

[Corporate] Social Responsibility, Ethics and [Corporate] Governance in Higher Education

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Disclaimer

- Materials used in this presentation are for education purposes only and include sensitive issues and information that may be offensive to viewers and to members of diverse communities. No offence is intended.

Deconstruction....

- Corporate Social Responsibility, Ethics and Corporate Governance in Higher Education
 - Revisit the corporate identity & perspectives
 - Export of corporate model to higher education
 - How is HE different?
 - What constitutes non-corporate responsibility, ethics and governance?
 - Case studies

Taking 'corporate' out of the HE social responsibility discourse ...

- Questions
- Issues and concerns
- Answers and solutions?
- What can we do differently?



Outline

- 11:00 – 12:30 - Social responsibility, ethics and governance in HE
- 12:30-3:00: - Break
- 3:00 -4:30 – Activity, review and conclusion

Key issues:

- Why social responsibility, ethics and governance in HE?
- Taking corporate out of HE?
- Issues, dilemmas and concerns?

Norms of Engagement

- Respect and dignity for all
- Agree to disagree on viewpoints
- Confidentiality of discussion
- Speak for yourself and not on behalf of ...
- Critical self reflective practice

(Fay Patel)

What would you like to add to this list?

What do you consider important in your classroom?

What are you willing to (or not willing) to negotiate?

The 21st Century University ...

- ... has a social responsibility to equip the members of the society with necessary competencies, knowledge, understandings, and new skills so that they can constantly negotiate the changing nature of work, the labour force, information technologies and cultural identities of people.”

(Welikala, 2011, p.4)

Social responsibility...

- Social connection model of responsibility
“...it does not isolate perpetrators; it judges background conditions of action; it is more forward-looking than backward-looking; its responsibility is essentially shared; and it can be discharged only through collective action”

(Young, 2011b)

- Demanding standard to assess responsibility

“... a responsible person tries to deliberate about actions before acting, makes choices that seem to be the best for all affected, and worries about how the consequences of his or her actions may adversely affect others.”

(Martha Nussbaum citing Young, Foreword, 2011b)

- “Young takes justice to consist of the social and institutional conditions necessary for creating nondomination and nonoppression, where the latter means the achievement of human flourishing, for all members of society” (Danielle Allen, Foreword in Young, 2011a)

Universities core mission...

- “..universities today have to be reminded of their core mission, namely the production of graduates who can live, work and contribute as productive citizens in an increasingly fluid and borderless global context”. (John Hudzik, 2013)
- Good citizenship, global citizenship or employable ‘worker bees’?

(Nicotra, Alberto & Patel, Fay. (2016). Contesting the Political Economy of Higher Education: Educating the Good Citizen, Journal of International and Global Studies More information <http://www.lindenwood.edu/jigs/docs/volume7Issue2/essays/22-39.pdf>

Piscioneri, M. & Patel, F. (2016). Global citizens or good citizens? Matthew Piscioneri and Fay Patel 10 June 2016 Issue No:417 University World News Global Edition More information <http://www.universityworldnews.com/article.php?story=20160610150253631>

Time for Dialogue

- Thoughts, ideas, concerns.....
- Social responsibility & justice?
- Core mission – values based education?

In a socially responsible and ethically driven organisation **we**

- are all accountable for our actions , words, silence, contributions....
- **We** are the organisation, people, learners, employers, alumni, communities.....all stakeholders

Core mission, Bloom's taxonomy, ILOs & global engagement dimensions

- Critical thinker: Cognitive domain (knowledge) = **intellectual dimension**
- Personal interactions: Affective domain (attitude/behaviour) - **emotional dimension**
- 'Productive' citizen: Psychomotor domain – (mental/physical coordination and stimulation) – **active dimension**
- Fair-minded individual: Ethical domain (virtuous and fair) – **moral dimension**

(Patel, 2013)

Assessment as
learning?

Social
responsibility,
ethics and
governance
begin here!



Glocalization of learning = local + global

Do you see connections?

Do these advertisements make an impact?

Why?

How?

When?

Where?

Whom?



CSR & Corporate Governance (CG)

- Relation, definition & distinction
 - Are CSR & Governance related
 - Do they have distinct features?
 - How best to define each?

- Dr Nakib .M.Nasrullah

CSR & Corporate Governance

- CSR
 - Transparency in decision making and accountability to shareholders
 - One aspect of CG & one of 4 pillars of CSR
- CG
 - Broad , management practices
 - Board, management & stakeholders
 - Investor, management and board
 - Balance socio-economic/ and individual/communal goals

Four pillars of CSR

- Compliance with all regulatory requirements;
- Equitable treatment of all stakeholders such as suppliers, employees, consumers and so on;
- Full and fair disclosure of all material information with specific stress or emphasis on accurate and objective presentation of financial information; and
- Respects for norms of business and social responsibility.

OECD Principles of Governance

- Distribution of duties and responsibilities
- Protection and facilitation of rights
- Ensuring equitable treatment of all shareholders
- Recognition of the rights of stakeholders
- Encouraging active co-operation between corporations and stakeholders and the sustainability enterprises
- Publication of regular and accurate disclosure
- Providing strategic guidance of the board and their accountability

Two models: share/stake-holders

- Broad definition and application
- stakeholder (customer, employees, community, suppliers & environment)
- Narrow definition and application
- Shareholder (maximise shareholder wealth)

Comparative CE (code of ethics) & CSR characteristics

- Anglo-Saxon
 - Shareholder: low concentration
 - Shareholders –short term management
 - Shares: Financial institution
 - Micro level focus –individual action level ethics
 - Code of Ethics
 - Communicate ethical conduct
 - Influence employee behaviour, public opinion
 - Requires commitment, enforcement and shaping culture
 - CE not ethical & requires set of 6 moral standards (trust, respect , responsibility, equity, compassion/care & citizenship/community).
 - (Vieira et al)
- Europe
 - Stakeholder: large concentration
 - Long term management
 - Shares: private firms and persons
 - Macro level focus – economic level ethics
 - Corporate Social Responsibility
 - voluntary, social & environment focused
 - Classic view: Cost
 - Modern: responsible to society
 - Socioeconomic: Benefit
 - Philanthropic: responsibility
 - (Vieira et al)

HE & social responsibility?

- Inadequate relationship between research, community and society impact
- Lack of awareness of social development contributions
- Research and teaching should impact positively on people, environment & society
- Research should be community needs based

Case Studies

- Torres et Al (2012)
 - Apple, Canon, Walmart, Coca Cola
 - Social impact: water pollution, child labour, gender discrimination....
- Questions:
 - What lessons can we learn?
 - What should we avoid?
 - How does HE provide a conducive environment for upholding social responsibility, ethics and good governance?

Our neighbourhood, our environment, our future.....

Who is responsible ?

What kind of education
is necessary?

What research questions
can we ask?

Can we be advocates
/activists/ambassadors
for change?

How can we enhance the
quality of life in our
glocal neighbourhoods?

Space for innovation &
creativity?



Assessment as learning?

Car manufacturing and usage?

Design of vehicles?

Issues of access to city and rural living?

Multiple assessments in one photo – engineering, people, arts, mass communication, journalism, business, political economy, geography, science....



Summary of key issues

- Ethics is the foundation of SR and governance
- Social consciousness of people, place, health & wellbeing
- Empowering and enabling communities - focus
- Local and global are connected – glocalize learning
- Collaborate, communicate, and build community spirit
- Aspire to better quality and inspire others
- Socially responsible & ethical environments emphasize sustainability, inclusivity, diversity and equity

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