

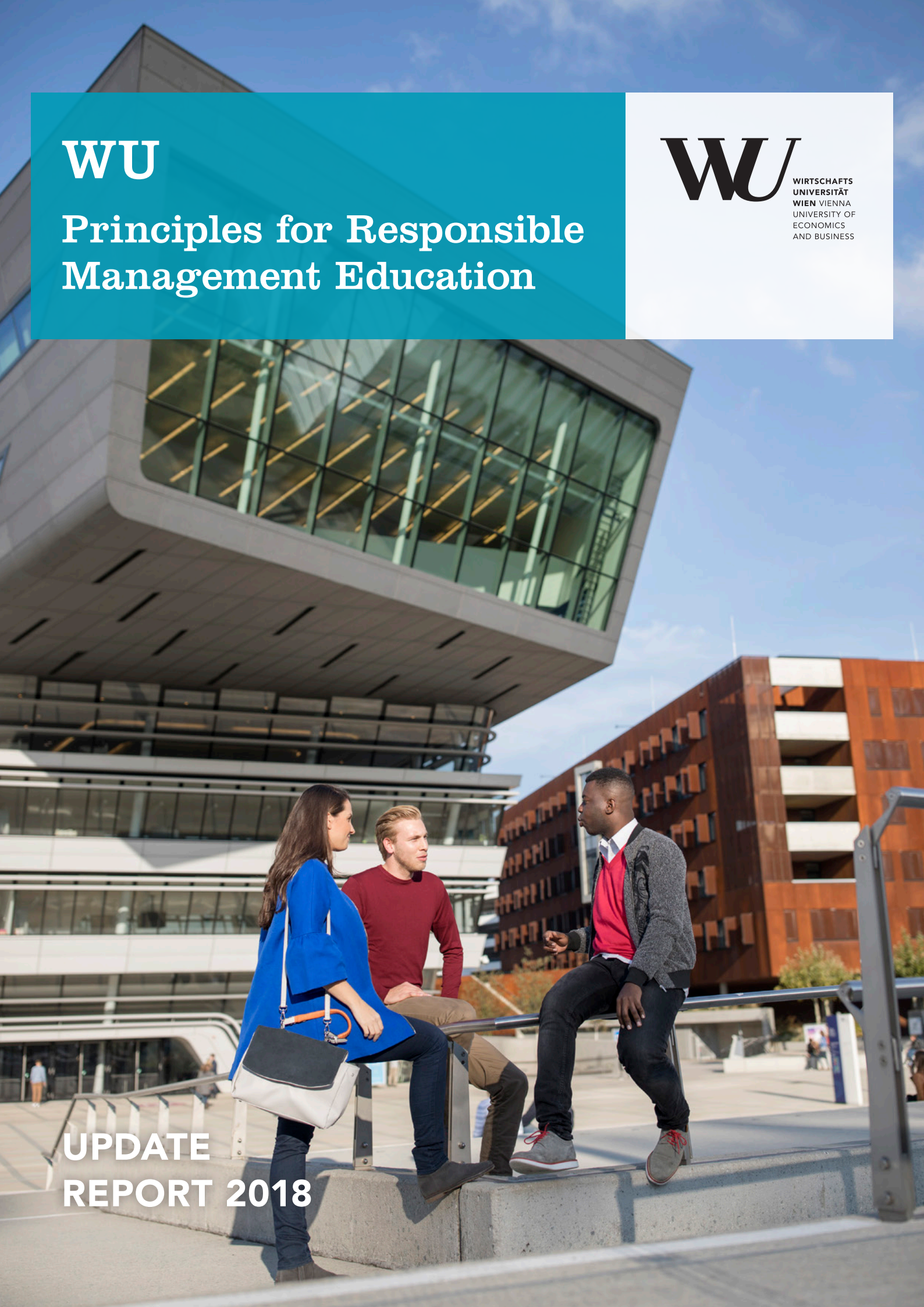
WU

Principles for Responsible Management Education

WU

WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

**UPDATE
REPORT 2018**



WU PRME UPDATE REPORT 2018



WU
RESPONSIBLE BY CHOICE

May 2018

Content

| | |
|---|-----------|
| Letter from Rector Edeltraud Hanappi-Egger | 6 |
| Selected developments | 7 |
| 2014 – 2017 | 7 |
| 2018 – 2022 | 7 |
| Responsible University | 8 |
| Third Mission and Contribution to the Community | 9 |
| Knowledge transfer and collaboration | 9 |
| WU's contribution to society | 9 |
| Gender and Diversity | 10 |
| Making the Past the Present – Dealing with WU's History | 11 |
| Teaching and Learning | 12 |
| Sustainability in the undergraduate Curriculum | 12 |
| Specializing in Sustainability and Responsibility on the Master's Level | 12 |
| Responsible Students | 12 |
| Workshops for Teachers and Academic Staff | 13 |
| Executive Education | 13 |
| Research Activities | 14 |
| Main Areas of Related Research | 14 |
| Research Integrity and Responsible Science | 15 |
| Research Networks and Cooperation | 15 |
| WU as an Employer | 16 |
| Infrastructure | 17 |
| Networks | 18 |
| PRME Principles for Responsible Management Education | 19 |

