

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Wroclaw University of Economics
and Business

September 2026

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about Wrocław University of Economics and Business, including key details and basic institutional data.

Mission

Wrocław University of Economics and Business operates under the mission to **"create a community responsible for the future of the economy, society and business by fostering an environment conducive to the development of knowledge and competences"**. This mission naturally aligns with PRME's Seven Principles through our commitment to responsible management education that addresses the real needs of the economy, business and society. Our institutional values - **Truth, Community, Freedom, Responsibility, Modernity, Excellence and Entrepreneurship** - direct our conduct, strengthen the cohesion of our academic community and set the standards we are committed to maintaining.

As a university that develops in a sustainable manner with future generations in mind, WUEB builds valuable relationships with business and economic and social entities, conducts research in an international academic environment, and offers personalised education that supports the unique potential of each individual. Through these values we create an academic environment that not only discovers and proclaims truth but also prepares future leaders to identify and responsibly use development opportunities, contributing to inclusive prosperity in a world of thriving ecosystems.

Vision

Wrocław University of Economics and Business is guided by the vision to **"inspire development"** - among members of our University Community and representatives of the economic, social and business environment alike. Our vision and mission together define what kind of university we want to be:

- The University that **supports academic excellence** and develops knowledge based on truth by conducting research in an international academic environment that responds to the real needs of the economy, business and society.
- The University that offers **high-quality, flexible and personalised educational paths** that support the development of each person's unique potential and respond to individual aspirations in the context of dynamic changes in the labour market and technology.
- The University that **actively cooperates with business and economic and social entities**, aiming to build valuable relationships and jointly create a positive impact for the Lower Silesia region and all of Poland.
- The University **building a cohesive, engaged and ever-evolving University Community** to create a strong identity and strengthen the University's position in the socio-economic system.
- The **responsible and modern University** that consistently implements innovative digital solutions and develops an organisational culture based on dialogue, supporting the development and well-being of employees and the long-term stability of the institution.
- The University that **develops in a sustainable manner** with future generations in mind.

This vision directly supports PRME's commitment to fostering inclusive prosperity and thriving ecosystems, connecting our aspirations in research, education, partnership and responsible governance to the advancement of responsible management education.

Strategy

Strategia_2030_EN

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Strategy Alignment

Strategic alignment

In 2025, Wrocław University of Economics and Business adopted an updated Strategy 2030 - a roadmap marking the direction of the University's development in a dynamically changing world, setting its priorities and inspiring constant improvement. At the same time, the strategy demonstrates the University's identity as a responsible, modern and open organisation. It is the outcome of a broadly understood cooperation of the entire WUEB community, actively engaged in the process of updating this key document.

The strategy is built around the conviction that inspiring development - among members of the University Community and the wider economic and social environment - is inseparable from acting responsibly toward society and the natural world. Sustainable development is not treated as a separate programme but as a foundation of the University's activities, embedded across all seven strategic directions.

Research conducted at WUEB is oriented toward real economic, business and social challenges, with a growing emphasis on the documented implementation of research results in socio-economic practice. Education is designed to be personalised, flexible and responsive to the needs of the knowledge society, developing both hard and soft competences and supporting lifelong learning. Valuable relationships with business and social entities are built with the aim of jointly creating a positive impact for the Lower Silesia region and all of Poland. The University's organisational culture is shaped around responsible and sustainable attitudes, the well-being of employees and a spirit of cooperation and community. Internationally, WUEB strengthens its presence in global networks of research, education and knowledge transfer.

The most explicit expression of this commitment is Strategic Direction 7 - implementing solutions with a positive impact on society and the natural environment - which places sustainable development at the operational core of the institution. Through research, education and cooperation, members of the University Community engage their environment in positive change and build a culture of sustainable development, while the University consistently works to minimise its own negative environmental impact.

Institutional History

III Sustainable Development Forum – Advancing WUEB's Responsible Management Education Journey

The **III Sustainable Development Forum**, held in 2025 at Wrocław University of Economics and Business, marked another important step in the University's long-term development of responsible and sustainable management education. The Forum brought together representatives of business, organisations from the University's socio-economic environment, WUEB authorities and representatives of different organisational units, creating a participatory space for dialogue on the University's future sustainability priorities.

The meeting was opened by **Rector Prof. Czesław Zając**, while the inaugural lecture was delivered by **Prof. Małgorzata Krzywonos**. During workshops led by **Magdalena Rojek-Nowosielska, Ewa Popowicz, Karolina Daszyńska-Żygadło and Dawid Kościwicz**, participants jointly developed proposals for initiatives to be implemented within the **WUEB Sustainable Development Plan**.

The Forum focused on four areas that are closely aligned with the principles of Responsible Management Education: mobilising the University community and its stakeholders to create positive social impact through dialogue and open communication; strengthening education that contributes to social impact; supporting research addressing social, environmental and governance challenges in accordance with research ethics; and shaping responsible and sustainable attitudes across the University community.

Within WUEB's institutional history, the Forum represents a transition from earlier sustainability initiatives towards a more **systemic, participatory and strategy-based approach** to RME. Rather than treating sustainability as a separate activity, WUEB increasingly integrates responsible management principles into education, research, stakeholder engagement and institutional governance. The Forum therefore provides evidence of how the University is embedding RME into its broader organisational development and using stakeholder dialogue to co-create priorities for future action.



Prof. Bogusława Drelich-Skulska – Leadership in the Institutional Development of Sustainability at WUEB



Prof. Bogusława Drelich-Skulska, Vice-Rector for International Cooperation at Wrocław University of Economics and Business, has played an important leadership role in the institutional development of sustainability at WUEB. Her contribution has gone beyond supporting individual projects: she has helped strengthen sustainability as an element of the University's governance, stakeholder engagement, international cooperation and institutional identity.

A particularly important part of her role has been her leadership of the **WUEB Sustainable Development Forum**, which she chairs. The Forum brings together representatives of the University and its socio-economic environment and serves as a platform for dialogue, consultation and co-

creation of sustainability priorities. WUEB describes her ESG-related activities as including the **initiation and implementation of projects and the dissemination of knowledge related to sustainability and the social responsibility of the University.**

Prof. Drelich-Skulska has also supported the institutionalisation of sustainability through the development of structures and initiatives that connect academic activity with wider social and environmental challenges. The establishment and work of the **Sustainability Office**, the development of successive editions of the Sustainable Development Forum, and the growing integration of sustainability into strategic planning have all formed part of this broader institutional process. The Forum itself was created to cooperate with University units, particularly the Sustainability Office, and to strengthen WUEB's image as a modern and responsible organisation.

Her role has also been visible in the University's sustainability reporting. Prof. Drelich-Skulska served as the **academic lead of WUEB's 2025 Sustainable Development Goals Report**, providing strategic oversight for the document and helping ensure that sustainability activities across the University were systematically identified, documented and communicated. This contributes directly to transparency and accountability in the way WUEB reports its social, environmental and educational impact. She has additionally supported sustainability education and awareness-building through initiatives such as the **Climate Academy**. She emphasised the pioneering role of WUEB's Green Team Competence Centre in building sustainability awareness and highlighted the growing institutional support provided by the Sustainability Office.

Her leadership also connects sustainability with **internationalisation and responsible management education**. Her academic interests include sustainable development and international accreditation processes in business schools, while in public discussions she has emphasised the responsibility of universities to educate future leaders not only through management knowledge, but also through broader values and perspectives relevant to contemporary social and economic challenges.

From the perspective of WUEB's institutional history, Prof. Drelich-Skulska can therefore be presented as one of the senior academic leaders who helped move sustainability from a collection of individual initiatives toward a more **structured, strategic and participatory institutional model**. Her contribution has been particularly important in connecting **university leadership, sustainability governance, stakeholder dialogue, reporting, international cooperation and responsible management education.**

Inauguration of Sustainable Development Forum



On the 4th March 2024, the inauguration of the Sustainable Development Forum (SDF) was held at the Wrocław University of Economics and Business –

an initiative which gathered together representatives of the university's stakeholders. Invitation to the forum was accepted by: Mariusz Wawer (3M), Aneta Herbuś (Wrocław Agglomeration Development Agency), Piotr Dobosz (Aira Jeden), Tomasz Wcisło (Aira Jeden), Monika Ciesielska-Mróż (AmCham), Wojciech Mróż (Ashoka), Leszek Gaś (Office of the European Parliament in Wrocław), Magdalena Obłóza (BNP Paribas), Wojciech Szarski (BNY Mellon), Adam Pogorzelski (CCC Group), Aleksandra Rutkowska (Credit Agricole), Agnieszka Orłowska (ESG Institute sp. z o.o.), Julia Bogusławska (Ukrainian Women in Poland Foundation), Monika Domaradzka (Hydropolis/MPWiK), Przemek Pohrybieniuk (Impactangels.pl), Monika Poważna (KGHM), and Katarzyna Teter (Respect Energy).

After the ceremonial inauguration for the creation of the WUEB SDF, a strategic workshop was held with the participation of the forum participants and WUEB employees and students. The aim of the meeting was to identify important areas over which the university has an influence, as well as areas related to sustainable development that impact the university.

Four thematic groups were formed during the workshop dedicated to the following areas:

- 1) environment (facilitator: dr. hab. Monika Hajdas, WUEB professor);
- 2) corporate governance (facilitator: dr. eng. Dominika Hadro, WUEB professor);
- 3) social impact (facilitator: dr. Karolina Daszyńska-Żygadło);
- 4) employees (facilitator: dr. hab. Magdalena Rojek-Nowosielska, WUEB professor).

The meeting participants identified not only current actions, but also possible directions for initiatives to be taken in the coming years.

