The Influence of Information communication Technology on University Corporate Responsibility

Aurilla Aurelie Bechina Arnzten

Agenda

From Corporate Social Responsibility (CSR) to University Social Responsibility (USR)
– Definition and Concepts

A framework of USR

How the use of Information Communication Technology (ICT) can support USR

Corporate Social Responsibility is a myth if we don't put a real effort,

USR, Bangkok, 12-13 januray 2009

Guess of the day
source "Ottawa Citizen"

Can you imagine working for a company of 300 employees, and has the following statistics?

30 have been accused of spousal abuse
9 have been arrested for fraud
24 have been accused of writing bad cheques
95 have directly or indirectly bankrupted at least 2 businesses
4 have done time for assault
55 cannot get a credit card due to bad credit
12 have been arrested on drug related charges
4 have been arrested for shoplifting
16 are currently defendants in lawsuits
62 have been arrested for drunk driving in the last year alone

•Can you guess which organization this is?

It is the 301 Members of the Canadian Parliament.

"The same group that cranks out hundreds of new laws designed to keep the rest of us in line" source "Ottawa Citizen"

GERMANY: MAJOR SIEMENS FRAUD SCANDAL UNFOLDS, THREATENING TO TARNISH GERMANY'S NAME.

Samsung chief's office searched in bribery probe

India's Madoff? Satyam Scandal Rocks Outsourcing Industry

Context

ENRON

Enron case of corporate fraud and financial corruption ➔ as a landmark case in the field of business fraud ➔ brought into question ➔ the accounting practices of many corporations throughout the United States and the world.

THE **ENRON** FRAUD

Experts Say Fraud Likely to Rise

By Ben Levisohn

BusinessWeek

In recessionary times, the incentives to cheat increase as executives face more pressure to meet revenue and earnings targets

Leadership In question ?

Corporate Social Responsibility definition

CSR is about the way companies conduct their business processes and routines in others to **impact positively** the society, the local community and the environment

Illustration by Ian Whadcock

US Markets: A Breakdown in Trust

governance and transparency !

University Social Responsibility USR New Paradigm?

The concept of **CSR** well defined ➔ several models and framework available

Very little work has been investigated on the **USR** concepts.

important role of the higher education in providing to the market labor the leaders of tomorrow

➔ the place where social values should be highlighted in other to build a better society.

University Social Responsibility USR definition?

Lack of general consensus of defining the USR concept.

It is still blurry and fuzzy and is reflected by a poor debate in the academic world ➔➔

generate The variety of actions taken on the basis of achieving the University Social Responsibility

---

USR Framework
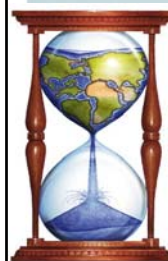

Prof. Dzulkifli Abdul Razak

USR Framework

Alshuwaikhata & Abubakarb (2008), ➔ a framework ➔ overcome the limitations and constraints of the current environmental management practices in universities.

The aim of the model is to foster ➔

more campus sustainability through the integration of three main strategies such as the university Environmental Management System (EMS); public participation and social responsibility; and promoting sustainability in teaching and research

---

University Social Responsibility USR ?

Academic knowledge is expected to be based on real life circumstances and connected to practice, the need to strengthen civic engagement, social responsibility and active citizenship at universities should be further stimulated (Ledic, Culum, Nuzdic, & Jancec, 2008).

The Eller College Philanthropy[1

The Eller College Philanthropy[1] is encouraging students, faculty, staff, and alumni to join forces to provide social services to their local community service organizations such as painting, building, cleaning and so forth. In 2004, some 300 volunteers provided services to 28 local organizations.

http://www.eller.arizona.edu/explore/responsibility.aspx

University Social Responsibility USR definition?

- Reiser (2008) defines the **USR** concept as "*a policy of ethical quality of the performance of the university community (students, faculty, and administrative employees) via the responsible management of the educational, cognitive, labor and environmental impacts produced by the University, in an interactive dialogue with society to promote a Sustainable Human Development*" (Reiser, 2008).

Others approaches

Other universities are offering master degree in Social Responsibility such for instance St Cloud University[1].

The students should be able to acquire and strength skills in critical analysis, investigation, research, writing, and socially responsible citizenship.

➔ **Study** considered as a multidisciplinary discipline, ranging from social science to science and technology.