Letter from Rector Edeltraud Hanappi-Egger



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The following report is an overview of some of WU's past, present and future efforts not to become but to be a responsible university. The reason behind the rather cautious wording "overview of some" is simple: The strive for being responsible in what we do and how we do it – and in this way not only encompassing the need for responsible management in research and teaching (or more broadly: "education") – affects each and every employee, student, stakeholder of this university.

And while we shed light on some of the big and spectacular initiatives, we must at no point forget that regardless of the quality of any research, any class or seminar, any public lecture in this field, it is the sum of our own daily choices and often small singular actions, that do determine if we are, as a whole, responsible or not.

WU is a responsible university because the people at this university choose to be. From developing, starting and supporting big initiatives that possibly have huge and direct impacts on student's lives, like the WU4YOU program or the MORE initiative, to reducing waste by bringing reusable dishes when picking up lunch at some of WU's cafeterias and restaurants, down to maybe the most basic routine of just being nice to other people.

As a Responsible University, WU is committed to the universally recognized principles of integrity, public accessibility of WU-generated knowledge, the provision of community services, and the provision of scientifically founded knowledge. It is committed to the implementation of the **United Nations Sustainable Development Goals** in the area of poverty control, distribution justice, economic growth and gender equality.

As part of its PRME membership WU is committed to a comprehensive sense of responsibility in all areas of activity. Therefore, responsible management and sustainability are guiding principles of WU's activities and play an important role in research, education, university management and knowledge exchange with external stakeholders.

It is us, who through our own actions and decisions will have to proof to our students as well as ourselves that we truly are: responsible by choice.

Your
Edeltraud Hanappi-Egger
Rector

Selected developments

2014 – 2017

- › New institutions such as the Competence Center for Sustainability (since 2014), the Entrepreneurship Center (since June 2015) and the Research Institute for Economics of Inequality support WU's efforts as a responsible university in teaching, research and knowledge transfer.
- › Various initiatives such as MORE, MORE Perspectives or Power2Help institutionalize WU's engagement for refugees.
- › The new WU4YOU program, which launched in 2016, increases the number of WU students with challenged socio-economic backgrounds as part of WU's efforts for social inclusion of students.
- › The Green Building Certificate, EMAS (Environmental Management and Audit Scheme) and ISO 14001: 2015 Certificate, were obtained in the last years.

2018 – 2022

- › WU filed a project for a new International Service Learning initiative with the Austrian Development Agency, in cooperation with Horizont 3000. This initiative complements WU's service learning programs such as Volunteering@WU.
- › Impact monitoring will be one of WU's institutional key endeavors for the next five years in order to determine more clearly how and where the institution affects and influences its relevant communities, and where efforts need to be increased.
- › WU is currently working on a comprehensive concept for diversity & inclusion as a way of identifying diversity challenges and addressing them effectively.
- › A new part of WU's online learning platform will contribute to WU's efforts on economic literacy. – High quality self-learning materials on basic economics-related concepts are presented to the public, in particular to secondary schools.



Responsible University

WU considers economic questions to be part of society and environmental systems. WU sees itself as the catalyst for future-oriented developments in the economy and society and contributes significantly to the design of economic systems through its operations, its research, its teaching, corporate relations, knowledge transfer and its graduates.

As a public university, WU is committed to the guiding principles of serving society, as stated by the 2002 Universities Act. Accordingly, public universities are explicitly obliged to contribute to the welfare of society. Thus, the Universities Act serves as foundation for WU's mission statement to define its legal obligations in a more specific way.

The new Strategic Plan, being effective starting in July 2017, increases emphasis on WU's social responsibility and the impact of WU's activities on society.

