



Responsible Management Education PRME Report 2021

Corvinus University
of Budapest

Budapest, June 2021

Table of contents

Foreword	3
Renewal of Commitment to PRME – 2021	4
Part 1.	5
About Corvinus University of Budapest	5
The story of Corvinus	6
Mission, vision and values	11
Accreditations, networks related to PRME principles	12
AMBA	12
EQUIS	12
BSIS	12
Infrastructure	13
Part 2.	17
Education, Research, Outreach, Operations and Governance	17
Education	18
Curriculum	18
Talent management	20
Research	22
Research themes	22
Research Centres specialized in related topics	23
Selected scientific publications	24
PhD theses in the field	25
Journals	26
Outreach and public service	27
Corvinus Science Shop	27
CCS in numbers	28
Corporate involvement	29
Conference and event highlights	29
Research Weeks	30
CEMS Charity Run	31
Operations and governance	32
Infrastructural developments	32
Pandemic situation	34
Equal opportunities	34
Part 3.	36
Future plans	37

Corvinus Business School (CBS) of the Corvinus University of Budapest (hereinafter: Corvinus) signed the Principles of Responsible Management Education in 2010 and published its Sharing Information on Progress (SIP) reports in 2013, 2015, 2017 and 2019 so far.

As of July 2019, a major shift has occurred in the maintenance and governance of Corvinus whereby the Hungarian state, as governor and maintainer, was replaced by a state-established foundation. Since this organizational transformation on 1 February 2020, Corvinus developed a new operational framework by merging the three former faculties (Corvinus Business School, School of Economics, Faculty of Social Sciences and International Relations).

In this new organizational structure, the best practices and commitments of Corvinus Business School continue to exist, hence the strong commitment towards the six principles of PRME also.

In our SIP report of 2021 and in the years to come, we will be extending the boundaries of reporting on responsible management education related programs and initiatives to the entire Corvinus University of Budapest.

This report has three main sections. The first contains a relatively longer introduction to Corvinus University of Budapest in terms of history, organizational units, facilities in order to introduce this larger organization, that is now the subject of the report. In the second section our responsible activities are presented as a selection, since throughout the University many colleagues have several educational and research projects in the field and the comprehensive data collection system is not yet in operation; the development started in 2021 with the establishment of a common, university-level platform for coordinating and supporting the responsibility and sustainability related activities. This leads us to the third section of this report, which highlights the future plans of Corvinus with regard to responsible management education.

Contact:

Ms Orsolya Diófási-Kovács, Phd
PRME Representative, Assistant Professor
Institute of Business Economics,
Department of Logistics and Supply Chain
Management
Orsolya.diofasi@uni-corvinus.hu
Corvinus University of Budapest
8 Fővám tér, Budapest, 1093 Hungary
www.uni-corvinus.hu



Renewal of Commitment to PRME – 2021

This report introduces our most important achievements for the years 2019 and 2020, which had been the first years of transition towards a new organizational structure within Corvinus, and these are the first years when we are presenting PRME-related activities throughout the whole University. This transitional period brought several changes, slowed certain initiatives and accelerated new ones, but the changes undeniably carry the possibility of development and of further embedding sustainability into the life of Corvinus. With this first report covering the whole University we are expressing our sincere and continuous commitment to the continued implementation of the six principles of PRME.

Our committed colleagues from all organizational units have made several creative and sensible steps toward embedding responsibility and sustainability aspects and approaches in all areas of our activities. This report of Corvinus University of Budapest contains examples and highlights of the PRME commitment in the following areas:

- ▶ education
- ▶ research
- ▶ outreach and public service
- ▶ operations and governance

This report is looking back to the previous years, but during 2021 work has already begun towards creating an active, collaborative and inclusive platform for jointly embedding ethics, responsibility and sustainability into all activities of Corvinus throughout all organizational units.



ANDRÁS LÁNCZI
Rector
Corvinus University of Budapest



ANTHONY RADEV
President
Corvinus University of Budapest



ZOLTÁN OSZKÁR SZÁNTÓ
Vice-Rector and VP for International
Relations and Accreditations
Corvinus University of Budapest

PART 1.

About Corvinus University of Budapest



The story of Corvinus

Corvinus University of Budapest is Hungary's most prestigious higher education institution (hereinafter: HEI) in the fields of business, management, economics, and social sciences. In Hungary, university-level education in these fields commenced at the autonomous Economics Faculty of the Hungarian Royal University of Science in the 1920s, similarly to the most advanced countries of the world.

Since its foundation as an independent HEI in 1948, Corvinus has experienced several modifications in its name and number of faculties due to changes in the external political and regulatory context. Nevertheless, its intellectual antecedent dates back to the 18th century, and Corvinus is often identified with its historic main building – originally the 19th century central Customs House of Hungary – representing a solid tradition, high quality and an excellent reputation.

Its impact on the economic, business and political life of Hungary can be characterized – among others – by the penetration of its alumni to top decision-making positions: e.g., all Governors of the National Bank of Hungary and several Ministers of Economy and Finance in the past 30 years after the regime change, and the majority of CEOs of companies listed on the Hungarian Stock Exchange have graduated from Corvinus.

Corvinus believes in continuous development. We should not be content with the results achieved so far. It was therefore decided that as of July 2019 Corvinus would be maintained and governed by a state-established foundation rather than the Hungarian state itself. While this model allows for more flexible and efficient operations, it also ensures long-term and predictable strategic planning. Our main objective is fairly ambitious: to turn into an international university, to become the leading institution of Central Europe in the fields of business, management, economics, and social sciences by 2030.

From 1 July 2019, Corvinus has been operated by Maecenas Universitatis Corvini Foundation (herein-after: MUC Foundation). The MUC Foundation was established by Act No. 30 (2019). The Act stipulates that

“... the duty of the Foundation is to exercise the founder's and operator's rights of the educational institution, especially the Corvinus University of Budapest, to ensure the realisation of its institutional development goals, to which end ... Maecenas Universitatis Corvini Foundation manages the assets assigned by the founder and the assets provided by the entities joining the Foundation.”