Based on ➔
- literature reviews
- Initiatives taken by several universities
- ➔ ➔ ➔ ➔ ➔ ➔ ➔ ➔ ➔ ➔

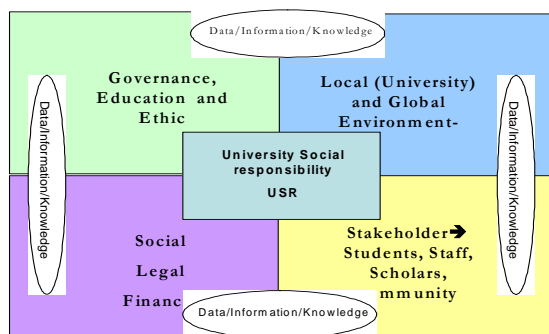definition

University Social Responsibility USR definition?

- **USR** as "an ethical approach to develop a sense of civic citizenship and socially responsible students, academic staff and faculty members in other to promote social, ecological, environmental, technical and economical engagement for a long lasting and sustainable local and global community".

LINKING ICT AND USR

As an enabler, ICT is usually perceived to be a positive means in the ongoing transformation process within education, governance, industry, socio-economic development and so forth.

One societal obligation for the university ➔ specific mechanisms to access information and data via the use of the ICT ➔ Many students still do not have access to Internet ➔ progress towards an inclusive and equitable knowledge society is regarded as necessary.

University Social Responsibility model

Data/Information/Knowledge

Governance, Education and Ethic

Local (University) and Global Environment-

Data/Information/Knowledge

University Social responsibility USR

Data/Information/Knowledge

Social
Legal
Financ

Stakeholder➔ Students, Staff, Scholars, mmunity
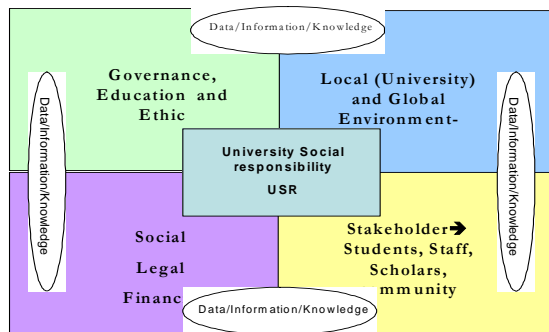
Data/Information/Knowledge

LINKING ICT AND USR

Internet technology has contributed to change the way internal and external communications is taking place.

In addition, with the emergence of Internet, news ways of teaching and learning is taking in place. Distance online learning or videoconference could reduce the need to travel and impact favorably on the environmental pollution

University Social Responsibility model

Data/Information/Knowledge

Governance, Education and Ethic

Local (University) and Global Environment-

Data/Information/Knowledge

University Social responsibility USR

Data/Information/Knowledge

Social

Legal

Financ

Stakeholder➜ Students, Staff, Scholars, mmunity

Data/Information/Knowledge

LINKING ICT AND USR

University governance good practices ➜ good reporting processes with the aim to promote disclosure, transparency and accountability.

The use of IT is very important in other to implement a regulatory system.

USE accounting IT systems or online payment student fees, ➜ improve university governance standard➜ But costly !!

One common factor in 4 dimensions of USR framework is related to data, information and knowledge processing.
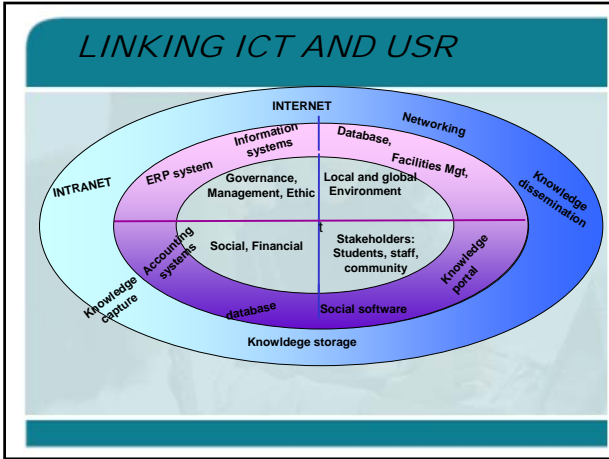
the use of ICT is primordial in the area of data and information acquisition, storage, search and dissemination processes.

LINKING ICT AND USR

The emergence of social software ➜ community building or connecting various staekholders

Nowadays, several universities have encouraged initiatives from students in setting up a wiki as platform to share knowedge.

Another example fostering e-learning concepts is based on wikiversity [1] or several emerging collaborative tools.

LINKING ICT AND USR

Conclusion

- universities ➜ delineate strategic policies that tightly coupled with university functions, such as teaching and research, ➜ relationship between university and its social environment under a USR approach.

Still a stringent need to further validates some the presented concepts.