WU assumes responsibility in:

- › Teaching and education, where WU qualifies its students to assume highly responsible tasks in business and society. Students and Alumni are expected to value diversity, reflect on their actions, advocate an open mind and assume responsibility. Therefore, WU educates with a strong focus on social and ecological context of business activities. WU also acts as a role model and, for example, sets up measures for the better integration of socially disadvantaged students.
- › Research, by adapting to the quality requirements of the respective scientific communities and by shaping them. It thus contributes to the further development of the disciplines. WU will increase public availability of knowledge created at the university as well as research on responsibility.
- › Being an employer, i.e. actively dealing with issues of equality and diversity management, as well as providing career opportunities and attractive jobs in the scientific and general area.

A key focus in this regard will be the issue of impact, i.e. by analyzing and demonstrating where WU's take on responsibility really makes a difference. Impact is the opportunity to have a positive influence on numerous social systems. The related aim of WU is to strengthen its position as a future-oriented and innovative leading organization in the tertiary education sector. This means WU offers excellent contributions to economic research, excellent teaching programs and plays an active role as a pioneer in Austria and internationally as a Responsible University. Tracking WU's respective efforts and monitoring its impact accordingly, will be one of WU's key initiatives for the next years.

Due to its internationalization and the attractiveness of the new campus, WU has a high regional impact on its location in Vienna. Green building principles were paramount back when the campus was designed. For example, WU obtains much of the required energy using geothermal energy from groundwater. In 2016, WU received the EMAS certification (Eco-Management and Audit Scheme) and ISO 14001/2015 certification – the two most renowned certifications for environmentally friendly and sustainable operations. These certifications serve to structure, track, and further develop all previously implemented measures for making the campus environmentally friendly.



Third Mission and Contribution to the Community

As the only public university of business and economics in Austria, WU has a special role concerning third mission and its contribution to society. On the one hand, WU graduates take key functions in business and society and can shape the future responsibly.

On the other hand, WU contributes largely to the public economic discourse – in particular by knowledge exchange with society. WU is a partner for problem-solving and intensive exchange with non-academic organizations, in the private and public sector, in the profit-oriented and in the non-profit sector.

KNOWLEDGE TRANSFER AND COLLABORATION

As a business university of remarkable size and scope, WU considerably distinguishes itself from traditional business schools and interacts with stakeholders from business, civil society, government and media on a large scale. Discussions on economic, social and environmental aspects of responsibility and sustainability as well as participation in related networks are a central part of WU's activities as responsible university. Collaborations with partners from business, civil society, and politics enable knowledge transfer in both directions: not only does WU's economic knowledge flow into the design of social systems, but WU also receives important feedback on the practical relevance of its research and teaching. WU's researchers participate in numerous boards and advisory bodies, and provide important scientific knowledge.

Various events, such as "wu matters. wu talks", or the Children's University ("WU Kinderuni"), are accessible to the public. The Children's University offers children the opportunity to participate in lectures and to meet researchers, which perfectly exemplifies how WU wants to be part of, and educate society.

WU plays an active role in location development and creating a regional impact. For example, the cooperation in the framework of RCE (Regional Center of Expertise in Education for Sustainable Development), the Entrepreneurship Center or projects related to the City of Vienna (Smart City, Urban Governance), lead to regionally important innovations and strengthen the location. Regional networks, like the Alliance of Sustainable Universities, serve relevant teaching and research topics. WU is actively involved in regional developments through cooperation in various projects (e.g. with other

Austrian universities, Austrian Central Bank, the city schools, the Institute for Advanced Studies, the Austrian Institute of Economic Research,, the National Library, etc.).

WU plans to launch "Learn Public", a platform offering open educational resources and video-based Massive Open Online Modules for the broader public in the area financial/economic literacy.

WU'S CONTRIBUTION TO SOCIETY

As a responsible university, WU offers a diverse set of third mission-related activities and contributes to the positive development of its environment in the following way:

As an active contributor to community services, WU sets an important example. Programs like Volunteering@WU, where WU students take care of children from socially disadvantaged families, or school cooperations for the better approach of talented pupils, WU fulfills its social responsibility towards society and upcoming student generations.

WU launched a scholarship program for socially disadvantaged high potentials in 2015 (WU4yoU) with the intent to assist first-generation-students during the transition period from secondary to tertiary education and to achieve a more heterogeneous student population.

Due to the acute refugee-crisis in 2015, WU set up the initiatives Power2Help, and MORE (developed by uniko – Universities Austria) to provide opportunities for refugees with prior study experiences in their home countries. Power2Help is a series of evening workshops held at WU, designed to provide volunteers with the skills and resources they need for working in primary support and integration projects for asylum seekers. The MORE Initiative is a program to help refugees gain access to higher education and to prepare participants to pursue a full-time degree program at WU later on. Furthermore, WU awarded various internships for refugees in 2016 and 2017, aimed at persons entitled to asylum in Austria, to help them build on their previous education to access the Austrian labor market more quickly. Faculty and staff members, who have been involved in refugee care during the crisis, were granted special leave.