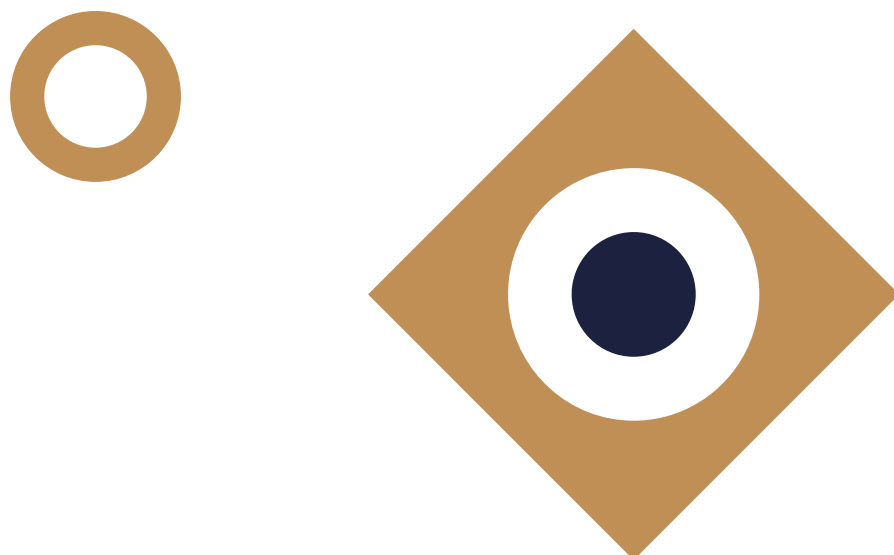
This new governance and business model provides the university with

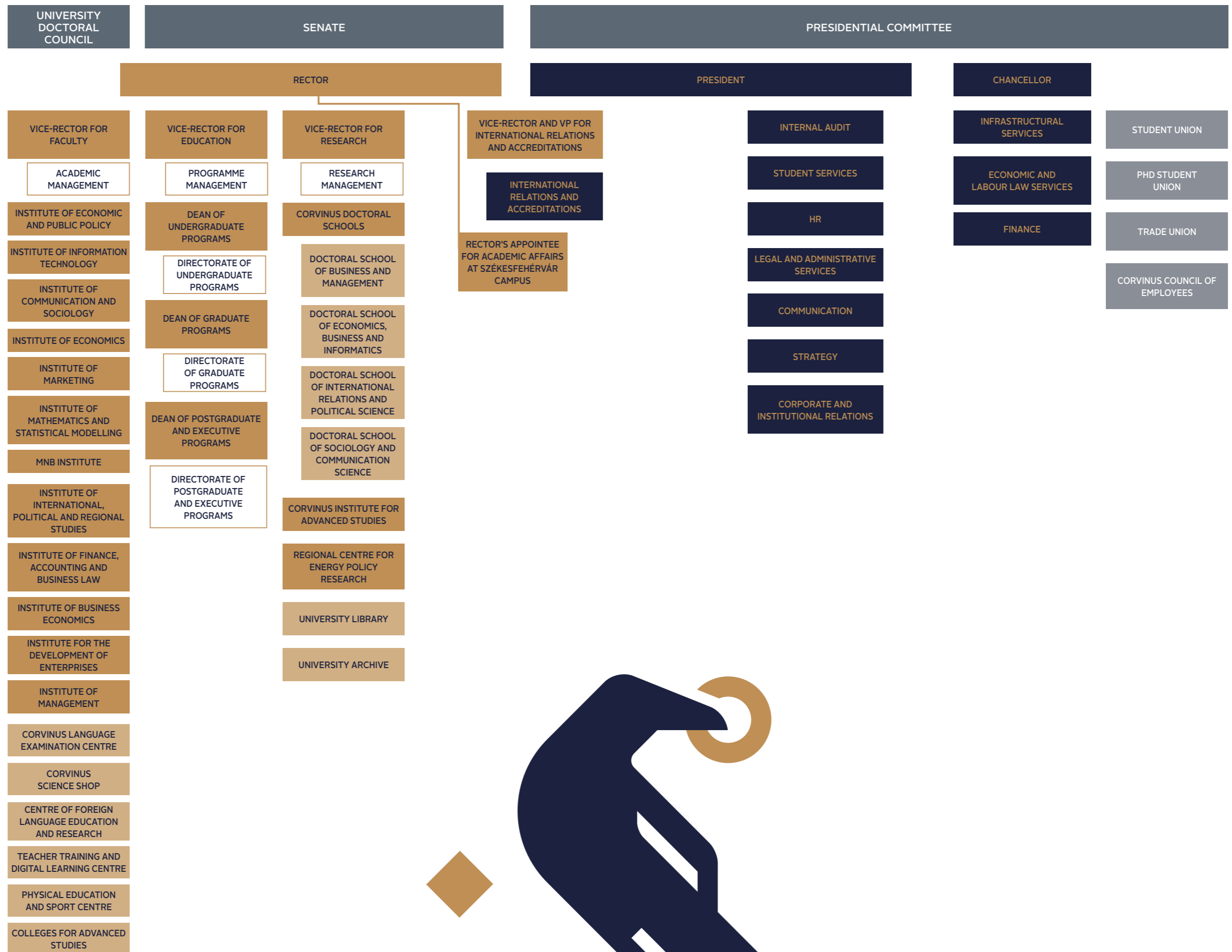
- ▶ a greater degree of freedom and academic autonomy in decision-making regarding the pro-gramme portfolio and organizational formats,
- ▶ an opportunity to introduce new incentive systems and more flexible HR regulations, and
- ▶ an opportunity to replace bureaucratic organizational processes with service-oriented support processes.

At the organizational level, Corvinus has transformed its operation and structure to a seamless, flat and agile matrix organization in early 2020 – similar to the matrix structure of Bocconi University and Vienna University of Economics and Business (WU). The underlying motive of this change was to enable Corvinus to implement an overall renewal program that would boost its performance owing to a more flexible regulatory environment brought about by its non-state university status as well as a more focused external governance by its designated maintainer.

Since this organizational transformation on 1 February 2020, Corvinus developed the new operational framework by merging the three former faculties (Corvinus Business School, School of Economics, Faculty of Social Sciences and International Relations). At the same time unified institutional level functional units were established, such as Strategy, HR, Communication, Student Services, International Relations and Accreditations, Corporate and Institutional Relations (including Alumni), as opposed to the previous organizational fragmentation with replicated functions operated within the different Faculties.