Through this initiative, the Wrocław University of Economics and Business wishes to express its engagement in shaping a future based on sustainable and responsible practices, above all by listening to stakeholders, whose opinions will be taken into account in the WUEB's Sustainable Development Plan. The task of the forum is to provide support and act as an advisory body when setting out and implementing the directions for the WUEB's strategic sustainable development.

In August 2024, an order was issued, on the basis of which the WUEB Rector established the Sustainable Development Forum[1], constituting a platform for cooperation between the university and representatives of the

1. supporting the university authorities in defining strategic directions for the university's sustainable development;
2. developing and recommending sustainable development policies and procedures to be implemented by the university authorities;
3. submitting proposals for changes to the university's educational offer, taking into account the needs and goals of sustainable development;
4. proposing ideas for forms of university activity that will raise awareness of sustainable development among WUEB stakeholders;
5. co-creating an image of the WUEB as a modern and responsible organisation;
6. supporting the monitoring of the university's progress in achieving sustainable development goals;
7. supporting research initiatives and scientific projects related to sustainable development, and promoting international cooperation in this area;
8. initiating and supporting action for sustainable management of the university's resources, including energy, water and waste;
9. developing partnerships with local, national and international organisations working for sustainable development;
10. creating and supporting networks of contacts and cooperation between students, employees and external stakeholders related to sustainable development;
11. cooperating with all of the university's organisational units, in particular the Sustainable Development Office.

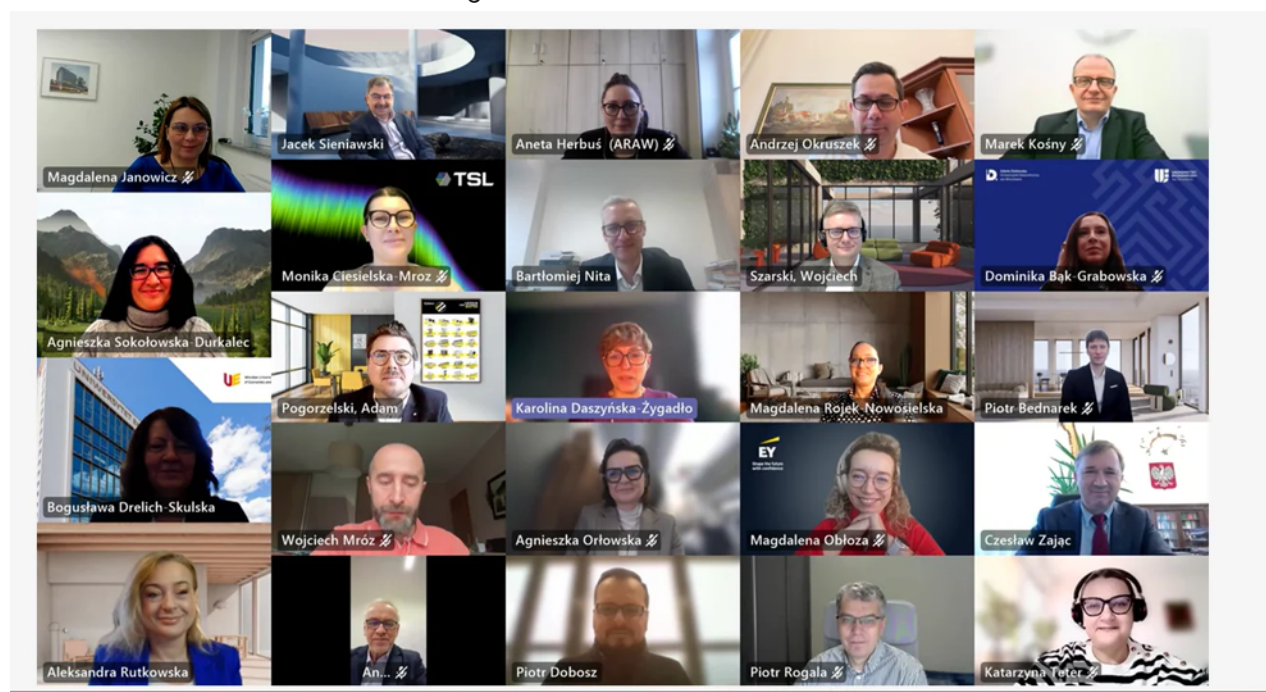
The systematic and multidimensional cooperation of the whole academic community at the Wrocław University of Economics and Business with external stakeholders in the achievement of the sustainable development goals raises the hope that we will consciously and jointly build well-being on planet Earth, which will be a safe home for us and future generations.

II Sustainable Development Forum – Strengthening Stakeholder Engagement in WUEB's RME Journey

The **Second Sustainable Development Forum**, held online on **15 January 2025**, marked another important milestone in Wrocław University of Economics and Business' development of a more participatory and stakeholder-oriented approach to responsible management education. The Forum brings together representatives of WUEB's external stakeholders and serves as an advisory platform supporting the definition and implementation of the University's strategic sustainability directions. The 2025 edition gathered representatives of business institutions and the University authorities. One of its purposes was to introduce the newly elected WUEB leadership for the 2024–2028 term and to present the activities of the **Sustainability Office** addressed to both the academic community and external stakeholders.

From the perspective of WUEB's institutional history, the Forum reflects a shift toward **shared responsibility, consultation and stakeholder-informed governance**. By creating a structured space in which external partners can provide advice and contribute perspectives on strategic sustainability priorities, WUEB strengthens the link between institutional strategy, societal expectations and responsible management practice.

The Forum also illustrates how the University's approach to RME extends beyond the classroom. Responsible management is increasingly embedded in **institutional governance, stakeholder dialogue and strategic decision-making**, helping WUEB align its educational mission with wider social, economic and environmental challenges.



Graduates & Enrollment

2025 Statistics	Number
Graduates	2831
Faculty & Staff at the University	1097
Faculty & Staff at the Institution	1097
Student Enrollment at the University	9760
Student Enrollment at the Institution	9760
Undergraduate Attendance	6014
Masters-Level Postgraduate Attendance	3244
Doctoral Student Attendance	57
Certificate, Professional Development, or Continuing Education Attendance	2240

Degrees Offered

Bachelor Programs

☒ Bachelor

Masters Programs

☐ Master of Business Administration (M.B.A.) ☒ Master

Doctoral Programs

☒ Doctor of Philosophy (Ph.D.)

Additional

☒ Engineer

Postgraduate Degree Programmes



Doctoral School of Wrocław University of Economics and Business

Certificates, Professional Development, or Associate Programmes



ESG Manager



ESG Data Reporting and Assurance



Compliance in Organisations



Expert in the Prevention and Detection of Economic Crime and Corruption



AI and Technologies in Audit and Internal Control



Artificial Intelligence in Business



Data Science: Advanced Data Analysis / AI Systems in Data Analysis / Accounting 4.0 – Digitalisation and AI



Project Management in the Energy Sector



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Letter of Commitment



RECTOR

Wrocław, 24th of September 2026

Letter of Commitment from Senior Officer

Document Title: Rector's Letter of Commitment to PRME Principles

The world that our students are preparing for is changing faster than at any point in recent memory. The rapid development of artificial intelligence, accelerating environmental pressures, and deep transformations in the economy and society demand that universities not only adapt, but actively shape what comes next. It is in this spirit that I reaffirm the commitment of the Wrocław University of Economics and Business to the Principles for Responsible Management Education (PRME).

For seventy-nine years, WUEB has been a place where academic excellence meets the real needs of business and society. Thousands of students graduate from our programmes each year, carrying with them not only knowledge and skills, but the values and sense of responsibility needed to make a genuine difference. Our mission, as defined in the updated Strategy 2030, is to "create a community responsible for the future of the economy, society and business by fostering an environment conducive to the development of knowledge and competences." We are guided by a simple but demanding vision: we inspire development – In our students, our staff, our partners, and the wider world we are part of.

In 2025, we updated our Strategy 2030 through a broad, participatory process involving the entire University Community. The updated strategy reflects the realities of the current decade: the imperative of sustainable development, the transformative impact of artificial intelligence, and the need for academic institutions to be credible, open, and socially responsible. A new strategic direction – Implementing solutions with a positive impact on society and the natural environment – now sits at the heart of our institutional commitments. Through research, education and cooperation, members of our University Community engage their environment in positive change and build a culture of sustainable development. We are actively working to reduce our carbon footprint and increase our contribution to local communities, with measurable targets guiding our progress.

Wrocław University of Economics and Business

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RECTOR

Our values – Truth, Community, Freedom, Responsibility, Modernity, Excellence, and Entrepreneurship – are not simply listed in a document. They shape the way we teach, conduct research, collaborate, and make decisions every day. As a public university, we are committed to the open and transparent pursuit of knowledge, and to placing that knowledge in service of people, organisations, and the planet. We are proud to hold prestigious international accreditations and to be an active, contributing member of the global responsible management education community.

The academic year 2025/2026 marks the first full year of implementing the updated strategy. Our faculty, staff, and students are putting its priorities into practice: conducting research that responds to real economic and social challenges, deepening our partnerships with business and civic organisations, and embedding the principles of sustainable development across our teaching and operations. We are committed to continuing this work with the honesty, rigour, and openness that our values demand. We look forward to sharing our progress with the PRME community and to learning from the experience of others working towards the same goals.

Sincerely,

Prof. dr hab. Czesław Zajęc
Rector



Signed by / Podpisano
przez:
Czesław Zajęc
Uniwersytet Ekonomiczny
we Wrocławiu
Date / Data: 2026-09-24
15:14

Wrocław University of Economics and Business

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Rector of WUEB

Definition of Purpose

WUEB's purpose is to inspire development — creating a community responsible for the future of the economy, society and business by fostering an environment conducive to the development of knowledge and competences, and preparing students and partners to drive responsible, sustainable change.