With wide range of activities, faculty and staff at WU show strong social engagement, which is supported by WU whenever possible, e.g. the organization of a charity running event, a collective drive for old currencies to benefit NGOs and many others.

Besides the centrally coordinated activities of WU, the Competence Center for Sustainability, acts as a major hub in organizing regular events in order to promote "sustainability literacy". Its events (e.g. the "Sustainability Controversies", "Deep Drillings", "Economy meets Ecology") have reached high publicity with an attendance of nearly 10,000 people so far. The Competence Center for Sustainability is maintaining close contacts with the Austrian Students' Union (ÖH), the Ecosocial Student Forum ("Oekosoziales Studierendforum"), and Oikos Vienna, an international student organization focusing on sustainability in business and economics, society, and environmental contexts to work on sustainability-related events.

GENDER AND DIVERSITY AND INCLUSION

As a public university and as an employer with considerable social responsibility, WU is committed to promoting equality and diversity across the organisation. In particular, WU aims at creating structures and conditions supporting all its students and employees to succeed in the WU community, regardless of gender, ethnicity, class, religion, age, sexual orientation, disability or other personal circumstances.

The promotion of equality is a common task for all university members at WU and a particular obligation for senior staff and faculty members. With the WU Committee for Equal treatment (Arbeitskreis für Gleichbehandlungsfragen) and the Gender and Diversity Policy office, WU has two special institutions working to achieve equal opportunities at WU.

WU's long established "Code of Conduct" sets the standards for all members of the WU Community. Now, WU added two additional publications. The brochure "Say No to harassment" and "Fair and Inclusive", a set of communication guidelines, were published in 2015.

WU is committed to ensure that all its students and employees have equal opportunities, regardless of their physical abilities. Therefore, buildings and technology at WU's campus are accessible to people with disabilities. In 2013, WU launched the support program "Be able" to address students with special needs such as physical disabilities, chronic illnesses or learning disabilities. Experienced WU students act as mentors for those students, providing assistance with orientation on campus, or completing administrative tasks. WU's disability commissioner for students runs this program. In 2016 WU has published a set of guidelines for the inclusion of people with disabilities, in cooperation with representatives of various interest groups. These guidelines provide a foundation for the development of specific actions to encourage the inclusion of people



with disabilities. In particular, special positions for people with disabilities were created in 2016 and 2017. As a result, the number of employees with disabilities has been increased considerably.

The establishment of the "Institute for Gender and Diversity in organizations" in 2002 was an innovative step in research and higher education. Researchers from various other institutes – Institutional and Heterodox Economics, Sociology and Social Research, Education Sciences or the Research Institute for Economics of Inequality – also deal with gender and diversity aspects in their research and teaching. In 2014, the European Commission awarded WU Rector Edeltraud Hanappi-Egger with a Jean Monnet Chair. Her research on "Gendered Inequalities and Classism in Europe" are a contribution towards educating students on equality from a gender-related perspective.

The Plan for the Advancement of Women at WU ("Frauenförderungsplan") as part of the WU by-laws ("Satzung") defines objectives, priority areas (personnel policy, research and teaching, distribution of resources) and measures to create positive and career-promoting conditions for women. In addition, WU implemented many affirmative action initiatives (e.g. career program for women in research, habilitation positions for women, quality assurance in appointment procedures for professorships, etc.) to address the underrepresentation of women in senior academic positions. The effectiveness of these programs and the development of gender ratios is regularly monitored and annually published in the annual Equality Report. In 2017 two Ottillinger Habilitation Fellowships were offered for women; these positions give talented female researchers the opportunity to attain habilitation (*venia docendi*, a professional qualification) under preferential terms.

Furthermore, in 2017 WU continued to develop a comprehensive concept for diversity & inclusion with the aim to provide a systematic way to identify diversity challenges and focus management attention on them.

MAKING THE PAST THE PRESENT – DEALING WITH WU'S HISTORY

There are various projects dealing with WU's own history. The analysis of the past and its reflection in public space is of great importance to WU. Being a Responsible University means to be able and willing to confront one's past.