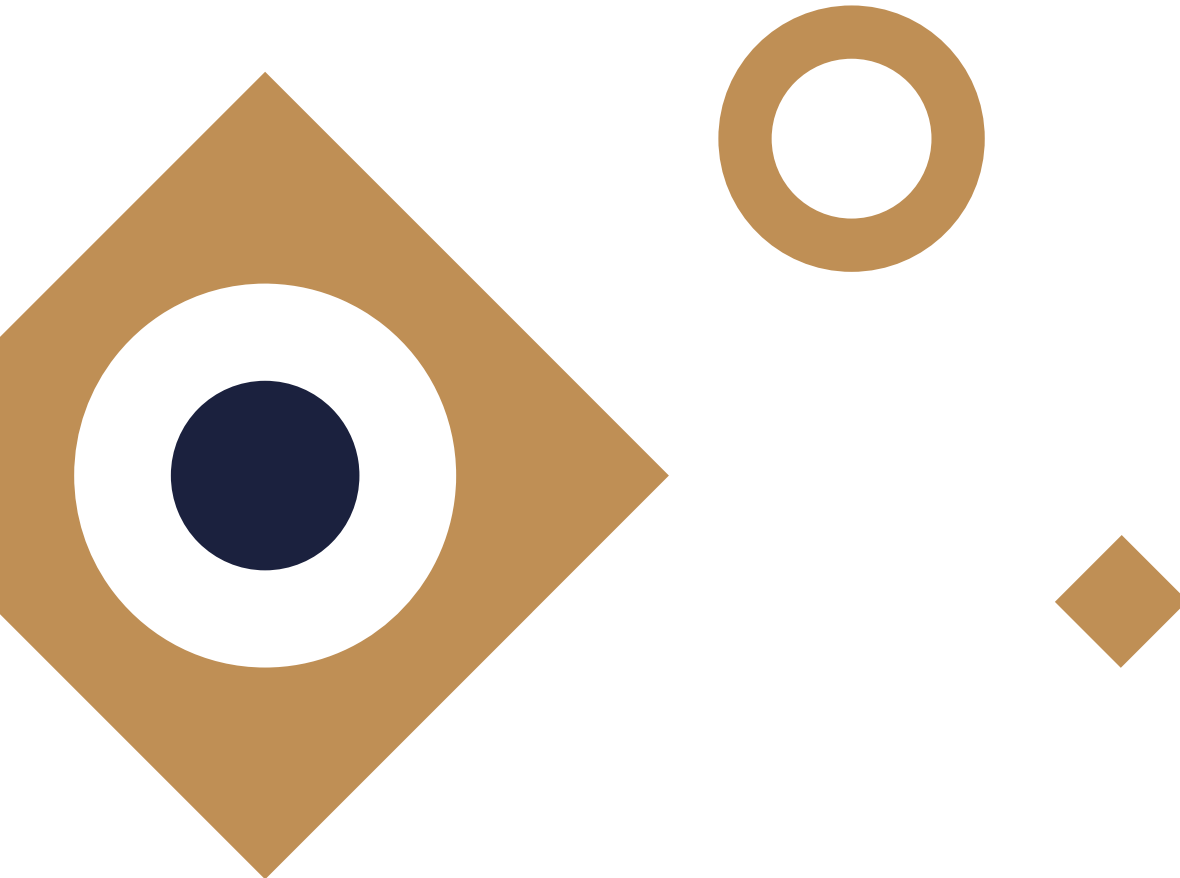
In this new organizational structure, the Institutes and best practices of CBS continue to exist.





The strategic goals of Corvinus with regard to internationalization, connections with practice, pro-gramme portfolio, professional development and research support mechanisms, as well as, social im-pact will be expanded to all institutes of the university, leveraged through the entire organization – as a recognition of the successful developments CBS implemented in the previous years. The new organizational structure allows for closer inter- and multidisciplinary cooperation among lecturers and researchers across the university.

This renewal program has been widely disseminated among and discussed with stakeholders at various university forums. Based on the reflections, the strategy has been further developed and finalized into the Corvinus Renewal Program – Institutional Development Plan (2021-24) (hereinafter: CRP-IDP) approved unanimously by the University Senate and MUC Foundation in November 2020.



Mission, vision and values

With the new mission and vision, Corvinus as a meritocratic institution, makes a commitment to educate and nurture an elite that serves the community and is ready for world-class performance. It is the goal of Corvinus that many business, political and community leaders in Hungary and Central Europe be rooted in the Corvinus alumni community. Corvinus educates leaders who are both socially and environmentally responsible and are able to effectively act for the public good. It is very important that Corvinus can only fulfil this role if it looks for talent everywhere: talented students from less well-off environments must be actively sought after with specific support. In line with these aspirations, Corvinus also maintains the previous initiatives of CBS, like the double degree opportunities for ethnic Hungarians who live in minority communities in Romania and Slovakia. The next aspect of this future is that Corvinus sees itself not only as a Hungarian but as a Central European institution open to the world. Corvinus aims to be a regional centre of knowledge in business, management, economics and social sciences with strong ties to the business community and the civil society. Central Europe has been a dynamic region in the past few years and Corvinus aims to support this development with a radically enhanced performance.

The responsibility aspects of our activities have also been emphasized in our new mission and vision:

The MISSION is

to educate the responsible economic and social elite of Hungary and Central Europe in the 21st century

The VISION is

to become the best university of Business, Management, Economics, and Social Sciences in Central Europe by 2030

Programmes are developed on the grounds of diverse intellectual traditions with an interdisciplinary approach integrating the fields of Business, Management, Economics and Social Sciences in order to form highly qualified responsible professionals, who are able to move across disciplines with ease.

Accreditations, networks related to PRME principles



AMBA

Corvinus University of Budapest has received accreditation from the renowned Association of MBAs (AMBA). This international organization is one of the world's leading authorities on post-graduate business education. Fewer than 300 business schools in the world hold this accreditation, the first in Hungary being Corvinus.

EQUIS

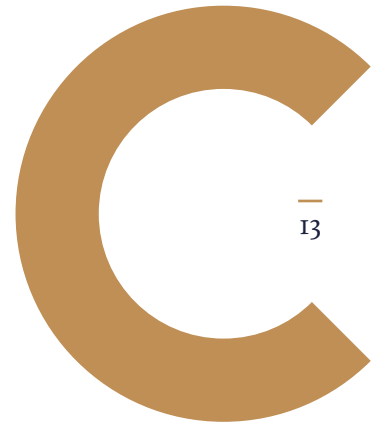
In April 2020 Corvinus submitted an Interim Report informing on the changes affecting the original EQUIS accreditation entity, the CBS and its home institution, Corvinus. The EQUIS Accreditation Board acknowledged the reported changes. As a consequence, Corvinus has become the new re-accreditation entity pursuing mostly business and management teaching and research activities, building on the mutually fruitful collaboration of the fields of business, management, economics and social sciences. The EQUIS re-accreditation process is one of the most important milestones on our path to meet the international quality standards formulated by EFMD, and thereby achieve our long-term strategic goals in terms of education, research and third mission activities.