Institutional Engagement

26% - 50% of faculty at Wroclaw University of Economics and Business actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.

Continue telling your story

Sustainability Plan

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Stakeholder Dialogue through the WUEB Sustainable Development Forum

The **WUEB Sustainable Development Forum** serves as a participatory platform for dialogue between the University and its internal and external stakeholders, including representatives of business, public institutions, the academic community and the wider socio-economic environment. In 2025, two editions of the Forum played an important role in strengthening WUEB's strategic approach to sustainability and social impact.

The **Second Sustainable Development Forum**, held in January 2025, focused on discussing the University's sustainability directions and presenting the activities of the Sustainability Office. It created a space for exchanging perspectives on the University's environmental, social and organisational priorities and for identifying expectations regarding WUEB's future development.

The **Third Sustainable Development Forum**, held in June 2025, was directly linked to the development of the **WUEB Sustainable Development Plan**. During participatory workshops, representatives of the University, business and external stakeholder organisations jointly developed proposals for initiatives concerning social impact, research addressing environmental and social challenges, responsible education and stronger engagement of the academic community in sustainability activities. The Forum therefore moved beyond consultation and became a mechanism for co-creating institutional priorities and actions.

Through these Forums, WUEB strengthens **transparency, shared responsibility and stakeholder-informed governance**. They provide a structured space in which different perspectives can inform institutional decision-making and help ensure that sustainability priorities are not defined solely internally, but are shaped through dialogue with the communities and organisations affected by, or contributing to, the University's activities.

The Forums also support the broader institutionalisation of sustainability at WUEB by linking stakeholder engagement with strategic planning, materiality assessment and the development of long-term sustainability priorities. In this way, the initiative reflects WUEB's commitment to **Community, Responsibility, Truth and Excellence**, while demonstrating how participatory governance can support responsible management and long-term institutional development.

BUDŻET PARTYCYPACYJNY UEW 2025

Projekt studencki 2

Nazwa projektu: Kanapy do strefy relaksacyjnej w akademiku

Budżet: 11 580,00 zł

Krótki opis: Celem projektu jest stworzenie strefy relaksu w DS Przegubowiec. Wyposażona w kanapy, fotele, pufy i stoliki przestrzeń umożliwi studentom odpoczynek, rozmowy i naukę w komfortowych warunkach. Obecne wspólne pomieszczenia nie spełniają tych funkcji.



www.uew.pl

Student project submitted to the WUEB Participatory Budget 2025: "Sofas for the Relaxation Area in the Student Residence." The proposal, with a budget of PLN 11,580, aims to create a comfortable shared space for rest, conversation and study in the Przegubowiec Student Residence, illustrating how students can directly influence campus development through participatory decision-making.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



How We Define Values

At WUEB, Truth, Community, Freedom, Responsibility, Modernity, Excellence, and Entrepreneurship are not aspirations - they are daily commitments. Together, they place organisational responsibility and accountability to society and the planet at the core of our teaching, research, and operations, shaping a community that acts with integrity and purpose.

Who Champions Responsible Management Education at Our Institution

- ❖ Centralized sustainability office
- ❖ Interdisciplinary efforts across business school

Student Voices

The following narratives demonstrate how Wroclaw University of Economics and Business has influenced students' academic journey and personal growth.

Integrating Sustainability Principles into Corporate Finance Education

My education at Wroclaw University of Economics and Business highlighted that finance and sustainability are inseparable. During Corporate Finance projects, we were not only asked to analyse corporate profits but also to evaluate a company's broader impact by critically examining its ESG report, strengthening the idea that financial well-being is no longer the only metric of success. This practical approach directly inspired me to write my Bachelor's thesis on ESG reporting and pursue a professional career as a sustainability specialist, working to foster corporate responsibility in practice.

Student's voice about Wroclaw University of Economics and Business commitment to responsible management education

When I started my studies, I thought of finance mainly in terms of numbers, markets and career prospects. Over time, I began to see it differently - as a field that carries real responsibility for the economy, society and the environment. This shift happened gradually, through courses that challenged me to think about the wider impact of business decisions, and through conversations with peers and lecturers who genuinely care about the direction our university is taking. Being a member of the Finance Programme Council gave me a chance to turn this growing awareness into action. It is a real opportunity to influence the structure of our programme and the way it is organised, and to make sure that the student perspective is present in decisions that shape our education. Helping to collect student responses to the Positive Impact Rating survey was an extra

task on top of that, but it showed me something important: how much my fellow students care about sustainability and responsible management education - and how seriously the university takes our opinions.

The values represented by my University, and all the opportunities that I had to make a real impact while studying there, made me decide to further pursue my studies at Wroclaw University of Economics and Business, on a Master level. Therefore I am still in the middle of my studies, but I already feel that I am leaving them with more than knowledge and competences. I am gaining a stronger sense of community and responsibility - and I know that the decisions I will make as a finance professional will matter. I feel better prepared to make them in a way that is both smart and responsible.

Social Communication - responsibility, transparency, ethics and awareness of the impact that words, images and narratives can have on different stakeholder groups.

Studying Social Communication at WUEB has changed the way I understand the role of communication in organisations and society. I have learned that communication is not only about delivering an effective message or building a strong brand. It also involves **responsibility, transparency, ethics and awareness of the impact that words, images and narratives can have on different stakeholder groups.**

Responsible Management Education has encouraged me to look more critically at the way organisations communicate about social, environmental and economic issues. During my studies, I have become more aware of challenges such as responsible corporate communication, credibility, stakeholder engagement, diversity, sustainability and the risks of communicating values that are not reflected in actual organisational practices.

An important part of my academic journey has been the opportunity to connect theoretical knowledge with current social and business challenges. Discussions, projects and interactions with practitioners have helped me understand that responsible communication requires not only professional skills, but also the ability to listen, recognise different perspectives and consider the consequences of communication decisions.

This perspective has also influenced my personal development. I have become more attentive to the language I use, more open to dialogue and more conscious of my own responsibility as a future communication professional. I increasingly see communication as a tool that can contribute to trust, inclusion and positive organisational and social change.

For me, studying at WUEB has therefore been not only about acquiring professional competencies. It has also been about developing a more responsible and reflective approach to the role I would like to play in organisations and society in the future.

Sustainable Development and Sustainable Finance courses

Studying International Business at WUEB has shown me that business decisions cannot be separated from their environmental and social consequences. Courses such as **Sustainable Development** and **Sustainable Finance** have particularly influenced the way I think about the role of companies, investors and managers in addressing contemporary global challenges.

In Sustainable Finance, I had the opportunity to apply this perspective to a real company. As part of a project on **SAP SE**, I analysed the company not only in terms of its financial performance and competitive position, but also through its environmental and social impact. The project required us to consider climate action, circular economy and social responsibility as integral elements of business strategy.

One of the most valuable parts of this experience was learning to look at a company from the perspective of different stakeholders. We considered the interests of employees, customers, value-chain workers and communities and examined situations in which economic, environmental and social objectives may conflict. This helped me understand that responsible management is rarely about finding a simple solution. It requires recognising trade-offs and making decisions that take different impacts into account.

The project also showed me how **finance can support sustainability rather than being treated as a separate area**. We developed recommendations addressing human rights in the supply chain, Scope 3 emissions and responsible hardware management and considered how sustainability-linked financing could support these initiatives.

These experiences have changed my understanding of international business. I now look beyond financial results and ask how value is created, who benefits from it and what environmental or social costs may accompany business growth. They have also made me more aware of my own responsibility as a future business professional.

For me, Responsible Management Education at WUEB means learning how to combine **business performance with long-term value creation, stakeholder responsibility and sustainable development**. It has given me not only new analytical tools, but also a broader perspective on the kind of decisions I would like to make in my future professional career.

Student Awareness

26% - 50% of students at Wroclaw University of Economics and Business are aware that we are a PRME Signatory Member.

Student Engagement

26% - 50%

of students at Wrocław University of Economics and Business actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Values Voices

Entrepreneurship as Institutional Practice: The inQUBE Ecosystem at WUEB

Paweł Zajączkowski – Deputy Director of inQUBE University Business Incubator

At WUEB, Entrepreneurship means more than starting a company. We understand it as the ability to recognise opportunities, transform ideas into solutions, experiment, learn from experience and create economic and social value. It is closely connected with our values of Modernity, Freedom and Excellence.

As Deputy Director of inQUBE University Business Incubator, I work with students, graduates, academics, startup founders and business partners to create an environment in which entrepreneurial ideas can be developed, tested and transformed into practical solutions.

inQUBE supports the entrepreneurial ambitions of students, graduates, academics and aspiring entrepreneurs. It provides mentoring, workshops, business advice, networking opportunities, support in obtaining funding and access to a modern coworking and startup environment.

One of our flagship initiatives is inQUBE Academy, an incubation programme that helps early-stage entrepreneurs develop and validate their business ideas. Participants combine workshops, mentoring and consultations with practical work on products, services and business models.

The ecosystem also includes Pitch MeetUp, connecting startup founders, technological innovators, academics, investors and corporations, and inQUBE Breakfast, which creates a regular space for exchange between entrepreneurs, academia and established businesses. We have also delivered two editions of Startup Launchpad, a programme pairing young companies with experienced mentors.

This ecosystem has involved thousands of participants and supported numerous startups, demonstrating that entrepreneurship at WUEB is embedded in institutional practice rather than limited to classroom teaching.

Entrepreneurship at WUEB is therefore closely linked to responsible innovation. We want members of our community not only to respond to change, but to have the freedom, competence and confidence to shape it, while recognising their responsibility for the value and impact they create.

