

Technische Universität Dresden -
International Institute Zittau

Global Compact

Communication on Engagement

Academic Years 2014 – 2015



TU Dresden – IHI Zittau, Markt 23, 02763 Zittau

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Director's note

With this SIP report on the Implementation of the PRME, we renew our commitment to those principles and the steady development of global ethical leadership.

This report is the first one, describing a period of time at IHI Zittau, which was completely determined by our new „mother ship“, TU Dresden.

IHI Zittau as a Central Academic Unit of TU Dresden is in a period of transition and of re-structuring its teaching programme.

For PRME, this even means a strengthening of our commitment: Our new strategic headline is „Biodiversity and Responsible Management“.

The results of this strategic relaunch will be the object of our next SIP report. Still, in the following pages, you will find first hints at the changes and re-orientations going on at 2014-15's IHI Zittau.

The master's programme „Business Ethics and CSR-Management“ still is a central strategic stronghold and an USP of IHI Zittau. In the next years, it will pass through accreditation procedure of TU Dresden's quality management.

PRME-oriented modules will thus be part of the excellence concept of one of Germany's leading universities.

Sincerely

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International Institute (IHI) Zittau –

A Laboratory for European Thinking

Our guiding principles:

- We encourage diversity: for us, cultural, religious and individual differences are positive prerequisites for teaching and research.
- Assuring the quality standards of universities, we are also open to the European diversity of educational paths to a master's or a doctoral degree, actually more open than many traditional universities are: enrollment of qualified graduates from Technical Colleges, Vocational Academies, and Universities of Applied Sciences is an unanimous understanding of IHI's principle of diversity.
- We are versatile – small numbers and the diversity of classes enable groups of master's, as well as doctoral students, to experience and shape the idea of the university as laboratory for fresh ideas.
- Therefore, we understand ourselves as a laboratory for a new European university spirit: intensive, individual, diverse – the ideals of research and teaching are renewed under the conditions of the intercultural world.
- Diversity at IHI Zittau also means neighbourhood in good practice. The unique geographical location of Zittau – Poland and the Czech Republic are just a walk from the classroom – is influencing both the students and the contents at IHI Zittau. Other countries of Middle and Eastern Europe also receive special attention, and academic partnerships throughout the world enrich this fundamental intercultural approach of IHI Zittau as well.

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

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.

Currently, about 300 students from 28 nations are enrolled at IHI Zittau. They study in one of five interdisciplinary master's programmes.

- **Biotechnology and Applied Ecology (Master of Science),**
optional specializations:
 - Protection and Use of Biodiversity
 - Environmental Sciences and Biotechnology
- **Biodiversity and Collection Management (Master of Science),**
- **Business Ethics and CSR-Management (Master of Arts),**
optional specializations:
 - Governance and Compliance
 - Social Theory
 - Empirical Research Methods
- **International Management (Master of Arts),**
optional specializations:
 - International Business and Global Society
 - International Management of Innovations
 - International Supply Chain Management
 - International Environmental Management
 - International Marketing and Intercultural Management
 - Controlling and International Capital Markets
- **Project Management (Master of Arts, 2 semesters)**

A new master's programme is currently under development, and will be implemented in the academic year 2017/2018: "Ecosystem Services" will be added to our portfolio and help to bridge the gap between social and natural sciences. The programme will focus on the social as well as on the ecological dimension of sustainable development and will lead a new generation of alumni to preserve, present, and manage our cultural and ecological heritage.

The main goal of the International Institute Zittau is comprehensive education of young people from Middle and Eastern Europe, including aspects of sustainable and responsible management. Our students expand their expertise in the particular fields, but also broaden their interdisciplinary and intercultural competences through

electives, language courses, intercultural trainings and day-to-day work in international seminar groups.

One out of three of our students comes from abroad, mostly Poland, the Czech Republic or other East European countries. After their studies they usually work in their home country (often in German companies), or in Germany. Due to the interdisciplinary formation in the spirit of sustainability and responsibility, intercultural competences, as well as very good proficiency in German, IHI's alumni transfer their knowledge to their home countries and act as a contact point for European economies.

