceedings of the Third Global Business Ethics Symposium sponsored by the State Street Foundation at Bentley University (www.bentley.edu).

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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.

To:
PRME Steering Committee
c/o Jonas Haertle, Head PRME Secretariat at United Nations Global Compact Office
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New York, New York 10017

[28-04-2015]

Renewal of PRME Endorsement

As an institution of higher education involved in the development of current and future managers **The Faculty of Management Technology – German University in Cairo** is committed to progress in the implementation of the Principles for Responsible Management Education, starting with those that are more relevant to our capacities and mission, report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions.

We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

We encourage other academic institutions, and associations to adopt and support these Principles.



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