Rector's Representative for Cultural Activities

At WUEB, culture plays an important role in building **Community, Freedom and Responsibility**. As the **Rector's Representative for Cultural Activities**, my role is to initiate, promote and support cultural activities within the University community, encourage artistic initiatives proposed by students, doctoral candidates and employees, and strengthen cooperation with cultural institutions. Culture creates a space in which members of our academic community can meet beyond their formal roles, exchange perspectives and engage with social and economic issues from a broader humanistic perspective.

One of the initiatives that particularly reflects this approach is **Rozmowy UEkspertów – UEkspert Talks**, organised jointly with the WUEB Student Government and the University's Culture Committee. The initiative brings together academics, students, representatives of business, artists and external experts to discuss contemporary issues that connect economics with culture and society.

The 2025 edition, "**An Image Is Worth a Thousand Words**", explored the relationship between art, economics, communication and new technologies. Participants discussed whether economists and artists communicate in different languages, the role of social media as contemporary spaces for art, and the broader value of culture for society and business. The event involved experts and artists from the Eugeniusz Geppert Academy of Art and Design in Wrocław alongside business and media representatives, creating a genuinely interdisciplinary dialogue.

The initiative has developed from the University's earlier student debates and reflects a wider commitment to creating a campus culture based on dialogue. Its first edition in 2024 addressed contemporary language and communication, including discussions on gendered language and changes in the Polish language.

Through initiatives such as **UEkspert Talks**, cultural and artistic events and cooperation with external cultural institutions, we seek to make culture an integral part of university life. For WUEB, culture is not an addition to economic education. It encourages curiosity, critical reflection and openness to different perspectives and helps us build a university community in which **Freedom** supports dialogue, **Community** grows through participation, and **Responsibility** includes sensitivity to the wider social and cultural context of economic decisions.

As the **Rector's Representative for Cultural Activities at Wrocław University of Economics and Business (UEW)**, I have been involved in the co-organisation of **Integration Days in 2023, 2024 and 2025**. My role has focused on using cultural activities as a means of bringing together different communities within the University and creating opportunities for interaction, mutual understanding and integration.

Through my involvement in the organisation of these events, I have contributed to creating a space in which **students, academic staff, administrative employees and members of different cultural and international communities can meet in one place and at the same time**. I have treated culture not only as entertainment, but also as a practical tool for building relationships, encouraging openness and strengthening a sense of belonging to the university community.

During the Integration Days, I have participated in the preparation and coordination of cultural and integrative activities designed to bring together people with different backgrounds, experiences and cultural traditions. My involvement has required cooperation with different groups within the University, coordination of activities and communication between people with diverse perspectives and expectations.

I see the Integration Days as an important example of how **cultural activity can connect different communities and cultures within an academic institution.**

Values in Practice: Wellbeing as Community Responsibility

Community and responsibility are values that must be experienced in everyday university life. A university is not only a place of learning, research and professional preparation; it is also a community in which students and staff face the pressures of change, uncertainty, high expectations and the challenge of balancing different areas of life. Supporting wellbeing is therefore not an additional service. It is a shared responsibility for creating conditions in which people can learn, work and develop with dignity, awareness and mutual respect.

This understanding informed the podcast series *W rytmie dobrostanu (In the Rhythm of Wellbeing)*, initiated by the Career Office of the Centre for Business Cooperation at Wrocław University of Economics and Business. Together with Agnieszka Charko-Rudnicka, Chief Wellbeing Officer and career advisor, I host conversations on issues that affect everyday life in the academic community: stress, emotions, relationships, professional burnout, sleep hygiene and digital mindfulness. The series is designed for people who want to care more consciously for their psychological, physical, emotional and social wellbeing.

The programme reflects a belief that wellbeing should be approached comprehensively. It involves developing individual awareness and resilience, but it also requires a supportive organisational culture - one that makes room for dialogue, recognises different needs and encourages people to seek support when they need it. In this sense, wellbeing is closely connected with responsibility: responsibility for ourselves, for others and for the quality of relationships that shape our University Community.

By making reliable psychological knowledge accessible and opening a space for thoughtful conversation, the wellbeing programme contributes to a university environment in which care, respect and openness are treated as foundations for sustainable personal and professional development.

Nina Kaźmierska - Psychologist and Psychotraumatologist, Career Office, Centre for Business Cooperation

WUEB Participatory Budget – Values in Practice

The **WUEB Participatory Budget** is a practical example of how the University translates its values of **Community, Responsibility, Freedom, Entrepreneurship and Modernity** into everyday institutional life. Its purpose is to involve members of the academic community directly in deciding how part of the University's budget should be used, particularly to improve working and studying conditions and to respond more effectively to the needs of the WUEB community.

The initiative gives students and employees an opportunity to propose ideas, take part in decision-making and assume shared responsibility for the development of the University. In this sense, participation is not limited to consultation: members of the community can actively shape their campus environment and contribute solutions that benefit others. The Participatory Budget is also intended to stimulate **innovation and new ideas, strengthen integration within the University community, and develop civic knowledge, skills and attitudes, including responsibility for the common good.**

In 2025, WUEB allocated **up to PLN 100,000** to the Participatory Budget, with **at least PLN 60,000 reserved for projects submitted by students.** Individual projects could have a value of up to PLN 20,000.

Through this initiative, **Community** becomes participation and cooperation, **Freedom** is expressed through the possibility of proposing and supporting ideas, **Responsibility** through shared care for the University and its resources, and **Entrepreneurship and Modernity** through the development and implementation of innovative solutions. The Participatory Budget therefore provides a tangible example of how WUEB's values are embedded in institutional governance and in the everyday experience of its academic community.

WUEB connects Responsibility with Modernity and Excellence

At WUEB, developing ESG and sustainability competencies is one of the ways in which we translate the values of **Responsibility, Modernity and Excellence** into education and engagement with our stakeholders.

As a **Specialist for Cooperation and Social Activities at the Business Cooperation Centre**, I work at the intersection of the University, business, non-governmental organisations and the wider socio-economic environment. My role includes developing educational and community-oriented programmes with external partners and supporting activities that contribute to the University's social responsibility commitments.

An important part of this work is building opportunities for students to develop competencies that are increasingly important in responsible and sustainable organisations. This includes not only ESG-related knowledge, but also communication, cooperation, stakeholder engagement, social awareness and the ability to understand the wider impact of business decisions.

WUEB strengthens these competencies through cooperation with external stakeholders. One example is the **Sustainable Development Forum**, which creates a space for dialogue between the University, business, public institutions and civil society and helps identify current sustainability challenges and competency needs.

Another important dimension is the direct involvement of business practitioners in education. Through initiatives developed by the Business Cooperation Centre, students are able to learn from external experts and confront academic knowledge with real organisational challenges. For example, the **Social Competencies** course has engaged business experts in developing students' communication, teamwork, personal branding and emotional-intelligence skills, with over 700 students participating in one recent edition.

For us, ESG competencies are therefore broader than technical knowledge of reporting standards or regulation. They include the ability to cooperate with different stakeholder groups, understand environmental and social impacts, act responsibly and contribute to organisational change.

In this way, WUEB connects **Responsibility** with **Modernity and Excellence**, preparing students and professionals not only to respond to sustainability requirements, but also to participate actively in building more responsible organisations and a more sustainable economy.

Małgorzata Wójcik-Pyzik

Specialist for Cooperation and Social Activities, Business Cooperation Centre
Wrocław University of Economics and Business

Celebrating Values

The following demonstrates ways in which our institution celebrates values in various specializations.

Celebrating Values - Statement from Vice-Rector for International Cooperation

In line with the PRME Values principle - that we place organisational responsibility and accountability to society and the planet at the core of what we do - I am pleased to share how Wrocław University of Economics and Business lives its values in practice.

Our values - Truth, Community, Freedom, Responsibility, Modernity, Excellence, and Entrepreneurship - are visible in the choices we make every day: in how we teach, how we conduct research, and how we engage with the world around us. The year 2025 gave us many concrete opportunities to demonstrate this.

Our commitment to **Truth** and **Excellence** shows in the rigorous standards we set and the recognition we earn. Students from WUEB took first and second place in the Warsaw Stock Exchange competition for undergraduate theses, competing against 86 submissions from across Poland. The 20th edition of the Verba Veritatis competition on ethics in business continued to bring these values directly into

student life, and our ongoing work towards AACSB accreditation reflects our determination to meet the highest international benchmarks. Our publishing house released 14 volumes of the Student Debuts series in 2025, giving young researchers a platform to share their findings early in their academic careers. An analysis of our curriculum showed that around 30% of courses now include content related to ESG and sustainable development - a figure we are actively working to grow.

Community is perhaps the value most visible in the breadth of what we do beyond the lecture hall. In 2025, we delivered 53 educational activities for over 6,000 secondary school pupils, engaged 178 children through the Children's University of Economics, and reached 3,373 participants through the "Leaders of Knowledge" programme. Our University of the Third Age continued to keep older members of our wider community connected to learning and to each other. The second edition of our participatory budget saw 806 members of the academic community vote on campus development projects - and every project that received the required support went forward to implementation.

Responsibility and **Modernity** come together in how we are transforming our institution from the inside. In 2025, we began systematic monitoring of our greenhouse gas emissions in line with the GHG Protocol, covering Scope 1 and Scope 2 emissions. Our carbon footprint decreased by approximately 11.7% in 2025 compared to the 2022 baseline. We secured 1.3 million PLN in European funding under the FENIKS programme for thermal modernisation of one of our main buildings, completed a photovoltaic installation on another, and appointed a dedicated Rector's Representative for Energy Transformation. We also completed work on K-LAB - a modern research laboratory funded by the Ministry of Science - and launched the first shared last-mile delivery micro-hub in Poland, developed in collaboration with the city of Wrocław and business partners to support low-emission urban logistics.