Principle 2: Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

There are several ways in which the debate on values of global social responsibility and sustainability have been integrated into the activities of IHI Zittau:

- 1) The stand-alone master's programme 'Business Ethics and CSR Management M.A.' (120 ECTS)
- 2) Mandatory courses in the management programmes: e.g. the module 'Strategic Management' (5 ECTS), where the importance of business ethics is strongly highlighted and integrated in theory and case studies
- 3) Specialization tracks 'International Business and Global Society' (15 ECTS) and 'International Environmental Management' (15 ECTS) in the master's programme 'International Management M.A.'
- 4) Special courses in 'Environmental Management', 'Quality Management' and 'Intercultural Communication' for students in the master's programme 'Project Management M.A.' (5 ECTS)
- 5) Mandatory and eligible courses in 'Intercultural Communication and Stakeholder-Dialogue', 'Biodiversity Management and Sustainability' and 'Applied Ethics' in the study programme 'Biodiversity and Collection Management' (15 ECTS)
- 6) Courses for master's and doctoral students: 'Philosophy of Science – Academic Integrity' (5 ECTS)
- 7) The planned stand-alone master's programme "Ecosystem Services" will add ethics issues to its multi- and interdisciplinary approach

Furthermore, the IHI Zittau stands for the values of Global Social Responsibility in diverse regional, national, and international cooperations and joint activities. We also organize events like conferences or discussions to maintain dialogue about business ethics and responsibility (see Principle 5 and 6).