BSIS

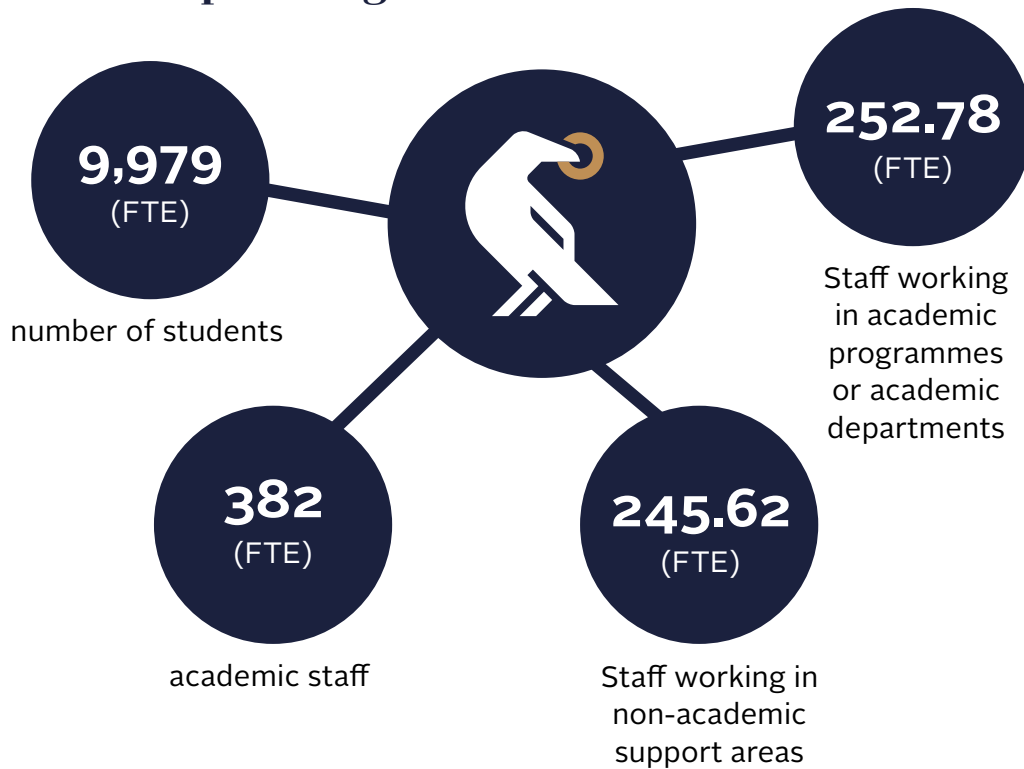
The data-driven system of Business School Impact System (BSIS) helps us to identify the tangible and intangible benefits that we bring to the local environment. CBS was a BSIS labelled school, and we are in the process of renewing our commitment in this field for the entire Corvinus.



Infrastructure



We are operating with....



Corvinus operates at two campuses, one of them in Budapest, the capital of Hungary and the other in Székesfehérvár. The Budapest campus has three buildings for educational and administrative purposes and four dormitories for housing approx. 110 people, altogether 83 469 m².





The former Main Customs House built on an area of almost one hectare is the classic pillar of the Danube panorama of the Pest side; visitors often identify Corvinus with this classic building, designed by Miklós Ybl, as one of his main accomplishments. The two-storey building reflects the values of CUB, as it is the perfect mix of past and future, built on strong foundations.

The marble and granite- decorated building has become one of the most iconic symbols of Budapest, its glass roofed lobby allowing natural light in in every season. Building E hosts the business courses, remaining true to its name „Közgáz” (Economics).



After leaving Building E through the eastern gate, only a few steps away is the Sínház building, which hosts the Information Technology Centre, as well as several computer labs. The smallest unit of the university campus has always hosted IT-related courses. The glass-covered building is light in every season, and your comfort is further enhanced by the panoramic view of the Danube and the cloakroom downstairs.





Building C of the university campus is behind Sínház. On the corridors of this modern style building, you can mostly meet students of social sciences. The modern and light spaces of Building C are the perfect complementary match to the classic style of Building E, and these, together with Sínház represent the „Corvinus feeling” the best.

The library of CUB is on the first floor of Building C, where large reading rooms welcome those hungry for information. Silence and peace is guaranteed; your concentration will not be disrupted even by the outside temperature, as optimal circumstances are provided by the central air conditioning and heating system of the building.

These facilities are located conveniently in the centre of Budapest. This location has several implications for the sustainability efforts of the campus as well.

On one hand, transportation needs of both students and faculty are mainly served by public transportation. The buildings of Corvinus are located in the immediate proximity of bus, tram and underground lines with stops just in front of the main building. Many students and faculty members take bicycles to reach the premises, and the recently extended Budapest public bike system also has a dedicated ‘Corvinus’ pick-up station – offers easy access to the university.

On the other hand, park area is limited around the campus – although efforts have been made to accommodate student needs by reducing car driving in the surrounding streets.

In recent years, the university invested heavily in the energy efficiency improvement of the main building (see chapter: Operations and governance).

PART 2.

In the following Education, Research, Outreach, Operations and Governance chapters we are proud to report some highlights of our colleagues' and the community's commitment towards ethics, responsibility and sustainability.



Education

Curriculum

At Corvinus we have a long tradition in teaching various subjects related to ethics, responsibility and sustainability. We are presenting a selection of these subjects (fully or partially covering sustainability topics) as examples from different Institutes of Corvinus.

Bachelor Courses Covering Sustainability and Responsibility Topics

- ▶ Corporate Social Responsibility
- ▶ Business Economics
- ▶ Sustainability Case Studies
- ▶ Decision Techniques
- ▶ Environmental Economics
- ▶ Business Ethics
- ▶ Corporate Environmental Management
- ▶ CSR Communication
- ▶ Environmental Economics and Policy
- ▶ Human Centred Economics

Master Courses Covering Sustainability and Responsibility Topics

- ▶ Sustainable Supply Chain Management
- ▶ Corporate Sustainability and CSR
- ▶ Model UNFCCC – CEMS Climate Strategy Roleplay
- ▶ Corporate Contribution to Pro-Environmental Consumer Behaviour
- ▶ Strategic Thinking
- ▶ Degrowth Economy
- ▶ Economic Evaluation of the Environment
- ▶ Advanced Environmental Economics
- ▶ Environmental Management
- ▶ Responsible Global Leadership
- ▶ Logistics Services
- ▶ Performance Management in the Supply Chain

- ▶ Purchasing Strategies
- ▶ Ecological Economics
- ▶ Sustainable Future of Sports

PhD Courses in the Field

- ▶ Management for Sustainability
- ▶ Alternative Economic Theories
- ▶ Academic Writing
- ▶ Qualitative Research Methods

Postgraduate Courses in the Field (Full or Partial Coverage)

- ▶ Environmental Management
- ▶ Sustainable Procurement
- ▶ Sustainable Public Procurement
- ▶ HR Ethics
- ▶ Ecological Economics

Program renewals

There are several ongoing program and course renewals that started in 2019 and 2020.