Freedom and **Entrepreneurship** shape how we support our students and staff to grow. The Business Individual Study Programme, now in its 8th edition, allows students to design their own learning paths in collaboration with business partners. Through the INNOLAB 2.0 project, academic staff developed competencies in green transformation, Design Thinking and innovative teaching methods. Our Erasmus+ programme operated with a budget of 2.63 million euro in 2025, with 376 international students studying at WUEB. Prof. Krzysztof Jajuga took on the presidency of the International Federation of Classification Societies, strengthening our global academic presence.

Our DEI Centre, the "Równi - bezpieczni - dostępni" accessibility project, the Climate Academy 2.0 workshop programme, and initiatives like UEWellbeing Day and the "W rytmie dobrostanu" podcast all reflect the same conviction: that a responsible university takes care of its people and its environment, and that values lived in practice matter more than values stated on paper.

These activities, documented in detail in our 2025 SDG Report, show that WUEB's values are lived commitments. Through them, we honour our responsibility to society, to the planet, and to the generations of students we are privileged to educate.

Professor Dr hab. Bogusława Drelich-Skulska
Vice-Rector for International Cooperation

Building an inclusive university

At WUEB, equality is not treated as an abstract principle, but as a responsibility that must be reflected in everyday academic life. My role is to support the development of solutions that promote equal treatment, prevent unfair or discriminatory practices, and strengthen awareness of diversity across the University community.

This requires both clear procedures and continuous dialogue. We work to ensure that students and employees can study, work and develop in an environment based on **respect, dignity, safety and trust**. We also promote knowledge about equal treatment and diversity and develop systemic and preventive solutions that help reduce the risk of exclusion or unequal treatment.

For me, this work is closely connected with WUEB's values of **Community, Responsibility, Freedom and Truth**. Community means that every person should feel that they belong. Responsibility means responding when barriers or inequalities appear. Freedom requires that people are able to participate fully in university life, while Truth is reflected in openness, transparency and the willingness to recognise challenges rather than overlook them.

Building an inclusive university is therefore not a one-time initiative. It is an ongoing process of listening, learning and creating institutional conditions in which every member of the academic community can develop their potential.

Dr Stanisław Kamiński, Prof. WUEB

Equal Treatment Officer and Chair of the Team for Equal Treatment and Anti-Discrimination

Diversity recognition as part of the academic community

Accessibility is one of the foundations of an inclusive academic community. In my role as the Rector's Representative for Persons with Disabilities, I support students and other members of the WUEB community with disabilities and special needs so that they can participate as fully as possible in university life. The University's support system is designed to respond to individual needs and remove barriers that may limit access to education, communication or participation in academic activities.

This work reflects WUEB's values of **Community, Responsibility, Freedom and Excellence**. Community means recognising different needs and ensuring that no one is excluded. Responsibility means creating practical forms of support instead of expecting individuals to overcome institutional barriers on their own. Freedom is closely linked to accessibility, because genuine participation is possible only when people have equitable opportunities to study, work and engage in academic life. Excellence, in turn, means continuously improving the University's organisational and educational environment so that it responds to the diversity of its community.

Accessibility is therefore not only a matter of infrastructure. It is also about **attitudes, communication, flexibility and awareness**. By strengthening inclusive education and supporting people with special needs, WUEB is building a university in which diversity is recognised as part of the academic community and where everyone should have the opportunity to participate and develop.

Dr Krystyna Gilga

Rector's Representative for Persons with Disabilities

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On 21 August 2025, Wrocław University of Economics and Business and Wrocław Medical University signed a letter of intent to cooperate on the #nabieraMYodwagi programme. The agreement was signed by Prof. Bogusława Drelich-Skulska, Vice-Rector for International Cooperation at WUEB, and Prof. Marzena Dominiak, Vice-Rector for Internationalisation at Wrocław Medical University. The partnership covers the joint development of the programme, organisation of related events and coordinated communication activities. The initiative promotes a healthy lifestyle and raises awareness of the negative health effects of excessive sugar consumption and obesity. By bringing together expertise from economics, management and medicine, the programme reflects WUEB's values of Responsibility, Community and Excellence, while demonstrating how inter-university cooperation can support public health, prevention and social wellbeing.



Launched on 1 April 2025, the “Equal – Safe – Accessible” project is a four-year initiative at Wrocław University of Economics and Business aimed at improving accessibility and supporting people with special needs, including persons with disabilities. With a budget of more than PLN 8 million, the project addresses eight key areas of university accessibility, including architectural, digital and information accessibility, assistive technologies, procedures, educational support services, and awareness-building activities. Planned actions include specialist training for staff and students, plain-language workshops, the creation of a Psychological Support Point, installation of quiet booths and rest zones, and investment in equipment and infrastructure that improve everyday participation in academic life. The project reflects WUEB’s values of Community, Responsibility, Freedom, Modernity and Excellence by promoting equal participation, removing barriers and creating a safer, more inclusive and supportive university environment. It demonstrates how institutional responsibility can be translated into practical solutions that enable every member of the academic community to access education, development opportunities and university life on equal terms. The project is financed by the European Union under the European Funds for Social Development Plus (FERS) programme.



The event was designed to strengthen social integration, promote openness and raise awareness of diversity, accessibility and the needs of persons with disabilities. Through workshops, interactive activities and meetings, participants had the opportunity to better understand the challenges faced by people with special needs and to explore solutions that support a more accessible and inclusive university environment. The programme also created space for conversations about mental health, wellbeing and the importance of a supportive academic culture.



The Pink & Blue – Two Colours, One Goal initiative at Wrocław University of Economics and Business promotes cancer prevention, physical and mental health, and greater health awareness across the academic community. The 2025 edition combined preventive examinations, workshops, expert meetings and discussions devoted to healthy lifestyles, stress reduction and early detection. Around 180 people took part in preventive examinations and approximately 100 participants joined the workshops, reinforcing WUEB's commitment to wellbeing, social responsibility and a supportive academic environment.



UEWellbeing Day 2025, organised by the WUEB Career Office and the Student Government on 6 May 2025 at the inQUBE University Business Incubator, created a space for students to discuss personal development, mental wellbeing and the challenges of university life. Using a World Café format, participants exchanged experiences and practical strategies related to effective rest, stress management, dealing with failure and shame, and building personal resilience. The initiative strengthened WUEB's commitment to Responsibility, Community and wellbeing, encouraging students to approach their academic and professional development in a more conscious and balanced way

Projekt Człowiek - cykl warsztatów o dobrostanie -
inQUBE - Uniwersytecki Inkubator
Przedsiębiorczości

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Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



How We Define Teach

At WUEB, Teach means personalised, flexible education that integrates responsible management and sustainability concepts throughout our curriculum. Drawing on phenomenon-based learning and flexible paths like the Business Individual Study Programme, we prepare students to understand and navigate complex economic, social and environmental challenges as future business leaders and responsible citizens.

Teaching Awards

In 2025, 1 award was given to faculty and educators at Wrocław University of Economics and Business.



Teaching Excellence and Academic Staff Development – “Diamonds of Teaching”

Granter: Wrocław University of Economics and Business

Grantee: 1. mgr Dominik Grąz 2. dr Krzysztof Hauke 3. dr Anna Jędrzychowska 4. dr Maja Jokiel 5. dr Maria Knecht-Tarczewska 6. dr Joanna Macalik 7. dr inż. Małgorzata Matyja 8. dr Magdalena Myszkowska 9. mgr Ewa Pruchniewicz 10. dr Magdalena Rajchelt-Zublewicz 11. dr Sylwia Wrona, prof. UEW 12. dr inż. Adam Zawadzki 13. dr hab. Anetta Zielińska, prof. UEW 14. dr Elżbieta Życzkowska, prof. UEW

Award Description:

Wrocław University of Economics and Business supports teaching excellence through the “Diamonds of Teaching” (Diamenty Dydaktyki) programme, an institutional initiative designed for outstanding academic teachers. The programme strengthens teaching, personal and social competencies through advanced workshops and professional development activities. Participants are selected through a competitive process, and each edition is limited to a small cohort of academic staff. The long-term objective is to develop a group of teaching experts who can support and mentor other educators, contributing to continuous improvement in teaching quality and student learning experiences. The programme has already progressed to its third edition, demonstrating WUEB’s sustained commitment to teaching excellence, innovation and professional development

Educator Recognition

At Wrocław University of Economics and Business, we recognize educators for quality of teaching in the following ways:

- ❖ Annual teaching excellence awards

- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Financial incentives
- ❖ Professional development opportunities

Teaching Voices

The following statements demonstrate ways in which educators at Wrocław University of Economics and Business support sustainability and responsible management in their classrooms.

Climate Academy

Climate education becomes more meaningful when students are able to connect knowledge with action. This idea shaped *Climate Academy 2.0 – Creativity Booster for Planet, Campus and You*, an English-language initiative, that took place on 4th of June 2025, bringing together students and staff from universities across Wrocław, including Erasmus participants.

Rather than relying only on lectures, we designed the programme as an interdisciplinary learning experience. Participants first encountered different perspectives on sustainability through contributions from business and the arts. Topics included sustainable business, overconsumption, plant-based food alternatives and the role of art in communicating climate challenges.

The second part of the event moved from discussion to action. Participants worked in groups on practical campus-related activities. They created environmental posters and collages, developed messages encouraging sustainable behaviour and produced plant compositions designed to increase biodiversity on the WUEB campus. In this way, the campus itself became part of the learning environment.