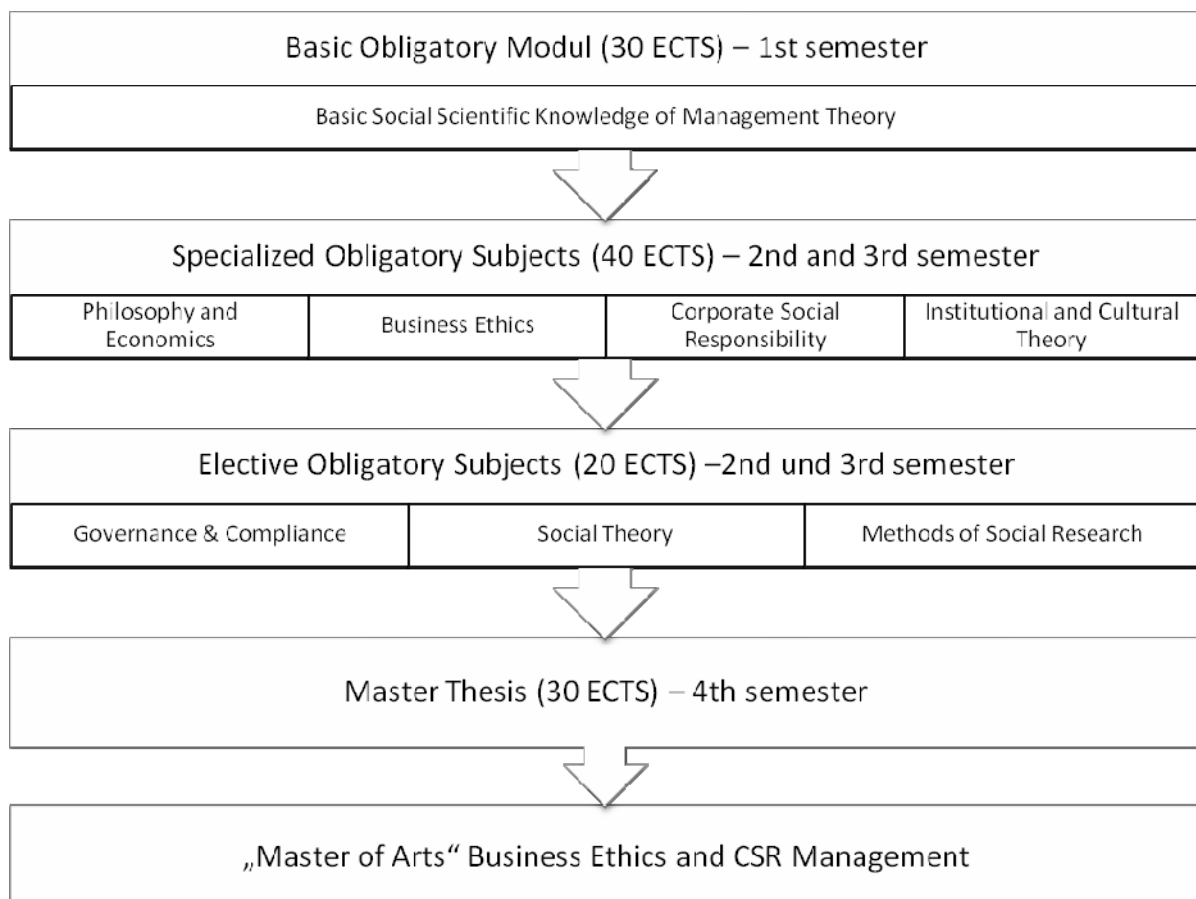
Principle 3: Method

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

1) Master's programme 'Business Ethics and CSR Management M.A.'

Since October 2009, IHI Zittau offers the master's programme 'Business Ethics and CSR Management M.A.'. Target groups are basically students of business administration, but also alumni of related disciplines, such as law or social sciences.

According to the practice of CSR management, the master's programme is interdisciplinary: During the first semester, theoretical management basics are taught. In the second and third semester specific contents of philosophy and economics, business and corporate ethics, corporate social responsibility (CSR) and institutional theory are discussed. Additionally, the students can choose from elective modules concerning governance and compliance, social theory and methods of social research. In the fourth semester, students are obliged to write a master thesis.



A detailed description of the lectures' and seminars' content is provided in the module handbook for the study programme (in German, <https://tu-dresden.de/ihizittau>).

2) Mandatory courses for students of more than one master's programme

We offer mandatory courses in which the importance of business ethics is strongly highlighted. Some of these are mandatory for students from different master's programmes. A good example is the course 'Strategic Management and global corporate responsibility', which has to be passed by students of 'Business Ethics and CSR-Management M.A.', 'International Management M.A.' and 'Integrative Project Management M.A.':

- The course provides the most important theoretical and conceptual basics which are essential for understanding the strategic role of management. The focus lies on the systematic analysis of possibilities and limits of strategic management and ethics. An approach of integrated corporate governance is favoured in this context. It supports the triple-bottom-line notion that beyond their economic responsibility companies should also take into consideration their social and ecological responsibilities.
- Furthermore, the students gain knowledge about instruments for meeting these challenges. They are exposed to the major problems, tools and approaches by working on case studies. This teaching method fosters well-founded understanding of the relation between concepts and practice.

3) Specializations in master's programme 'International Management M.A.'

Furthermore, we included PRME-related content into the master's programme 'International Management M.A.' through two elective specializations:

- **Specialization 'International Business and Global Society'**
(the following lectures and seminars are mandatory for students of 'International Management M.A.' electing this specialization):
 - International Business Ethics (lecture and seminar)
 - International Corporate Governance – Basics of the liberal internal (legal) structure of a company (lecture)
 - Intercultural Communication (lecture and seminar)
- **Specialization 'International Environmental Management'**
(the following lectures and courses are mandatory for students of 'International Management M.A.' electing this specialization):
 - Basics of International Environmental Management (lecture and seminar)

- International Approaches to Environmental Management Systems (lecture and seminar)
- Operational Environmental Management (lecture and seminar)

4) Courses in master's programme 'Project Management M.A.':

In the master's programme 'Project Management M.A.' students encounter the topic of sustainability values in the courses 'Quality Management' and 'Environmental Management'.

- **Quality Management** (lecture and seminar):
The goal of the course is to educate responsible future managers, who are strongly customer-oriented, understand the role of the customer as an important stakeholder of the company and want to satisfy customer needs with high-quality products.
Main contents of the course:
 - Quality as a task for the whole company
 - Quality Management Systems (goals and content, standards, design and implementation, auditing and certification)
 - Methods and tools of Quality Management
- **Environmental Management** (lecture and seminar):
Key issues discussed during the course:
 - Overview of management systems, especially quality management according to the ISO 9001;
 - Integrated environmental management approaches;
 - Requirements on environmental management systems according to the ISO 14001 and EMAS
 - Cost-benefit-effects of environmental management systems: Evaluation of economic efficiency and ecological effectiveness of environmental management systems;
 - Auditing and certification of environmental management systems (ISO 9011 and ISO 17021);
 - Low-threshold environmental management systems (e.g. Ecoprofit)
 - Integration of management systems;
 - Overview of health and safety management systems;
 - Requirements on health and safety management system according to the OHSAS;
 - Requirements on integrated management system according to the German standard VDI 4060.