WU Commemorative Project

As it did for all Austrian universities, the annexation ("Anschluss") to Nazi Germany had grave consequences for the University of World Trade (now Vienna University of Economics and Business). Starting in March of 1938, numerous students, faculty members, and administrative staff members were forced to leave the university for "racial" and political reasons. WU is aware of its responsibility, and sees it as its moral obligation to the victims and their families to try to come to terms with this chapter in its history. Since 2012, WU researchers Peter Berger and Johannes Koll have been investigating the role of Vienna's University of World Trade during the time of Nazi rule in Austria, from 1938 to 1945, as part of the WU Commemorative Project. In 2014, an online memorial book, which contains short biographies of the University of World Trade members who were exiled, ostracized, or murdered during World War II, was published. At the same time, WU installed a memorial sculpture on WU campus. The memorial was unveiled and presented to the public during a ceremony held on May 8, 2014, the 69th anniversary of Austria's liberation from the Nazi regime.

Research on Nazi-confiscated works

In May 2010, the WU University library launched an investigation intended to identify Nazi-confiscated items in its collection. In July 2014, ten volumes, originally owned by the Library of the Vienna Chamber of Labor, were returned.

University archive

The WU University Archives were established in 2015 and are part of the WU University Library. It collects written and visual records documenting the history of WU and the historical institutions from which it evolved. The services of the WU University Archives are aimed at WU faculty, staff, and students, as well as the general public. When providing information and documents, the archive ensures compliance with privacy and archiving regulations.

Teaching and Learning

WU aims at equipping all students with comprehensive knowledge of sustainable business so that their actions are guided by a sense of social responsibility and ethical behavior. Therefore, WU has specifically designed a core module on the undergraduate level as well as a variety of advanced courses that incorporate those values.

SUSTAINABILITY IN THE UNDERGRADUATE CURRICULUM

The module on sustainable economics and business ("Zukunftsfähiges Wirtschaften"), primarily deals with the characteristics of complex and adaptive systems, such as corporations and eco-systems. The basic course is compulsory for all students in the Bachelor's Program in Business, Economics and Social Sciences, which amounts up to 3,000 students each semester.

The second course within the module on sustainable business and economy is obligatory for the specializations in business administration, international business, and information systems. Currently, 900 students are attending one of these seminars consisting of a variety of parallel courses. Students can choose from lectures on social mobility, interest groups, socio-ecological aspects of product development, ethics, social impacts of organizations, changing working environments, diversity and inclusion as well as corporate social responsibility.

The Austrian Federal Ministry of Science, Research and Economy honored the module on sustainable business and economy with a "Sustainability Award".

Additionally, WU offers several dozens of courses each semester outside of specific programs, approaching the topic from different angles. Elective courses, business specializations and advanced courses on socio-economic phenomena indicate the strong focus on sustainability and responsibility. Every semester, WU publishes a list of sustainability-related courses to make it easy for students to find a course that fits their needs and interests.

SPECIALIZING IN SUSTAINABILITY AND RESPONSIBILITY ON THE MASTER'S LEVEL

On the master's degree level, WU offers a specialized program to provide an adequate response to global challenges related to sustainability and responsibility. WU established the Master's Program in Socio-Ecological Economics and Policy (SEEP) in 2012, which integrates sustainable development in the curriculum. This master's program is innovative and interdisciplinary with an international scope. The students learn about the dynamics of economic and social systems and the physical environment.

Besides this master's program (SEEP), there are various other programs like the Master's Program in Supply Chain Management and the Master's Program in Socio-economics, which also explicitly address sustainability-related issues.

RESPONSIBLE STUDENTS

Beyond the curriculum, there are various activities and initiatives creating awareness and understanding for ethical issues and responsible behavior:

Code of Conduct (we@WU)

WU sees its students as active participants in university life and expects them to show initiative. Concerning student behavior and expectations, the before mentioned Code of Conduct ("We@WU") was implemented.

Social Impact Award for students

Students in Austria show increasing interest in social entrepreneurship and establish new socially oriented initiatives and companies. The Social Impact Award Austria supports these projects with know-how, networks and resources. The award was founded in 2009 at WU (Institute for Entrepreneurship and Innovation) and is currently being offered in ten countries. As an academic lead, the Social Entrepreneurship Center of WU Vienna supports the Social Impact Award.

Volunteering@WU

In 2010, WU established the Volunteering@WU program as a service-learning initiative that provides the opportunity for students to volunteer in the NGO sector and strengthen their skills and personal development. Starting in the summer semester, WU implemented the so-called Music Buddies. This project sets an artistic focus: under the guidance of professional choir and dance instructors, students and children dance and sing together.