Nearly 60 students and staff participated in the 2025 edition. What we find particularly valuable about this format is the combination of climate knowledge, creativity, teamwork and visible action. Students do not simply hear that sustainability requires behavioural and organisational change; they participate in developing and implementing small solutions themselves.

For us, this is an example of education that connects awareness with agency.

Sustainable Cross-Border Entrepreneurship: Learning Sustainability by Doing

One of the approaches we value most in sustainability education is giving students opportunities to work with real challenges rather than discussing sustainable development only in abstract terms. The project *Sustainable Cross-Border Entrepreneurship: Polish–Czech Cooperation for a Green Future*, implemented with the Technical University of Liberec, provides such an opportunity.

The project focuses on sustainable entrepreneurship, the green transition and international cooperation. During workshops held at WUEB in October 2025, students from both universities first explored cross-border cooperation in sustainable business and then moved into intensive practical sessions. The programme also included a study visit to Wrocław Technology Park, helping students connect academic concepts with entrepreneurial and technological practice.

The wider project design places students in international teams working with case studies of companies implementing green technologies and circular-economy solutions. It also incorporates simulations of cross-border negotiations and the development of innovative business ideas connected with sustainability.

Our objective is to combine subject knowledge with competences that responsible managers increasingly need: collaborative problem-solving, intercultural communication, entrepreneurship, project work and an understanding of ESG and circular-economy challenges. Learning-by-doing allows students to experience sustainability as a managerial decision-making context rather than simply as theoretical content.

Barriers to Innovative Curriculum

In 2025, Wrocław University of Economics and Business identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Accreditation constraints
- ❖ Assessment challenges
- ❖ Change fatigue
- ❖ Faculty expertise gaps
- ❖ Institutional culture
- ❖ Limited interdisciplinary collaboration
- ❖ Overloaded faculty
- ❖ Time constraints

Barriers to Innovative Pedagogy

In 2025, Wrocław University of Economics and Business identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Accreditation limitations
- ❖ Administrative hurdles
- ❖ Budget constraints
- ❖ Faculty resistance
- ❖ Digital divide

- ❖ History and institutional tradition
- ❖ Overloaded faculty
- ❖ Time constraints

Continue telling your story

Statement_Dean for Education-sig

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Business Individual Study Program at Wrocław University of Economics and Business. The programme supports students' professional, personal and social development through individualised learning, academic tutoring and mentoring by business practitioners.



Workshops at DT HUB held as part of the project “Sustainable Cross-Border Entrepreneurship: Polish-Czech Cooperation for a Green Future,” implemented in 2025–2026 by Wrocław University of Economics and Business in cooperation with the Technical University of Liberec. The workshops bring together Polish and Czech students to develop competencies in sustainable entrepreneurship, green transformation, ESG, circular economy, intercultural cooperation, and project-based problem solving through case studies, teamwork, and cross-border collaboration.

Climate-Academy-2.0-agenda-with-bio

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Students taking part in a practical workshop during Climate Academy 2.0 at Wrocław University of Economics and Business, using creative and collaborative methods to explore sustainable solutions, climate action and responsible approaches to campus development.



Participants of the 6th edition of Climate Academy – “Local Flavours, Global Values” during a hands-on culinary workshop at WUEB. The activity combined climate education with sustainable consumption, local and seasonal food, plant-based alternatives and practical approaches to reducing food waste, showing how everyday food choices can support more responsible and sustainable lifestyles.



The event brought together more than 20 young participants from across Europe and created a space for direct dialogue on the future of EU policies. Discussions focused on the accessibility, safety and sustainability of transport, urban and regional mobility, innovation in greener transport systems, and employment opportunities for young people in the transport and tourism sectors. Marek Dobrowolski's participation illustrates WUEB's commitment to Community, Responsibility, Freedom and Excellence by encouraging students to engage in international dialogue, express their perspectives and contribute to debates on the social, economic and environmental challenges facing Europe. It also reflects the University's emphasis on developing civic awareness, intercultural competence and responsible participation in public life.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

How We Define Research

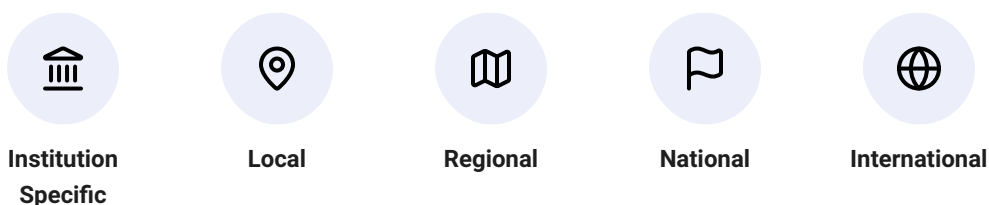
At WUEB, Research means conducting scientific studies that address current economic, business and social challenges, forming the basis for the socio-economic development of the region and the country. We strengthen our research potential by engaging young researchers and intensifying international cooperation, building recognition of our work through its real impact on economy, business and society.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, Wrocław University of Economics and Business was awarded funding for research that is:



Socializing Research

In 2025, Wrocław University of Economics and Business contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms
- ❖ Public events and lectures
- ❖ Research collaborations

- ❖ Social media and digital outreach
- ❖ International media

Research Projects

In 2025, Wrocław University of Economics and Business reported 21 research projects that implemented responsible or sustainable activities.

Economic, social and institutional conditions of water management in Polish agriculture in the context of adaptation to climate change

Period Covering: July, 2022 - July, 2027

Department: Department of Economics and Organization of Food Economy

The project is aimed at acquiring new knowledge about farmers' behaviors in the context of climate change issues related to water management in agriculture. Given the projected climate changes, the entire agricultural production system in Poland will have to undergo a transformation and become more resource-efficient. The research results may constitute a significant contribution to the development of economic sciences, especially in the area of economic and organizational aspects of conducting agricultural activity under conditions of water scarcity. The subject matter of the proposal focuses on the issues of sustainable development economics and agricultural economics. The research is not oriented towards practical application, but is intended to provide knowledge that will contribute to the development of agriculture while taking climate change into account. There is little research in the literature regarding the relationship between attitudes, agricultural management systems, and agricultural practices in the area of water management. However, it is increasingly emphasized in the subject literature that water supply is the limiting factor for the volume of agricultural production. The main objective of the project is to identify the types of relationships and the strength of dependencies between the natural, agrotechnological, and economic determinants of water resource utilization efficiency in agriculture. The main research hypothesis is formulated as follows: "Strategies and plans at the farm level only to a small extent include the issues of field water consumption for the needs of cultivated plants, as well as evapotranspiration and the yielding of grasslands." The basis of the study will be the results of empirical research conducted among farmers. The spatial scope of the research will cover the catchments of two of the three largest rivers in Poland (random selection). In total, survey research is planned to be conducted among 480 farmers. The research methodology also includes other techniques and tools, including expert interviews. This project will utilize methods of descriptive-qualitative analysis, comparative analysis, and statistical analysis. The implementation of the project will contribute to enriching the current state of knowledge in the researched area, including the economic, environmental, and social determinants of the theoretical foundations of water management in Polish agriculture. The obtained research results will enable the verification of existing views on the discussed research area and establish a

foundation and reference point for further analysis of the problem in the future, as well as in other geographical areas and/or water cadastres. The results of the research conducted within this project will bring new value to economic theory, particularly agricultural economics. The theoretical context of these considerations also falls within the areas of water management economics and environmental management in rural areas.



Effects of beta-glucan from oats in Crohn's disease - a preclinical study

Period Covering: June, 2023 - June, 2026

Department: Department of Biotechnology and Food Analysis

Crohn's disease, an increasingly common gastrointestinal disorder in the populations of developed countries, primarily affects very young individuals and children. It is a highly burdensome condition for patients, and alongside its autoimmune basis, disturbances in the composition and metabolism of the gut microbiota play a significant role in its pathogenesis. The abundance and quantitative ratio of individual types of bacteria colonizing the human gastrointestinal tract are significantly influenced by the quantitative and qualitative composition of the food consumed. Pharmacological therapy for Crohn's disease is highly invasive to the body and burdensome for patients; therefore, effective nutritional therapies are being sought. These therapies, based on biologically active plant-derived components, would effectively reduce the clinical symptoms of the disease, accelerate the onset of remission, and prolong its duration. Previous research results indicate that such plant components may be polysaccharides isolated from oat grains, specifically low-molecular-weight beta-glucans, which are part of the soluble fiber fraction. Studies on animal models of various human gastrointestinal disorders, as well as on cell lines, including cancer cells, have demonstrated numerous health-promoting effects of these compounds. These include immune-stimulating properties, as well as anti-cancer and prebiotic effects (stimulating the bacteria of the gastrointestinal tract). The aim of this project is to investigate the therapeutic effect of low-molecular-weight oat beta-glucan in two models of Crohn's disease: the domestic pig, in which the condition will be chemically induced (in vivo model), and a culture composed of three types of human colon epithelial cells, in which changes characteristic of this disease will be induced by one of its main inflammatory factors (in vitro model). The results obtained in the pig model will serve as preclinical studies regarding the therapeutic effect of low-molecular-weight oat beta-glucans in Crohn's disease, as the anatomy, physiology, and microbiology of this animal's gastrointestinal tract are highly similar to those of humans. The results from the cellular model studies will help elucidate the molecular mechanisms behind the therapeutic action of low-molecular-weight oat beta-glucan in Crohn's disease. The analysis

of biological material obtained in both the in vivo and in vitro studies will be conducted using innovative methods, including next-generation sequencing (NGS), to highly accurately determine changes in the composition and abundance of intestinal bacteria at the genus and species levels. It will also involve the immunohistochemical localization of proteins responsible for apoptosis and proliferation in intestinal cells, along with the tightness of the junctions between intestinal epithelial cells. Inflammatory markers, their gene expression, and neurotransmitters will also be determined, allowing researchers to assess the extent to which the regulatory gut-brain axis is involved in the mechanisms of the therapeutic action of oat beta-glucans in Crohn's disease.