5) Master's programme "Biodiversity and Collection Management"

Given its interdisciplinary approach also the master's programme "Biodiversity and Collection Management" encompasses mandatory courses in intercultural management and elective courses in environmental law and applied ethics. A small group of mostly German speaking students have been enrolled at the end of 2015 and will finish summer 2017. In the coming years this master's programme will be offered in English language only which will make it necessary to expand our seminar offers in business ethics by courses held in English language. Courses related to issues of global social responsibility and sustainability are:

- Intercultural Communication and Stakeholder-Dialogue (mandatory, lecture and seminar)
- Strategic Management and Global Corporate Responsibility (mandatory, lecture)
- Biodiversity Management and Sustainability (mandatory, lecture and seminar)
- Applied Ethics (elective, seminar)
- Environmental Law (elective, lecture)

6) Facultative courses for master's and doctoral students: 'Philosophy of Science – Academic Integrity'

Once a year we organize a course in Philosophy of Science with the focus on academic integrity for our young scientists. The main goal of the seminar is to show which ethical rules underlie scientific work and which practices in research activities are considered as unethical. IHI Zittau has a written Code of Ethics for scientists and several rules for handling of potential malpractices.

Key issues discussed during the course:

- Cheating and methodologically flawed scientific working
- Scientific malpractices (Forging, Trimming, Cooking)
- Ethical rules in scientific work
- Code of Ethics for scientists at IHI Zittau
- Ombudsman and ombudsman procedure by the German Research Foundation (DFG - Deutsche Forschungsgesellschaft)
- Disciplinary proceedings against faker/falsifier
- Authorship, co-authorship and honorary authorship
- Quotation and misquotation, reference boosting
- Double Blind Review
- "Copy & Paste"-syndrome
- Case studies in scientific malpractices

7) Master's programme "Ecosystem Services"

With respect to the need of innovative curricula that can cope with the demands for sustainability in a globalized world, a sixth master's programme at the interface between social and environmental sciences is currently designed. A first group of students will be enrolled in the term 2017/2018. The new master's programme "Ecosystem Services" will be added to our portfolio and help to bridge the gap between social and natural sciences. The programme will focus on the social as well as on the ecological dimension of sustainable development and will lead a new generation of alumni to preserve, present, and manage our cultural and ecological heritage.

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.

IHI Zittau was founded to research and to teach according to the triple-bottom-line understanding of sustainability, i.e. environmental, economic and social issues connected with the transition in Middle and Eastern Europe. This academic profile reflects the triple bottom line and the core issues of responsible management. Research activities on these fields are undertaken particularly in the department of Social Sciences. Here are the main research topics of the department:

- Republican concept of corporate ethics
- Business ethics: conceptual basis and areas of application
- Philosophy of science, in particular in business and management studies
- Corporate Social Responsibility as a management philosophy
- Social and environmental standards in the globalisation era
- Stakeholder management: discourse between companies and NGOs
- The new role of the business firm
- The social performance of business
- Measuring business' social performance
- Teaching business ethics in academia
- Courage and Whistleblowing
- Economic crime and business ethics
- Sociology of crime and law
- Power and micro-politics in companies
- Supply-chain management
- Capacity building in the supply-chain
- Consumer responsibility
- Corporate reputation
- Normative foundation of corporate citizenship
- Corruption in different industries
- Role models of ethical leadership
- Business ethics and health care management

Scientific Activities**Selected publications for the academic years 2014 and 2015:**

Aßländer, M. S. (2015): Beyond the Tool-Box: CSR Examined from Philosophical Perspective. In: Zeszyty Naukowe Politechniki Śląskiej. Seria Organizacja i Zarządzanie, 81, pp. 101-117.