Sustainability Challenge

The Sustainability Challenge is an interdisciplinary and transdisciplinary series of lectures offered jointly by the four largest universities in Vienna. The program runs under the patronage of the Austrian UNESCO commission and is co-financed by the Federal Ministry of

Science, Research and Economy. Bridging the fields of science, economy and politics, the Sustainability Challenge aims at bringing together students with different backgrounds to tackle societal problems such as climate change, ecological economies, sustainable energy and building socio-ecological policies by combining their strengths, competences and experiences. The Sustainability Challenge supplements conventional teaching methods by service learning projects and interdisciplinary working groups.

Directive on plagiarism and academic fraud

In 2015, WU developed guidelines regarding anti-plagiarism. WU aims to increase awareness for scientific integrity among WU's students as well as to protect the rules of good scientific practice.

WORKSHOPS FOR TEACHERS AND ACADEMIC STAFF

Educating socially responsible and environmentally conscious graduates requires particular pedagogical and didactic approaches. WU's prestigious Awards for Innovation in teaching and Excellence in teaching, have repeatedly focused on course designs that foster reflexivity and viability (2012), responsible knowledge transfer (2013), analysis and synthesis (2014) or on effective feedback cultures (2015).

Workshops organized by the Competence Center for Sustainability have brought together educators from various fields to exchange their good practices. Experts from abroad provide additional impulses and consult WU's faculty respectively. An inventory on teaching and learning materials for education on sustainability and responsible management serves as open educational resource for educators in the near future. In 2015, the Competence Center for Sustainability offered a workshop on "Sustainability in teaching" for WU teachers.

EXECUTIVE EDUCATION

Executive education is a core commitment within WU's activities. Within the portfolio of WU Executive Academy (degree, certificate, corporate and open programs), ethics, responsibility and sustainability are important topics that are engrained in each program as exemplified:

Responsible leadership concept in the Professional MBA Program: The Professional MBA program focuses on the roles and responsibilities of leaders. Specifically, the mandatory business core starts with three coordinated and interrelated modules concerning leadership, managing people and organizations, as well as CSR, sustainability & ethics. WU Executive Academy implemented a responsible leadership concept in 2013 to show how to implement ethics, responsible management and sustainability in executive programs.

CSR and sustainability in the specialization project management of the Professional MBA Program: In addition to the business core, WU Executive Academy integrates responsible management and sustainability in the specialization tracks of the Professional MBA program. For example, the specialization project management highlights the role of sustainability in project management.

Professional MBA Energy Management: The Professional MBA Energy Management emphasizes competences in the area of sustainability. The goal is to develop managerial skills in students that include the ability to establish sustainable energy models as well as a responsible strategy within the organization.

CSR and sustainability as individual modules in certificate and open program: While testing and refining the responsible leadership program in the context of the MBA programs for a more comprehensive integration, these topics are represented as individual modules across the educational portfolio. For example, WU's certificate programs Health Care Management, Academic Diploma Business Administration (Diplom BetriebswirtIn), Social Management, and custom programs deal with those perspectives.



Research Activities

Research and ethics are connected in two different ways at WU: on the one hand, principles of ethics and responsibility have to be adhered to by all WU researchers and on the other hand ethics are a field of research.

As pointed out in WU's mission statement, research and research-led teaching are crucial elements of WU's identity. Although excellent academic research with a high impact on academic discourse has high priority within WU's strategic goals, WU is aware that valuable contributions should not just be valuable for the scientific community, but for society in general.

Therefore, many of WU's actual research themes portray the need of scientific answers to relevant societal challenges. As one of the guiding principles of WU's mission, "responsibility" plays an important role in research as well, with a variety of initiatives, institutions and research projects, many of them overlapping and cooperating.

Some institutions at WU specifically deal with sustainability and responsible management. Therefore, WU offers some areas of related research, like "socio-ecological development", "management and governance", "social innovation" and "resource and supply chain management". These research areas bundle research on the intradepartmental and inter-departmental level. Please note that the following listing of research units is not exhaustive and that most of the listed units are not only doing research on sustainability.

MAIN AREAS OF RELATED RESEARCH

Socio-ecological development

This research focuses on societal developments and measures to enable sustainable policies. The issue of distribution of income and wealth is still underrepresented within mainstream economic research and academic discussion. Therefore, WU founded a new Research Institute for Economics of Inequality in 2015.

WU's Institute for Gender and Diversity in organizations analyzes aspects of diversity such as gender, ethnicity, class, religion, age, sexual orientation and alternative ways of life. The Education Sciences Group of the Institute for Business Education covers the unequal access to training and education, in the field of business education.

The Institute of Ecological Economics tackles the complex and persistent challenges of environmental

non-sustainability and injustice. The institute's research covers sustainable work, macroeconomics & environment, climate economics, sustainable resource use and education for sustainable development.