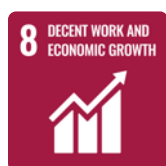
Investigations into efficiency and productivity change of decision-making units: New methods based on machine learning techniques and empirical application

Period Covering: January, 2024 - January, 2028

Department: Department of Logistics

Measuring the efficiency and productivity change over time of decision-making units (DMUs) has attracted significant interest in the scientific literature, while also being an important topic for managers and policymakers. This measurement allows answering the question of how well a given unit transforms its inputs into outputs relative to a best-practice benchmark, the so-called "efficient frontier," and consequently allows for measuring the performance of the units. Among the methods for measuring efficiency and productivity change, Data Envelopment Analysis (DEA) and Free Disposal Hull (FDH) have gained great popularity because they are flexible and do not impose restrictive assumptions on the parametric specification of technology and the distribution of efficiency. From a methodological point of view, the biggest challenge in DEA and FDH research is that the standard versions of these methods are deterministic, i.e., they assume that the research data are observed without measurement errors, sampling errors, or model variable specification errors. A related challenge is testing the efficiency results obtained using DEA and FDH for their robustness or sensitivity to certain data changes, such as adding or omitting units, or adding or omitting certain inputs or outputs. Current DEA and FDH research is being enriched with machine learning techniques. These techniques are mainly used to estimate production functions with stochastic features or to analyze the results obtained in the calculations. Machine learning is a set of modern techniques based on computer algorithms that improve automatically through experience. These include, for example, classification and regression trees, bagging, random forests, neural networks, boosting, and support vector machines. From an empirical point of view, DEA and FDH have been widely applied to analyze many fields, including banking, education, healthcare, agriculture, manufacturing, energy, tourism, and

transport. There is relatively little research in the area of applications concerning the assessment of efficiency and/or productivity change for the justice system in Poland and for investment portfolios taking into account sustainability criteria. An in-depth analysis of the literature indicates that although intensive research is being conducted on DEA and FDH techniques in terms of their deterministic nature and the robustness of the results, as well as in terms of empirical applications for the efficiency and/or productivity change of courts and investment portfolios, many important research problems remain unresolved. The main goals of the project are, on the one hand, to push the boundaries of methodological knowledge regarding DEA and FDH in relation to their deterministic nature and the robustness of results using machine learning techniques, and on the other hand, to apply DEA and FDH techniques in less thoroughly researched empirical contexts concerning courts in Poland and investment portfolios taking into account sustainable development criteria. In addition to the scientific aspect, the results of the research conducted within the project may also be useful for various stakeholders, such as unit managers, other decision-makers, and public policy creators. Efficiency measures based on DEA and FDH that will be developed and applied in the project evaluate the performance of units and thus provide useful information that can help both the worst and the best-performing units to improve their operations in the future. The results obtained in the research can also be useful for policymakers in developing public policy instruments to improve the performance of sectors, or in evaluating the effectiveness of instruments that have already been implemented.



Stakeholder relations and their impact on green last-mile delivery on e-commerce market - a comparative case study

Period Covering: January, 2024 - January, 2027

Department: English Language Team (Foreign Language Center)

The project addresses the issue of "last mile" deliveries, which are costly, inefficient, and environmentally unfriendly. They pose a significant challenge for various parties, including e-customers, e-commerce services, transport companies, local governments, and residents. In this context, there is a need for stakeholder collaboration to introduce green last-mile delivery solutions. The research focuses on identifying the stakeholders of green last-mile deliveries in e-commerce and building a tool to diagnose the relationships between them. The goal is also to understand the relationships and power dynamics among stakeholders through a case study of four cities: Rotterdam, Gothenburg, Wrocław, and Košice. The research aims to develop recommendations supporting green last-mile deliveries in cities included in the European climate mission. The research results are intended to assist local governments in formulating urban logistics strategies related to green last-mile deliveries in e-commerce.



Adsorbent's type vs. adsorption efficiency of undesirable substances from edible niche oils

Period Covering: July, 2024 - July, 2026

Department: Department of Agricultural Engineering and Quality Analysis

The aim of the project is to determine the effectiveness of selected adsorbents in removing undesirable substances from niche edible oils, as well as to investigate the possibility of adsorbing selected substances dissolved in pumpkin seed oil and walnut oil obtained through a high-temperature pressing process. To achieve the project's goal, mixtures of various adsorbents exhibiting different physicochemical properties will be created. Acquiring fundamental knowledge in this subject area will make it possible to verify whether the designed adsorbent mixtures exhibit a synergistic or antagonistic effect in the adsorption of undesirable substances. In the first stage, the initial quality parameters of the selected oils will be determined, and the adsorption capacities of the adsorbents will be verified. In the second stage, the oils will be subjected to purification using adsorbents based on bentonite, clays, kerolite, aluminum oxide, and activated carbon, in various compositional variants, modifications, and at different process temperatures. Next, using known methods for determining substances dissolved in oils, the influence of the applied adsorbent on the profile of substances adsorbed from the oil will be examined. In the third stage, based on the results of the planned research, an adsorbent mixture dedicated to removing excess chlorophylls, free fatty acids, and phospholipids from the selected niche oils will be designed. The expected result is the development of an adsorption mixture dedicated to removing undesirable substances from edible oils while minimizing the removal of oil components that positively affect human health (phytosterols, carotenoids, essential fatty acids, polyphenols).



Evaluation of the possibility of using naringinase to obtain hesperetin 7-O-glucoside

Period Covering: August, 2024 - November, 2025

Department: Department of Biotechnology and Food Analysis

Naringinase is an enzyme complex exhibiting dual activity: α -L-rhamnosidase and β -D-glucosidase. This enzyme can hydrolyze, among others, hesperidin, a flavonoid commonly found in citrus fruits, primarily in oranges. Hesperidin can be deglycosylated by α -rhamnosidase into rhamnose and hesperetin-7-O-glucoside (Hes-7-G), which is subsequently hydrolyzed by β -D-glucosidase into glucose and hesperetin. Hes-7-G is more water-soluble than hesperidin and its aglycone – hesperetin. The enzymatic bioconversion of hesperidin to Hes-7-G can alter its absorption site and increase its bioavailability in juices, which is desirable in the context of practical applications in the food industry. The aim of the project is to investigate the possibility of using naringinase from *Aspergillus niger* KMS for the effective hydrolysis of a hesperidin preparation and this flavonoid contained in orange juice, in order to obtain hesperetin-7-O-glucoside (Hes-7-G). To achieve targeted hydrolysis leading to the production of Hes-7-G, the deactivation of β -D-glucosidase will be necessary.



Conceptualizing the innovation strategy model - the SME perspective

Period Covering: December, 2024 - September, 2026

Department: Department of Accounting, Reporting and Financial Analysis

The aim of the research activity is the conceptualization of an innovation strategy model tailored to the needs of small and medium-sized enterprises (SMEs). This objective stems from a review of the current state of research and its findings, based on an analysis of publications related to tools supporting the innovative activities of small and medium-sized enterprises.



New photoactive niobium(V)-containing oxide compounds as photocatalysts for the purification of drinking water from organic micropollutants

Period Covering: November, 2025 - November, 2026

Department: Department of Inorganic Chemistry

The aim of the project is to develop photocatalysts based on niobium(V) oxide and its compounds in the CaO–Nb₂O₅, Nd₂O₃–Nb₂O₅, and CaO–Nd₂O₃–Nb₂O₅ systems, designed for the removal of organic micropollutants from water intended for contact with food. The investigated materials,

characterized by a wide band gap, high chemical stability, and the potential for structural modification, will be tested for their photocatalytic efficiency in the removal of pesticides, preservatives, and other pollutants. Photocatalysis, as a water purification method requiring minimal use of chemicals and energy, represents a promising solution for the food industry.



Application of Microwave Processing in the Analysis of Nutritional Value and Silymarin Content in Milk Thistle Sprouts and Seeds Using Infrared and Raman Spectroscopy

Period Covering: December, 2025 - December, 2026

Department: Department of Bioorganic Chemistry

The objective of the conducted research is to determine how microwave treatment affects the nutritional value and silymarin content in milk thistle seeds and sprouts. The plant material (seeds) will be sourced from the Herbapol company in Poznań. Based on results published in an international journal, a method for increasing silymarin content by modifying light conditions and sprout growth time was developed. Infrared (IR) spectroscopy analysis confirmed the effectiveness of this method in assessing flavonolignan content and the presence of phenylpropanoid pathway metabolites. Building on these findings, the project is planned to be expanded to evaluate the impact of microwave treatment as a potential factor enhancing silymarin biosynthesis, as microwaves can affect the physicochemical structure of the seeds. The subsequent stage of the research will determine whether applying microwave treatment prior to germination will lead to an increase in silymarin content in milk thistle sprouts.



The communicative value of sustainable products and consumer behavior

Period Covering: February, 2024 - February, 2026

Department: Department of Econometrics and Computer Science

The communicative value of sustainable products and consumer behavior



Measurement of hotel service quality in the digital economy

Period Covering: February, 2024 - November, 2025

Department: Department of Marketing and Tourism Management

The aim of the study is to develop a new and more adequate scale for measuring the quality of hotel services - one that takes into account the unique needs and expectations of customers, as well as the specific characteristics of the modern industry operating within the digital economy.