- Aßländer, M. S. (2015): Philosophie und Unternehmensethik. In Aaken, D. van & Schreck, P. (Eds.): Theorien der Wirtschafts- und Unternehmensethik. Suhrkamp Verlag, Frankfurt am Main, pp. 385-411.
- Aßländer, M. S. (2015): Gier als Tugend? – Der Homo Oeconomicus und die Fiktion vom eigennützigem Handeln. In Löhr, A. & Burkatzki, E. (Eds.): Jahrbuch für Ökonomie und Gesellschaft. Metropolis Verlag, Marburg, pp. 73-99.
- Aßländer, M. S. (2014): CSR und ISO 26.000 – Philosophisch-kritische Anmerkungen zur Standardisierung unternehmerischer Sozialverantwortung. In Friesen, H. & Wolf, M. (Eds.): Ökonomische Moral oder moralische Ökonomie? Positionen zu den Grundlagen der Wirtschaftsethik. Verlag Karl Alber, Freiburg im Breisgau, pp. 51-86.
- Aßländer, M. S. (Guest-Editor) & Brink, A. (Eds.) (2015): CSR between Green-Washing and Ethical Reflection. Zeitschrift für Wirtschafts- und Unternehmensethik 3/2015
- Aßländer, M. S. & Curbach, J. (2015): Corporate or Governmental Duties? – CSR and CC from a Governmental Perspective. Business and Society Review. doi: 10.1177/0007650315585974
- Aßländer, M. S. & Curbach, J. (2014): The Corporation as Citoyen? Towards a New Understanding of Corporate Citizenship. In: Journal of Business Ethics, 120 (4), pp. 541-554.
- Aßländer, M. S. & Erler, M. (2014): Zwischen Standesethos und Managementphilosophie – Ärztliches Handeln im Organisationalen Kontext. In Maring, M. (Ed.): Bereichsethiken im interdisziplinären Dialog. Universitätsverlag Karlsruhe, Karlsruhe, pp. 345-365.
- Aßländer, M. S. & Kast, S. (2015): Corporate Social Responsibility – Das institutionalisierte Gewissen der Unternehmen? In Maring, M. (Ed.): Bereichsethiken im interdisziplinären Dialog. Universitätsverlag Karlsruhe, Karlsruhe, pp.135-154.
- Curbach, J. & Aßländer, M. S. (2014): Corporate Citizenship. From Corporate Bourgeois to Corporate Citoyen. In Chandler, R. (Ed.): Business and Corporate Integrity: Sustaining Organizational Compliance, Ethics, and Trust. Praeger, Santa Barbara, CA, Vol. 1, pp. 33-52.
- Eberl, P. Geiger, D. & Aßländer, M. S. (2015): Repairing Integrity-based Trust in the Organization: The Ambivalence of Organizational Rule Adjustments. Organization Studies, 36(9), pp. 1205-1235
- Janssen, L., Claus, T. & Herrmann, F. (2015): A contribution to the waste reduction by mathematical optimization and simulation-based validation. In: Proceedings of the ASIM-Conference Simulation in Production and Logistics, pp. 79-88.

- Kipper, K. (2015): Aligning Civic and Corporate Leadership with Human Dignity: Activism at the Intersection of Business and Government. *Journal of Business Ethics*. doi: 10.1007/s10551-015-2917-5
- Löhr, A. (2014): Business Ethics in the Post-Equilibrium World. In: Karczewski, L. & Kretek, H. (Eds.): *Cultural, Social and Ethical Determinants of Economy, Business and Management*, Opole, pp. 21-38.
- Löhr, a. & Burkatzki, E. (2015): Resozialisierung der ökonomischen Rationalität In Löhr, A. & Burkatzki, E. (Eds.): *Jahrbuch für Ökonomie und Gesellschaft*. Metropolis Verlag, Marburg, pp. 11-51.
- Löhr, A. & Burkatzki, E. (Eds.) (2015): *Jahrbuch für Ökonomie und Gesellschaft*. Metropolis Verlag, Marburg.
- Ral-Trebackz, A. (2015), The Interplay Between Firm's Intangible Assets, Corporate Multinationality and Performance, in: *Journal of International Business and Economics*, Vol. 15(1), pp. 30-48.
- Roloff, J., Aßländer, M. S. & Zamantili Nayir, D. (2015): The Supplier Perspective: Forging Strong Partnerships with Buyers. In: *Journal of Business Strategy*, 36(1), pp. 25-32.
- Selmair, M., Herrmann, F., Claus, T. & Teich, E. (2015): Potential of reducing the total energy consumption by scheduling a job-shop production system. In: *Proceedings of the ASIM-Conference Simulation in Production and Logistics*, pp. 575-584.
- Steinmann, H. & Löhr, A. (2015): Grundlegung einer Republikanischen Unternehmensethik. Ein Projekt zur theoretischen Stützung der Unternehmenspraxis. In Aaken, D. van & Schreck, P. (Eds.): *Theorien der Wirtschafts- und Unternehmensethik*. Suhrkamp Verlag, Frankfurt am Main, pp. 269-309.