The International Business and Applied Economics courses have been renewed in the bachelor program with a 4-course module on sustainability, a specialization on non-profit management and sustainability. Among the executive courses, the Executive MBA will start on the basis of a new curriculum which is permeated by the theme of sustainability.

As of 1 July 2020 doctoral education at Corvinus has been overhauled. In the new setup, the training of future scientists takes place in four doctoral schools. Doctoral students can expect higher efficiency in operations, increasing opportunities, a more colourful choice, growing international dimension and other professional-scientific benefits. The transformation of the doctoral schools is occurring in the framework of the CRP-IDP and is therefore guided by the pursuit of excellence.

The merger of the former seven doctoral schools led to the creation of four schools. Thus, students are welcome in the following schools:

- ▶ Doctoral School of Business and Management
- ▶ Doctoral School of Economics and Business Informatics
- ▶ Doctoral School of Sociology and Communication Science
- ▶ Doctoral School of International Relations and Political Science

Talent management

Despite the fact that Corvinus' main focus is business, management, economics and social sciences, we are pleased to see and share that more and more students have chosen sustainability and responsibility related topics for their thesis and research work.

Examples of ERS related thesis works

Mercédesz Nemes: Are we ready to go the extra mile for sustainability voluntarily? Critical evaluation of the rationale for alternative hedonism in the consumer behaviour in the context of global sustainability with a social experiment (in English)

Lóránt Értekes: Public opinion in genetic engineering and genetically modified food in Hungary (in German)

Bettina Bikás: How much is the value of a bird? Valuation of birds by applying the concepts of ecosystem services, total economic value and monetary valuation (in Hungarian)

Balázs Réti: The role of sustainability in national peer-to-peer accommodation sharing (in Hungarian)

Mónika Besenyei: Comparative Analysis of University Sustainability Initiatives

Zsanett Cserbák: Procurement's Participation in Corporate Environmental Responsibility

István Kővári: Sustainable supply chain management in the fast fashion industry

Student Scientific Conference at Corvinus and at the National Level

The annual Student Scientific Conference offers opportunity to students to share their research result with other students and educators.

In 2019 we had 32 sustainability related works written by students of Corvinus, appearing in 10 sections. Six of them won 1st place, 5 of them 2nd and 4 reached 3rd.

In 2020 we had 49 papers about sustainability related topics in 17 sections. Six of our students achieved 1st places, seven 2nd places, and six 3rd places.

Selection of the awarded papers

Gábor Deme: Quantitative analysis of factors affecting the income of social enterprises

Füller Kamilla: To buy or not to buy? – Self-restraining communities against overconsumption

Magosi Orsolya: Greta Thunberg vs. Severn Cullis-Suzuki: Green prophets on the digital agora

Evelin Kovács: Public policy analysis of the Hungarian renewable electricity support scheme

Mátyás Péter Murányi, András Joannis, András Raptis: Measurement of particulate matter exposure of cyclists in Budapest

Sára Dulai: Real, not cosmeticized! – On consumer expectations regarding CSR communication of companies in the cosmetics industry

János Szekeres, Noémi Túri: The secret of a successful social-issue campaign

András Dominik Rákos: Climate activism: the new public enemy? – Green movements from the perspective of the Hungarian pro-government press

Lili Rebeka Kertész: Consumption characteristics of organic products in the context of organic labelling awareness and price sensitivity

Ambrus Menyhért Michels: Is there room for trust? Or an investigation of the relationship between consumer and producer through Hungarian shopping communities

Ambrus Menyhért Michels: Together with Nature, and an Examination of the Interaction between Consumer and Nature

Csilla Baksai: The impact of sustainability on the marketing strategy of companies in the cosmetics industry



Research

Research Themes

Sustainable development and business responsibility are overarching themes which induce several researchers in a number of organisational units to initiate research projects. Research topics mainly concentrate on three major issues: the sustainability practices of businesses, sustainable consumption and sustainability policy. Research activities are decentralised at Corvinus: each institute/department is responsible for its own research activities, although cooperation between units is encouraged via several instruments and events.

Sustainable Practices of Business Organizations

- ▶ Business Ethics
- ▶ Corporate Social Performance
- ▶ Environmental Marketing Social Business and Social Entrepreneurship
- ▶ Spirituality in Management
- ▶ Sustainability Accounting and Reporting
- ▶ Sustainability Strategy
- ▶ Sustainable and Social Innovation
- ▶ Sustainable Project Management
- ▶ Sustainable Supply Chain Management
- ▶ Circular Business Models

Sustainable Consumption

- ▶ Consumer Behaviour
- ▶ Factors of Sustainable Consumption Patterns
- ▶ Sustainable Public Procurement

Sustainability Policy-Making and Assessment

- ▶ Energy Efficiency
- ▶ Nature Conservation and Ecosystem Services
- ▶ Renewable Energy
- ▶ Sustainability Assessment of National Development Strategies
- ▶ Sustainable Tourism
- ▶ Green Finance
- ▶ Circular Economy

Research Centres specialized in Related Topics

Regional Centre for Energy Policy Research, REKK – It was ranked 52nd in the global Top Energy and Resource Policy Think Tanks in University of Pennsylvania's Global Go To Think Tank Index in 2020. The Centre keeps on performing comprehensive research, consulting and teaching activities in the fields of electricity, gas and carbon-dioxide markets. Analyses range from the impact assessments of regulatory measures to the preparation of individual companies' investment decisions. Most recently they also cover strategies promoting renewable energy and energy efficiency.

Centre for Business Ethics – It is highly active and recognized in publishing and international teaching activities, as well as embedded in the life of Corvinus. One of the most recent courses the Centre designed for PhD students is on Science and Ethics.

Sustainability Indicators Research Centre – It focuses on carbon calculations as well as interdisciplinary studies, successfully supporting several PhD students in their studies and research.

Sustainability Excellence Centre – It was established to bring together the researchers of the Business Economics Institute for experience exchange and professional cooperation

Relevant research is integrated to other research centres also, such as Competitiveness Research Centre, Business Development Research Centre.



Selected Scientific Publications

National and international publications based on recent research demonstrate the active participation of faculty members and the diversity of topics within Corvinus.