The Research Institute for Human Capital and Development is a key component of the Wittgenstein Centre for Demography and Global Human Capital and was founded in 2010. Head of the Wittgenstein Centre is WU Professor Wolfgang LUTZ, winner of the prestigious Austrian Wittgenstein Award and ERC Grantee.

Management and governance

In the research area of management and governance, several initiatives and activities focus on responsible behavior within organizations:

WU's Institute for Change Management & Management Development analyzes the effects of intra-organizational changes towards more sustainability. The Project Management Group of the Institute for Strategic Management and Management Control investigates sustainable development of project management.

The Institute for Managing Sustainability is committed to approach the societal, political and economic challenges arising in the context of sustainable development. The institute uses interdisciplinary models in research, education and consulting. The WU Institutes for Human Resource Management, International Business and Gender and Diversity in organizations investigate management-related issues such as diversity management, leadership and responsible management. The Competence Center for Non-profit organizations and Social Entrepreneurship and the Research Institute for Urban Management and Governance investigate governmental structures and non-profit organizations with a focus on sustainability.

Social Innovation

Social innovations are new concepts designed to meet societal needs, in order to extend and strengthen civil society. At WU, the Institute for Strategic Management and Management Control and the Institute for Strategy, technology and organization try to answer the question whether social innovation and social entrepreneurship

differ significantly from innovation processes in industrial settings. The Competence Center for Non-profit organizations and Social Entrepreneurship as well as the Institute for Non-profit Management are also involved in questions related to social innovation.

Resource and Supply Chain Management

The fourth research area relates to sustainable resource and supply chain management. The Institute for transport and logistics Management uses its expertise in logistics to investigate, for example, the reduction of greenhouse gases and emergency relief. These goals are used, among others, for the Institute for Production Management.

RESEARCH INTEGRITY AND RESPONSIBLE SCIENCE

Academic integrity, responsible research and adherence to high ethical standards in writing academic papers are key principles at WU.

The university has a number of measures in place to prevent plagiarism and investigates suspicious cases thoroughly. WU is a member of the Austrian Agency for Research (OeAWI) and endorses the OeAWI guidelines for good academic practice. WU also creates an environment, which encourages researchers to report any cases of misconduct. To address a suspicion, WU employees can turn to the Senate's Research Committee to seek advice, support and mediation services. In 2016, the Vice-Rector for Research and the Senate's Research Committee jointly compiled a directive on responsible research and academic integrity.

Responsible research concerns not only the researchers themselves, but also society. The initiative Responsible Research and Innovation (RRI), actively engages civil society in research and innovation in a European context. As part of "Universities Austria" (uniko – Österreichische Universitätenkonferenz), a non-profit association under private law, WU is member of the RRI Platform Austria.

WU's responsibility to society is to provide the public with unlimited and long-term access to academic literature and research results. Therefore, WU aims at granting "open access" to its researchers' work, following the principle of "open data". Accordingly, WU published

an open access policy and set up an open access publication fund in 2016. In addition, WU provides an Institutional Repository (ePub) and an open Access office, which acts as a university-wide coordination hub and contact point for open access-related issues.

In 2014, WU established an "open Data Portal" (data.wu.ac.at), the first open data portal run by an Austrian university. The portal currently hosts 124 datasets, such as the university's library catalogue, course catalogue and lecture halls list. Moreover, it provides research data such as metadata crawls from over 260 Open Data portals. The Institute of Information Business hosts the portal and infrastructure and it is funded through research co-projects.

RESEARCH NETWORKS AND COOPERATION

Aside from responsible research, WU is an active member of various initiatives and networks in the field of sustainable and responsible research and education: The Climate Change Centre Austria (CCCA) exists since 2011 and facilitates the exchange of climate research in Austria. Not only the academic community, but also other stakeholders from media, politics and public administration engage in this network.

The project "Growth in transition", started by the Austrian Federal Ministry of Sustainability and Tourism (formerly Ministry of Agriculture, Forestry, Environment and Water Management) in 2008, intends to trigger a dialogue among institutions and people about shaping this transformation process towards sustainability. In February 2016, WU hosted the third international Growth in transition Conference.

The GOLDEN program tries to answer the question of how companies learn to change towards more sustainable enterprise models. GOLDEN is a network that brings together scholars, companies, civil societies' and PA's representatives to discuss, assess, simulate and experiment. WU is a founding member of GOLDEN.