Selected speeches for the academic years 2014 and 2015:

- 07.11.2015 Aßländer, M. S.: „Business Ethics and Ethics Business“. Invited speech at the Ostbayerischen Technischen Hochschule Regensburg.
- 24.10.2015 Aßländer, M. S.: „The Corporate Citizen from Political Perspective“. Plenary speech at the 10. Zittauer Gespräche zur Wirtschafts- und Unternehmensethik: „Corporate Citizenship – Unternehmung und regionale Entwicklung“, Internationales Hochschulinstitut Zittau.
- 23.10.2015 Löhr, A.: „Bürgerschaftliches Wirken von Unternehmungen“. Plenary speech at the 10. Zittauer Gespräche zur Wirtschafts- und Unternehmensethik:

„Corporate Citizenship – Unternehmung und regionale Entwicklung“, Internationales Hochschulinstitut Zittau.

- 03.10.2015 Aßländer, M. S.: “Subsidiarity and the Problem of Structural Injustice”. Workshop-contribution at the EBEN Research Conference 2015: “Philosophical Foundations of Business Ethics” in Copenhagen (DK).
- 08.08.2015 Aßländer, M. S.: “Fostering International Teaching and Research Collaborations” – Roundtable-presentation: “Perspectives in Supply Chain Management – An Example from the Apparel Industry”. Workshop-contribution at the Academy of Management Annual Meeting in Vancouver, BC (CAN).
- 07.08.2015 Aßländer, M. S. & Roloff J.: “Learning Ethical Behavior on the Job – An Aristotelian Approach”. Workshop-contribution at the SBE Annual Meeting in Vancouver, BC (CAN).
- 26.06.2015 Aßländer, M. S.: “How to Build Ethical Capacities in Organizations?” Workshop-contribution at the EBEN Annual Conference 2015: “Business Ethics, Peace and Environmental Issues” in Istanbul (TR).
- 12.6.2015 Löhr, A.: “Comment on Dubbink, W. & Vanlinderkerke, L: Moral Praise for Business?”. Annual Meeting of the OZSW Study Group on Business Ethics, Antwerpen (BE).
- 12.12.2014 Metz, P. & Eckert, S.: “Organizational Learning as a Determinant in the Multinationality-Performance Relationship: A Literature Review”. Conference paper presented at the European International Business Academy (EIBA) Conference, Uppsala (S).
- 13.12.2014 Ral-Treback, A. & Eckert, S. „Intangible Assets and Firm Performance: The Moderating Role of Corporate Multinationality”. Conference paper presented at the European International Business Academy (EIBA) Conference, Uppsala (S).
- 27.11.2014 Löhr, A.: „Business Ethics in the Post-Equilibrium World“. Conference speech at the Business Ethics Conference: „Międzynarodowa Konferencja Naukowa: Kulturowe, społeczne i etyczne uwarunkowania biznesu, gospodarki i zarządzania. Trzecia edycja“ at Opole University (PL).
- 24.10.2014 Aßländer, M. S.: “Corporate Social Responsibility between Greenwashing und ethical reflection”, Plenary speech at the 9. Zittauer Gespräche zur Wirtschafts- und Unternehmensethik: „Resozialisierung der Ökonomischen Rationalität“, Internationales Hochschulinstitut Zittau.
- 11.10.2014 Aßländer, M. S.: “How to Break a Network of Corruption? Siemens’ Attempts to rebuild a Culture of Integrity”. Workshop-contribution at the EBEN Research Conference 2014: “Ethics in a Time of Crisis” in Lissabon (P).