Examples:

CSUTORA, Mária; HARANGOZÓ, Gábor: Carbon accounting in the network economy, VEZETÉSTUDOMÁNY 50: 9 pp. 26-39., 14 p. (2019)

CSUTORA, Mária; HARANGOZÓ, Gábor: Carbon accounting in the network economy, VEZETÉSTUDOMÁNY 50: 9 pp. 26-39., 14 p. (2019)

HARANGOZÓ, Gábor; CSUTORA, Mária; TÁTRAI, Tünde; VÖRÖSMARTY, Gyöngyi: The development of green supply chain management – past, present and future, VEZETÉSTUDOMÁNY 50: 12 pp. 122-135., 14 p. (2019)

KOVÁCS, Z.; HARANGOZÓ, G.; SZIGETI, C.; KOPPÁNY, K.; KONDOR, A Cs; SZABÓ, B: Measuring the impacts of suburbanization with ecological footprint calculations, THE INTERNATIONAL JOURNAL OF URBAN POLICY AND PLANNING 101 Paper: 102715 (2020)

VAJKAI KOVÁCS, Éva; ZSÓKA, Ágnes: Brand avoidance behaviour of Gen Z towards fast fashion brands VEZETÉSTUDOMÁNY 51: 5 pp. 39-50., 12 p. (2020)

MATOLAY, Réka; RÉVÉSZ, Éva Erika What can social entrepreneurship bring to higher education? – Perspectives and linkages EDUCATIO 29: 1 pp. 33-47., 15 p. (2020)

TOARNICZKY, Andrea; MATOLAY, Réka; GÁSPÁR, Judit Responsive Higher Education through Transformational Practices – The Case of a Hungarian Business School FUTURES III pp. 181-193., 13 p. (2019)

ZILAHY, Gyula; SZÉCHY, Anna The environmental performance of the domestic corporate sector in the light of international trends VEZETÉSTUDOMÁNY 51: 1 pp. 55-70., 16 p. (2020)

VÖRÖSMARTY, Gyöngyi; DOBOS, Imre Green purchasing frameworks considering firm size: a multicollinearity analysis using variance inflation factor SUPPLY CHAIN FORUM: INTERNATIONAL JOURNAL 21: 4 pp. 290-301., 12 p. (2020)

VÖRÖSMARTY, Gyöngyi; DOBOS, Imre A literature review of sustainable supplier evaluation with Data Envelopment Analysis JOURNAL OF CLEANER PRODUCTION 264: – pp. 1-10. Paper: 121672, 10 p. (2020)

VÖRÖSMARTY, Gyöngyi; DOBOS, Imre The impact of firm size on green procurement practices STATISTICAL REVIEW 98: 4 pp. 301-323., 23 p. (2020)

SHRIVASTAVA, Paul; STAFFORD SMITH, Mark; O'BRIEN, Karen; ZSOLNAI, László Transforming Sustainability Science to Generate Positive Social and Environmental Change Globally One Earth 2: 4 pp. 329-340., 12 p. (2020)

SHRIVASTAVA, Paul; ZSOLNAI, Laszlo; WASIELESKI, David; STAFFORD-SMITH, Mark; WALKER, Thomas; WEBER, Olaf; KROSINSKY, Cary; ORAM, David, Finance and Management for the Anthropocene, ORGANIZATION AND ENVIRONMENT 32: 1 pp. 26-40., 15 p. (2019)

SZÁNTÓ, Zoltán Oszkár; ACZÉL, Petra; CSÁK, János; BALL, Chris Foundations of the Social Futuring Index INFORMATION SOCIETY: SOCIETY STUDY JOURNAL 19: 4 pp. 115-132., 18 p. (2019)

FARKAS, Jácint; PETYKÓ, Csilla Journeys into the multidisciplinary and philosophical dimensions of accessibility, disability and sustainability TOURISM BULLETIN 19: 4 pp. 13-22., 10 p. (2019)

VÖRÖSMARTY, Gyöngyi; TÁTRAI, Tünde Green supply management in the public and private sector in Hungary INTERNATIONAL JOURNAL OF PROCUREMENT MANAGEMENT 12: 1 pp. 41-55., 15 p. (2019)

NAGY, Judit; DIÓFÁSI-KOVÁCS, Orsolya How can advanced information and communication technology support corporate environmental performance? VEZETÉSTUDOMÁNY 51: 11 pp. 39-50., 12 p. (2020)

Orsolya DIÓFÁSI-KOVÁCS, Exploring Effects of Digitalization on Sustainability in the Logistics Service Industry in The Palgrave Handbook of Corporate Sustainability in the Digital Era S. H. Park et al. (eds.), pp. 455-478 (2020)

PhD Theses in the Field

Despite the fact that Corvinus' main focus is business, management, economics and social sciences, a significant number of PhD theses were linked to sustainability topics in 2019 and 2020.

Examples:

András Ócsai – Value orientation of ecologically conscious enterprises

Ilona Miklós – Detection map of Hungarian food products with geographical indications: value dimensions of Hungarian consumers

Mónika Besenyei – Comparative analysis of university sustainability initiatives

Márta Fekete Social sustainability and well-being among informal carers of people with dementia

Adrienn Vajda Is it possible to represent women without women?
The representation of women's issues in the Hungarian Parliament
(1998-2014)

Péter Bagó CSR indicators in integrated corporate governance systems

András Herczeg Exploring Trade-offs in the Hungarian Renewable Energy
Market

Journals

Corvinus publishes the following journals periodically. All of them feature papers related to ethics, sustainability and responsibility topics.

- ▶ Society and Economy
- ▶ Vezetéstudomány (Budapest Management Review)
- ▶ Corvinus Journal of Sociology and Social Policy
- ▶ Corvinus Journal of International Affairs



Outreach and public service

Corvinus Science Shop

Corvinus Science Shop promotes dialogue between science and society. It is a meeting point for the local and the academic community. It acts as a bridge where community partners bring their questions and challenges to the university and where they are partnered up with lecturers, courses and students. In these co-operations, civil and academic knowledge are given equal weight – we build on the diversity of knowledge, and the potential for common and mutual learning, and co-creation.

COURSE PROJECTS

The vast majority of community questions received by CSS find their way into course projects. These are group tasks embedded in a university course, during which students explore the question in collaboration with the lecturer and the community partner and usually ending up by providing a (business) solution to a practical problem.