WU as an Employer

Since responsible management and sustainability are guiding principles of WU's activities, these principles also have to be an integral part of the relationships between members of the university. The "Code of Conduct" sets the ground rules for interaction between WU's faculty, students and staff. The code attends to standards of integrity, confidentiality, data protection, intellectual property, secondary employment, gifts or benefits, the management of finances, and the use of WU resources.

The university's goal is to retain employees for a long time and therefore maintaining a sustainable employment culture. Consequently, WU offers its employees a selection of classic social benefits, e.g. a company retirement fund, a comprehensive occupational health management program (including burnout prevention measures, medical checkups, and vaccinations) as well as an elaborate onboarding-process for new employees. Other measures include:

Initiatives to enable a healthy balance of work and private life. In 2013, WU obtained the basic certification as family-friendly university, awarded by the hochschuleund-familie audit. In 2016, WU earned this certificate again. This audit assesses measures already implemented, and specifies new targets for the next three-year period.

After retirement, many employees seek continued engagement at WU. In the context of active age management, WU offers particularly qualified scientists, nominated either by their department or by the Rector's Council, the opportunity to work as a senior professor on special assignments after retirement.

A wide range of initiatives attempts to increase the number of faculty with physical disabilities. This includes the offer of additional teaching assistant positions at departments, specifically funded and designed for students with disabilities.



Infrastructure

Internationalization, innovation, diversity – the new Campus WU, finished in 2013, is the realization of WU’s vision of a modern university. As a public institution, WU has lived up to its responsibility of building its new campus in an economical, ecological, and socially sustainable manner (Green Building Concept). All efforts bear the goal in mind to obtain the status as a “climate-neutral” university until 2020.

In order to optimize and improve environmentally relevant activities at the university, WU has introduced an environmental management system in accordance with the European Parliament’s regulation, EMAS (ECO Management and Audit Scheme). In addition, the WU also fulfills all requirements of the new ISO 14001 (2015). Since 2015, WU’s environmental management system is organizing workshops with the so-called “Green Buddies”, encouraging active participation of students, faculty and staff in matters of sustainability and “green-oriented-thinking”.

WU’s decision to locate the new campus in Vienna’s second district redefines this area and transforms it into an educational hub. The campus is bicycle-friendly with more than 250 covered parking spaces and 700 open-air lots, which are currently without charge. Another key feature of Campus WU is barrier-free accessibility. Open and accessible to the public, the campus is an integral part of its urban surroundings.



Networks

WU has increased its efforts and joined relevant national and international networks in the area of responsible management education/sustainability. The university aims to learn from other business schools and share its own knowledge how to best integrate sustainability and responsibility.

In 2014, WU decided to become a signatory of the PRME network (Principles of Responsible Management Education). In 2016, WU successfully presented the "PRME report", which represents all activities at the university concerning the management sector (research, study offer, executive education etc.).

Since 2015, WU is a member of the Global Business School Network. GBSN gives member schools the opportunity to exchange expertise and experience and to share innovative approaches, trends, and best practices.

In 2016, WU joined the Globally Responsible Leadership Initiative (GRLI). GRLI is the leading incubator for innovation and new practices in business schools and for collaboration with businesses in the area of ethics, responsibility and sustainability.

WU is taking an active role in the newly founded Societal Impact & Global Management Alliance (SIGMA), a worldwide network of universities with shared values. In 2018, WU took over the chairmanship of the Alliance and will host the annual meeting in December.

WU is an active member of the Alliance of Sustainable Universities in Austria. The Alliance launched in 2014 as an informal network to strengthen the role of sustainability at Austria's universities. In October 2015, in cooperation with the Federal Ministry of Science, Research and Economy, the alliance organized a symposium on "societal responsibilities of universities".

WU is also actively involved in the Copernicus Alliance, a network of higher education institutions to promote sustainable development and transformational learning in all sectors of the higher education system. The Copernicus Alliance was established in 2010 in Graz, Austria. WU was one of the founding members.

Last, but not least, the Regional Center of Expertise on Education for Sustainable Development (RCE) is the regional network for research, education and knowledge interactions on questions related to regional and transregional sustainable development. The RCE focuses on topics in the realm of socio-economic development and the environment and aims at serving as a platform for the exchange of ideas and knowledge and for coordinating activities between research and educational institutions, public institutions, business enterprises, institutions in the field of culture and the arts, and other stakeholders in the Vienna region.



PRME Principles for Responsible Management Education

As institution of higher education involved in the development of current and future managers we declare our willingness to progress in the implementation, within our institution, of the following Principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions:

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.

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.

PRINCIPLE 3 | METHOD

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

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.

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.

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.



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