- 26.9.2014 Lühr, A.: „Res flanda, res populi. Whistle-Blowing zwischen den Gänsen auf dem Kapitol und Edward Snowden“. Workshop-contribution at the meeting „Good Managerial Practice“ at Austria Telekom, Vienna (A).
- 02.08.2014 Aßländer, M. S.: “Fostering International Teaching and Research Collaborations” – Roundtable-presentation: “Teaching Business Ethics Professionally”, at the Academy of Management Annual Meeting in Philadelphia, PA (USA).
- 01.08.2014 Aßländer, M. S.: “How to Overcome a Corrupt Culture? – Lessons Learned from the Siemens Case”. Workshop-contribution at the SBE Annual Meeting in Philadelphia, PA (USA).
- 25.06.2014 Aßländer, M. S.: “Corporate Social Responsibility – A German Perspective”, Invited speech at the Silesian University in Zabrze (PL).
- 19.6.2014 Lühr, A.: „Business Ethics. A Story yet to Develop“. Workshop-contribution Doctoral Colloquium of the OZSW Study Group on Business Ethics at the University of Tilburg (NL).
- 14.06.2014 Aßländer, M. S. & Roloff, J.: “Agency or Stewardship-Relation – How to Organize Successful Partnerships in the Supply Chain” (with Julia Roloff, ESC Rennes). Workshop-contribution at the 27. EBEN Annual Conference: “Business Ethics in a European Perspective – A Case for Unity in Diversity?” in Berlin (D).
- 13.06.2014 Aßländer, M. S.: “Subsidiarity – and the Question of Weak Governments”. Workshop-contribution at the 27. EBEN Annual Conference: “Business Ethics in a European Perspective – A Case for Unity in Diversity?” in Berlin (D).
- 23.05.2014 Dittfeld, M & Fichtner, S.: “Model for success or value destruction: On the valuation impact of corporate multinationality for German firms”. Conference paper presented at the 8th International Conference of Young Scientists of the Euroregion’s Neisse High Schools in Jelenia Góra (PL).
- 01.03.2014 Aßländer, M. S.: „Because what is Honorable is Useful, Too – Corporate Reputation from a Ciceronian Perspektive“, Workshop contribution at the division „Economics and Ethics “ of the Verein für Socialpolitik at Hochschule St. Georgen.
- 10.02.2014 Aßländer, M. S.: „Shopping for Virtues: Consumers’ Responsibility“, Workshop-contribution at the conference „Verantwortung und Konsum“ of the “Kulturwissenschaftliches Institut” in Essen.

Selected research projects for the academic years 2014 and 2015:

- Supply-chain management at Turkish first tier and second-tier suppliers (together with Julia Roloff, ESC Rennes and Dilek Zamantili Nayir, Marmara University Istanbul) (2013-2015)
- E-learning in Business Ethics (EBEN-Research Project) (since 2015)

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 dialogue and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

There are several projects at the IHI Zittau that support dialogue among different groups and facilitate interaction between science and business. Most of these activities are of long duration and/or take place in scheduled time intervals.

1) The IHI Zittau cooperates with the prestigious European Business Ethics Network (EBEN), the Austrian national network of EBEN – Österreichisches Netzwerk Wirtschaftsethik (ÖNWE) and the German national network of EBEN – Deutsches Netzwerk Wirtschaftsethik (DNWE e.V.), including its Saxon local working group and the Center of Business Ethics (Zentrum für Wirtschafts- und Unternehmensethik – ZfWU). Examples for this strong and successful collaboration are the membership of IHI professors in the award committee of the biannual business ethics award of the DNWE or their regular attendance at the Puma stakeholder-forum “Talks at Banz” as DNWE representatives. They also serve in various functions in the boards and committees of EBEN and the DNWE and regularly contribute to the national and international conferences of these organizations.