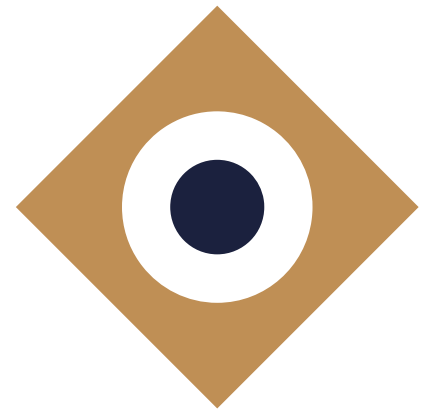
Students typically work in teams of 3 to 6, utilizing both secondary (literature and existing research- based) and primary (focus group, interview, questionnaire etc.) research methodologies, relying on their knowledge of business administration and the topics covered in the given course. If a course project succeeds in aligning educational goals and the needs of the community partner, the international practice of community engaged teaching and learning comes to life. It is this aspect that we currently consider to be one of Corvinus Science Shop's key priorities.

Courses/topics where community engaged teaching and learning have been implemented to date.

- ▶ Business Planning
- ▶ Corporate Social Responsibility
- ▶ Sustainability
- ▶ Communication and creative media planning
- ▶ Finance and accounting
- ▶ Logistics and supply chain management
- ▶ Marketing and service development
- ▶ Sales, pricing, branding
- ▶ Management and leadership



- ▶ Human resource management
- ▶ Organizational development
- ▶ Social entrepreneurship
- ▶ Innovation and social impact
- ▶ Tourism



Our community partners are:

- ▶ Civil Society Organizations
- ▶ Informal communities
- ▶ Active citizens
- ▶ Social entrepreneurs
- ▶ Non-profit organizations

Corvinus Science Shop in numbers

CCS In numbers Achievements



Due to Corvinus' intensive and extensive corporate connections, corporate professionals participate regularly in class and extracurricular activities. Guest speakers, business projects are also integrated in the topics of responsibility and sustainability. Here you can find a short list of examples where corporate partners provided insights to their activities in the field of sustainability and responsibility and/or involved students into corporate projects in this regard.

Here are a few companies as examples:

- ▶ KPMG
- ▶ Procter and Gamble
- ▶ Unilever
- ▶ Magyar Telekom
- ▶ EKOL Logistics Ltd
- ▶ Budapest Airport
- ▶ UPS Hungary
- ▶ FoxPost Zrt
- ▶ GSI Magyarország Nonprofit Ltd



Conference and event highlights

Corvinus tends to open up its research activities to broad audiences (see Corvinus Sciences Shop or Faculty Research Weeks here); and organizes international conferences thematically connected to sustainability and responsibility even in the difficult situations created by COVID 19 and the lockdowns. The events in 2019 and 2020 were mostly held online.

Towards a low carbon economy – Central European Scientific Conference on Green Finance and Sustainable Development

The conference, organized in cooperation by the Central Bank of Hungary and Corvinus University of Budapest, provided a forum for researchers, policy makers and practitioners to discuss the financial aspects of transitioning to a sustainable and low-carbon economy, with special regards to the role of central banks. Presentations continued in six thematic sessions. In their reports at the closing plenary, the session chairs emphasized the versatility and high quality of the presentations, which also demonstrated the multidisciplinary and complexity of the research perspectives. The key conclusion of the conference is that academic knowledge is crucial to greening the financial system.

The event was organized fully online, supported by the Department of Geography, Geoeconomy and Sustainable Development, as well as the MNB Department of the Corvinus University of Budapest.

Research Weeks

The Research Week which became a tradition at the former Corvinus Business School, is organized at the end of each semester, in January and June. We would like to continue this tradition online at university level. During the 5-day long event workshops, research related trainings, invited guests' lectures and various other programs are scheduled to take place.

The selection of workshops related to sustainability:

2019

PRME Annual Workshop – PRME CEE Research Synergies (Gábor Harangozó)

REKK research: Long-term energy consumption and emissions modelling of the industrial, energy and transport sectors (András Mezősi, Gabriella Szajkó)

The social impact of self-driving cars – thematic excellence project workshop (Melinda Jászberényi)

Ecosystem service-based planning in tourism: the EcoVeloTour Interreg project (Kornélia Kiss, György Pataki)

The company of the future (Tünet Ensemble, Alexandra Köves)

Meet the editors – KutatREKK research: electricity market vision, Water management challenges in the 21st century (András Mezősi, Gábor Ungvári)

“The situation of social enterprises in Hungary – stakeholder panel discussion (EMPOWER-SE)

Corvinus Science Shop: extraordinary workshop at Stúdió K Theatre (Ráday utca) Business education with a non-business partner

2020

The impact of the introduction of separate waste collection on littering habits – Hosted by Barna Bakó (Institute of Economics), Zombor Berezvai (Marketing Institute), József Ráti

Social Solidarity in Ferencváros – together, effectively, responsibly: workshop with the Ferencváros Community Foundation (Corvinus Science Shop) for autumn course projects – Hosted by Judit Gáspár, Réka Matolay, Andrea Toarniczky (Corvinus Science Shop Team)

Seniors and the coronavirus – Host: Levente Székely (Department of Communication and Media Studies)

31

Research directions for future sustainability – workshop (Institute of Business Economics) – Hosts: Réka Matolay (Department of Decision Theory), Gabriella Kiss (Department of Decision Theory), Gábor Harangozó (Department of Logistics and Supply Chain Management)

CEMS Charity Run

With the help of the event, we would like to draw attention to the importance of equal opportunities, as “the puzzle is complete when the chances are equalised”. Our goal is to help the KIKAPCS (TURN OFF) Foundation, which provides children with special educational needs and their families with the opportunity to belong to a community and relax.



Operations and governance

Infrastructural developments

As part of the vision (become the best university in the field of economic and social sciences in the Central and Eastern European region by 2030) Corvinus University would also become leader in academic activity and innovation on environmental sustainability in CEE region. At a more concrete level, the operations of the physical campus could offer a wide range of areas impacting Corvinus's sustainability performance. Leading by example in our campus operation and individual behaviors has the potential to improve the local environment, enhance the University's reputation, and improve financial efficiency.

Our three educational buildings are the Fővámplota, which is part of the Budapest skyline, the Sóház building next to it and the modern new C building. Over the past three years, we have made significant internal improvements to these buildings, with the following main aims:

- ▶ Improvement and renovation of community spaces
- ▶ Improvement of the educational equipment
- ▶ Energy and conservation improvements

The proportion of student use and coworking spaces in the three educational buildings is low, and improving this proportion is a priority for us. For the Fővámplota (Main Building), an interior design analysis has been carried out with the aim of finding the options for the design of community spaces.

In recent years, we have carried out major renovations of the buildings, mainly in the fields of interior design and mechanical engineering, in several phases, including energy improvements (insulation, window replacement, mechanical engineering) in two dormitories, and the renewal of the basic mechanical infrastructure of the Main Building.



