

International Staff Days 2021

What does a university make a "responsible university"?

WU

WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

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- According to Webster's (1994) dictionary, the term includes connotations of both (a) being accountable for external powers or stakeholders for one's decision and actions and (b) containing the capacity for one's own (moral) decisions, rational thought and action.
- Other connotations: responsible for the outcomes, responsible actor being reliable or dependable, accountable, amenable, answerable and liable
- My working definition: **University that has integrated the vision of social-ecological responsibility into its strategy, carries this responsibility into all work tasks:** teaching, research, management and engagement with society.
- Key areas: responsibility for the environment, social responsibility, financial responsibility, as well as quality of education and research and sustainability issues.

1.2.1 Mission statement

As a **research-intensive public university aware of its social obligations**, WU **prepares students for their responsible tasks in business and society**. At WU, young people acquire the scientifically sound competence to contribute to overcoming economic, social, legal and environmental challenges - through **future-oriented expertise and responsible economic action**.

WU is a Responsible University. This means that it not only assumes responsibility for the quality of its services in research, teaching and third mission, but also acts in a socially responsible manner as an institution in all matters.

Campus & Environmental Management



Sustainable behaviours
Environmental management
Humanitarian supply chains
Sustainable mobility
Sustainability-driven entrepreneurship
Change management
ESG accounting
Biophysical accounting
Climate finance
Sustainable work
Ecological macroeconomics
Socio-ecological transformation
etc. etc.

1. Electives
2. Specialized MSc programs
3. Two Obligatory courses
 - “Zukunftsfähiges Wirtschaften I” (Sustainable / future-oriented Economy I)
 - understand current societal challenges and identify conflicting goals,
 - use the strengths of a multi-perspective approach ("theoretical glasses") and
 - deepen knowledge in selected sustainability challenges.
 - “Zukunftsfähiges Wirtschaften II”
 - 24 courses per semester applying ZuWi I knowledge to selected fields

Engagement with Society

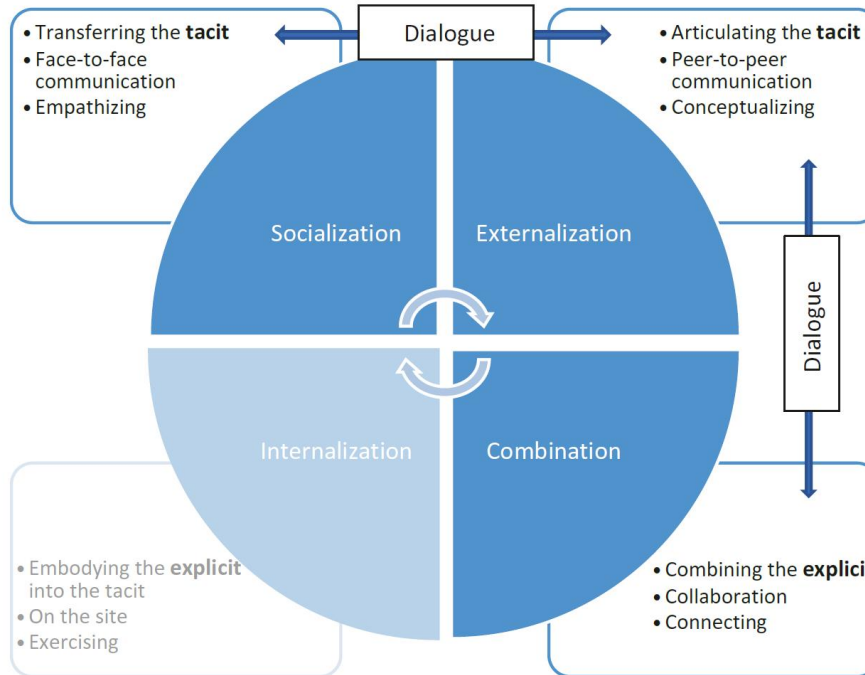
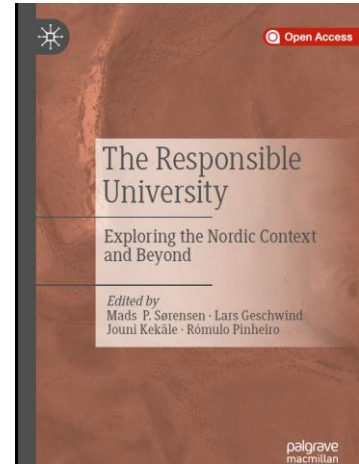


Fig. 6.1 The SECI model, adapted from Nonaka and Konno (1998) and Nonaka et al. (2001)



I look forward to your comments and questions



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