Examples of issues discussed during the conferences of EBEN are:

- **Business Ethics in a European Perspective – A Case for Unity in Diversity?** EBEN Annual Conference: Berlin, 12th – 14th of June 2014
- **Ethics in a Time of Crisis**
 - EBEN Research Conference: Lisbon, 9th – 11th of October 2014
- **Business Ethics, Peace and Environmental Issues**
Istanbul, 26th – 28th of June 2015
- **Philosophical Foundations of Business Ethics.**
EBEN Research Conference: Copenhagen 1st – 3rd of October 2015

Together with the Saxon local working group of DNWE e.V., the department of Social Sciences at IHI Zittau organizes the annual conference called ‘**Business Ethics Talks in Zittau**’ (‘Zittauer Gespräche zur Wirtschafts- und Unternehmensethik’). Invited are representatives of business and science, students and doctoral students. In the reporting period, we discussed the following issues:

- **“Corporate Social Responsibility between Greenwashing und ethical Reflection” 24th – 25th of October 2014**
- **„Corporate Citizenship – Corporations and regional Development“ 23th – 24th of October 2015**

The ‘Zittauer Gespräche’ in 2014 and 2015 have been executed in cooperation with the academic section for Philosophy of Science and Ethics in Economics’ of the VHB (German Academic Association for Business Research) and in 2014 also with the Center of Business Ethics of the German Business Ethics Network (ZfWU). Furthermore, prior to the conference in 2014 a (bi-annual) workshop in business ethics has been organized. Students from all parts of Germany presented their research and discussed new approaches and current topics in the field of business and society. This is another important step for the implementation of the PRMEs into the business administrations’ research and teaching agenda in Germany.

2) Furthermore, in 2011, students of the master’s programme ‘Business Ethics and CSR Management’ founded a local working group of *sneep* (student network for ethics in economics and practice) in Zittau. They engage in different projects with the goal to connect theory and practice of Business Ethics. Many of their projects are based on cooperation, especially with the chair for Social Sciences of the IHI Zittau.

3) During the last two years IHI Zittau has also established new strategic partnerships in the field of business ethics, e.g. with the Silesian Center for Business Ethics and Sustainable Development in Zabrze (PL) or the Adam Mickiewicz University in Poznan (PL). First joint conferences have been organized in 2015 in Wisla (PL). To foster these partnerships the Silesian University in Zabrze and IHI also participate the ERASMUS Mobility Program for Higher Education of the EU and have signed a respective partnership agreement.

4) We are also engaged in dialogue with companies and corporations. The best example are the so-called ‘**Talks at Banz**’, PUMA’s annual stakeholder dialogues. From the very beginning, Professor Albert Löhr continuously takes part in the meetings, moderates the discussions and gives summary talks.

5) To contribute to the goal of further enhancing the PRMEs importance and their area of influence we have been taking part in the preparatory meetings for the foundation of the new **PRME D-A-CH chapter** Germany – Austria – Switzerland. We are proud to be among its founding members now. This chapter can play an important role in improving and facilitating the exchange of information between Global Compact and PRME members and increase the cooperation between business and scientific members.

Conclusion

In 2014 and 2015, we made significant progress in integrating the Principles for Responsible Management Education into our teaching and research projects. With great pleasure we can report on four classes of students, which already successfully graduated from our new master's programme 'Business Ethics and CSR Management M.A.' that is perceived to be unique in Germany. We have succeeded in integrating Business Ethics into the regular curriculum of the 'International Management M.A.' and the 'Project Management MA' programme as well as in our new master programme 'Biodiversity and Collection Management'. And we are looking forward to provide another promising master's programme of 'Ecosystem Services' by the end of 2017.

Furthermore, we conduct research in the areas of Business Ethics, Corporate Social Responsibility, Consumers' Responsibility, Corporate Citizenship, Sustainability and Environmental Management and attend many significant conferences concerning these topics.

Finally, due to our efforts to strengthen cooperation with different partners, as well as discussion panels and conferences organized at the IHI Zittau, we will hopefully sensitize future managers – i.e. our students – to responsible and sustainable thinking.

In the future, we will definitely continue our teaching and research in the field. We want to strengthen our cooperation with business and hope to find new partners for empirical projects. We will continuously report on our activities concerning the implementation of the Principles for Responsible Management Education.

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