Building	Function	Time	Size of the building renovated	Energy efficiency improvements	Reduction in energy use
Kinizsi Dormitory	dormitory	2020-2021	7 942	thermal insulation, shading	38%
Tarkaréti Dormitory	dormitory	2020-2021	8 350	window replacement, heating modernisation, thermal insulation	47%
Rajk László college	college	2017, 2020	2 063	window replacement, heating modernisation	25%
Székesfehérvár Building B	education	2020	1 917	complete building renovation with energy efficient systems	the building was not used previously, not comparable

Besides Budapest, our other location is the Székesfehérvár campus, one of whose two buildings was completed last year. The renewed Campus 2 educational building and the city park between them provide an ideal location for our courses. The infrastructure available on the Campus is by far the most modern, with the necessary technical, IT and interior renovations not only in the new building but also in the existing building A.

In recent years, we have increasingly sought to integrate sustainability and responsible management aspects into both our developments and operational changes. In addition to selective waste collection in all our buildings, we hope to achieve full accessibility of our buildings soon, and to continue renovating our buildings to bring nature into our walls with green walls (already implemented on nearly 200 m² in the main building).

As a result of all this, on 5 March 2021, the presidential committee, on a proposal from the chancellor, approved an effort to have the university measure its ecological footprint. The aim of this action is to ensure that sustainability aspects can take concrete form in the operation of the University. Action plans will be set up in 2022 based on the results, so that the University can improve its initial situation. Thereafter, progress will be assessed through a continuous monitoring system.

Pandemic situation

Hybrid then online teaching

The integration of the Moodle-based learning platform to Teams has proved to be a successful response to the challenges of the pandemic, resulting in a complete transition to distance learning, and this technology platform will remain part of our lives in the future. The needs of distance learning have radically accelerated the digitization of curricula and the production of educational content, for which we are carrying out digitization and recording in three studios.

An important factor in the successful transition to distance learning was the University's full and mandatory adoption of Microsoft's O365 environment from spring 2020 until the end of summer 2020, so the switch to the Teams platform, which was necessary due to the pandemic, was already part of a well-established collaborative environment.

In addition to the methodological changes in education, we have implemented significant digitalization improvements in recent years, both in the areas of internal services (paperless internal procurement system, unified ticketing) and in the area of services for students (student e-government, MyCorvinus application).

As a response to the pandemic situation Corvinus provided packages of protective items on a weekly basis for our staff members holding contact classes, as well as, of course, for employees in service providing and supportive functions. A Corvinus Covid handbook was also created, which contained the up to date rules for the community for safe operations.

Equal opportunities

It is essential for our university to support and assist students with special needs. Since 2004, there has been a disability policy and a disability coordinator system at the university under the direction of the Student Counselling Centre, which has organized and operated a study support system for students with disabilities.

As of 1 September 2020, the University Policy on Equal Study Opportunities for Students with Disabilities has been revised. It covers student studies, educational organization, integration, dormitory placement issues, recreational and community activities.

In 2020 the Equal Opportunities Committee had been set up and the Disability and Accessibility Policy was accepted.

One of the goals of the community is to provide equal access to students to their studies and to provide support in the successful completion of their training.

Currently, there are 72 students with disabilities in our university records (70 Hungarian students and 2 foreign students). Of the 70 Hungarian students, 2 study at the Székesfehérvár Campus. This number is not constant, as it depends on the student's current life situation, the validity of expert opinions, and the conditions diagnosed.

A further aim is to minimize barriers and disadvantages, to provide conditions in addition to effective needs assessment and enforcement that allow them to carry out most of their activities. To facilitate this, the university has arranged the following:

- ▶ building accessibility
- ▶ helping the visually impaired (with route instruction, digital curriculum, etc.),
- ▶ assisting the hearing impaired (by describing information, subtitling, sign language interpreters, etc.),
- ▶ facilitating access to information and communication (available readers, spelling and synonym dictionaries, etc.),
- ▶ minimizing environmental noise (to focus attention, reduce distracting sounds and lights, etc.)

In addition to these, a university service that makes life easier for many was also introduced on the Budapest Campus. There is a quiet room for students with special needs, which serves the purpose of allowing the comfortably furnished room to be used by students with disabilities or chronically ill (diabetic, transplanted, etc.) as well as parents with small children and pregnant mothers. The room is suitable for a short break, for the care of small children, or for discreet and hygienic medication.

Corvinus has achieved a Family-friendly workplace recognition as well.



PART 3.



Ethics, Responsibility and Sustainability HUB

Corvinus has had its ethics, responsibility and sustainability related teaching, learning and research activities, organizational units, initiations, projects, realizations and plans for many years. During the recent renewal of the university some of them have disappeared and some new ones have appeared (e.g. Sustainability Committee or the new initiation of our chancellor concerning the ecological footprint of CUB).

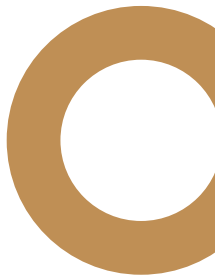
Strengthening the new mission and vision of Corvinus as indicated in the CRP-IDP, and meeting the accreditation requirements at the same time, it seems inevitable to establish the **ERS HUB – Ethics, Responsibility and Sustainability HUB** as an umbrella platform that integrates, coordinates and facilitates the ongoing and upcoming ERS related activities within the university with a holistic approach. All projects within the HUB would follow logic (education, research, public service, governance and operations) and contribute to the realization of the CRP-IDP, especially by measuring the impact of each activity. The ERS HUB will provide a platform for all university citizens and organizational units to contribute to embedding ethics, responsibility and sustainability into all activities of Corvinus. The project helps to gain international competitive advantage in the education sector, further attract foreign students, investors and serve as an example for innovation in bringing education closer to society and practice.

Mission of the ERS HUB

*is to create
an active, collaborative and inclusive platform
for embedding ethics, responsibility and sustainability
into all activities of Corvinus*

Vision of the ERS HUB

*is to support and drive Corvinus in becoming
a leading change agent university in Europe for a sustainable future by 2030.*



Goal setting

The year 2021 is about setting up the ERS Hub – in terms of organizational position and operational system and assigning the first goals for the academic year 2021/22. for the following fields:

- ▶ Education
- ▶ Research
- ▶ Public Service
- ▶ Operations and governance

Within these fields a list of goals has been compiled and discussed among the participating colleagues of the ERS Hub.

At the time of submitting this report the list of goals has not been finalized as we are still in the progress of cooperative decision making. However, after the initial workshops one of the flagship actions of the upcoming years will probably be to reduce the harmful environmental impacts of Corvinus. This goal will be initially supported by measuring the ecological footprint of the University.