Destandardization of pension paths in Poland: current state and perspectives of changes

Period Covering: February, 2024 - November, 2025

Department: Department of Sociology and Social Policy

Destandardization of pension paths in Poland: current state and perspectives of changes



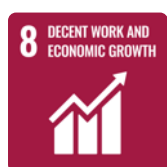
East Asia on the path to sustainable development

Period Covering: February, 2024 - November, 2025

Department: Department of International Business

This interdisciplinary study is a continuation of the team's research on the regional and transregional cooperation of East Asian countries. After investigating cooperation in the field of security and defense policy, as well as broadly understood "resilience" in East Asia, which resulted in, among other things, two monographs (details in the publications of the team members), we propose to examine selected challenges and cooperation regarding sustainable development. The initiators and leaders of the actions launched in the 1970s for the protection of the natural environment, which subsequently

evolved into the principle of sustainable development, were the societies of Western Europe, the USA, and Canada. These actions were taken in response to the threat of ecological disaster. It was recognized that preventing this disaster required global cooperation and a change in the lifestyle model (The Club of Rome Report, "The Limits to Growth"). Although the initiative met with a positive reception in the sphere of political declarations, it was not adopted by developing countries, and the proposal to change the socio-economic development model was explicitly contested by these states. They perceived the concept of sustainable development as a barrier hindering development. They believed that the only path to development was to replicate the economic model of developed countries from the turn of the 19th and 20th centuries. Furthermore, they declared to protect the natural environment only after reaching an (unspecified) level of development. It was a paradox that economic development was given primacy over the natural environment by societies/states whose civilization is based on the foundation of human unity with the natural environment—harmony in the world, the best example of which being the philosophical systems in Asia. For many years, East Asian countries were perceived as uninterested in actions for sustainable development, and even if they did engage in cooperation, it was assessed as the result of external pressure. Over the past few years, however, both the sustainable development policy in East Asian countries and its perception outside the region have been gradually changing. Consequently, differences in the perception of threats to further development and in the ways of counteracting these threats are diminishing. A global consensus on sustainable development and international cooperation in implementing actions in this area is gradually being built. Hence, we consider it justified and desirable to undertake in-depth research on the East Asian region due to its economic, demographic, and political significance in the world. This rapidly developing region faces many challenges related to sustainable development, at least some of which are of significant importance not only to itself but to the entire world.



Green Bonds as a Catalyst for Value: A Multidimensional Analysis of the Impact of Certified Issuances on the Valuation of Companies in the European Union

Period Covering: February, 2025 - November, 2026

Department: Finance

In the face of growing climate challenges and the increasing importance of sustainable development, green bonds (GB) are becoming a key instrument for financing the ecological transition of enterprises. Despite the dynamic development of the green bond market, there is a significant research gap regarding the comprehensive assessment of the impact of GB issuance on the market value of

companies, especially in the European context. This study aims to fill this gap by analyzing market reactions to the issuance of green bonds in various geographical regions, focusing particularly on the different reactions of investors to certified and uncertified issuances of these instruments.



A Conceptual Model for Reporting Information in Equity Crowdfunding: Project Transparency and Progress Monitoring

Period Covering: February, 2025 - November, 2026

Department: Department of Accounting, Reporting and Financial Analysis

The aim of the study is to develop a concept of a reporting model for entities using equity crowdfunding, enabling investors to assess the execution of project assumptions and monitor progress in achieving declared goals.



Games, Heritage, Arts, & Sport: the economic, social, and cultural value of the European videogame ecosystem

Period Covering: January, 2024 - December, 2026

Department: Department of Advanced Research in Management

GAMEHEARTS will seek to maximise the value of the European videogame industry ecosystems (hereafter, EVGIE) within a wider social context of the creative and cultural industries (hereafter, CCI). This will consider the importance of the EVGIE in contributing to economic growth, job creation, physical and mental wellbeing, and social and cultural cohesion, by particularly focusing on, how a stronger and closer working relationship between more the traditional and emergent cultural sectors, can work better to create more inclusive and socially responsible cultural experiences. The consortium will offer policy recommendations and roadmaps setting out how the EVGIE can and should develop, and where it could act as a driver for sustained innovation and economic growth. It will utilise an evidence-based approach that focuses not just on videogame development, but rather adopts a holistic ecosystem approach, utilising both established and more innovative methodologies, to consider the competitiveness and development of the EVGIE, and how videogame know-how and technologies could drive innovation in the wider CCI. In doing so, GAMEHEARTS will develop ludic experiences, to explore possibilities of more inclusive, engaging, and empowering cultural

experiences. Working across seven work packages the universities of Salford (UK), Tampere (Finland), Vienna (Austria), Breda University of Applied Sciences (Netherlands), and Wroclaw University of Economics and Business (Poland) will work in parentship with Ubisoft (France) and other major videogame partners and associations (including the ISFE & EGDF) to explore current and future trends in the EVGIE. Beyond this, we will work with certain cultural case studies partners to consider how game-related technologies and practices are and could be used to increased access to heritage, the arts, and sport.



Innovation Efficiency in the EU - Policy Implications

Period Covering: February, 2026 - November, 2026

Department: Mathematical Economics

The research project aims to review innovation policy in the EU, assess the effectiveness of research and development (R&D) spending in Member States, and use the findings to formulate recommendations for future innovation policy in selected EU countries.



Colored corn grain processing technology to produce a gluten-free material with high nutritional and functional parameters

Period Covering: May, 2024 - May, 2027

Department: Biotechnology and Food Analysis

The aim of the project is to develop innovative gluten-free snacks using coloured maize. An intermediate objective is to develop a method for sustainable processing the maize to give the final products the desired properties. The project also seeks to meet growing demand for snacks that appeal to consumers looking for healthier food choices.

The intended outcome is a range of products, including coloured maize puffs and maize cakes with high antioxidant activity. Using maize rich in natural antioxidants and developing a suitable and efficiency processing method is expected to produce functional foods sought by health-conscious consumers.

The findings will contribute to food technology research by providing new information about the properties of coloured maize and the most suitable processing conditions for making these snacks. The project will also involve a team of early-career researchers in conducting the research and analysing its results. This will help them gain experience and skills in innovative plant-based food processing, while supporting the sustainable development of research capacity in the field.



Digital Medicine: an Innovative approach for Support and Upgrade of the diagnosis and Therapy based On Research

Period Covering: September, 2023 - October, 2028

Department: Business Intelligence in Management

A project by the Medical University, the University Clinical Hospital and the Wroclaw University of Economics and Business has won the Medical Research Agency's competition for the creation and development of Regional Digital Medicine Centers and have received 27 million zlotys to develop the infrastructure.

The RCMC project will bring together information from laboratory, pathomorphology, radiology, and hospital systems in one place. The creation of the RCMC will contribute to the development of digital medicine IT solutions that enable the analysis of medical data, and tools that facilitate the work of doctors. This will translate into an improvement in the effectiveness of patient treatment and access to innovative therapies, which will ultimately help meet the health needs of the population and eliminate the barriers currently present in the medical care system.

The centers are expected to bring Poland to the world leaders in digital medicine. They are also to act as a catalyst for innovation in healthcare, redefining medical research and patient care.

With this data and the scientific papers produced, we will be able to improve the efficiency of patient treatment, as well as influence the educational process of medical personnel.

Marcin Drozd, director of the University Clinical Hospital in Wroclaw



Experience sharing of V4 against the shadow economy, corruption and tax avoidance in Ukraine

Period Covering: January, 2024 - June, 2025

Department: Accounting, Reporting and Financial Analysis

The project aims to share the knowledge of the V4 countries with Ukraine in fighting corruption and detecting fraud. The project focuses on four activities: fighting corruption by changing people's mentality, digitising tax processes, introducing new tools for detecting tax gaps, taking care of resources and the natural environment-green tax. Partners from Czech Republic, Poland, Hungary and Ukraine will share knowledge and modelling learning the correct behaviour is crucial in changing the awareness of corruption and tax avoidance. This knowledge will guarantee better use of financial resources in Ukraine.



Housing market & sustainability issues linked to dominance of housing asset in retirement portfolios

Period Covering: January, 2025 - July, 2026

Department: Mathematical Economics

The project aimed to address housing supply challenges in the Visegrad Group (V4) countries while improving understanding of the financial challenges faced by an ageing population. In particular, it sought to identify and address the following issues:

1. High exposure to housing assets in retirees' wealth portfolios. This leaves older people with limited access to liquid assets. Under current market conditions, using housing wealth to supplement retirement income requires a high level of financial knowledge, including awareness of options such as reverse mortgages.
2. Deteriorating housing quality. Older people often remain in family homes that are too large and costly to maintain or modernise. This can result in inefficient heating and cooling systems and, in some cases, practices that harm the climate, such as burning wood.
3. Tradition and family considerations. These contribute to the limited use of wills and estate planning, which remain exceptions rather than common practice.
4. Housing supply shortages, particularly in large cities. Young families are unable to purchase a home.



Research Awards

In 2025, Wrocław University of Economics and Business was awarded 2 research awards for responsibility- and/or sustainability-related research.



Best Paper Award winner at the 1st LUM Conference on Accounting & Finance Research

Granter: Dominika Hadro

Grantee: LUM University

Award Description:

Award Details

- Paper Title: "Addressing Symbolic vs. Substantive Disclosures under CSRD/ESRS E5 in the Circular Economy Disclosure of the Automotive Industry"
- Co-authors: Davide Calandra, Justyna Fijałkowska, Dominika Hadro, Michele Oppioli, and Silvana Secinaro
- Conference: 1st LUM Conference on Accounting & Finance Research (Bari, Italy, June 9–10, 2025)
- Journal Publication: The research was published in the journal "Business Strategy and the Environment". 35(3), 4360–4375.
DOI: 10.1002/bse.70412.



Voluntourism – Balancing between social mission and business aspects. A case study: AKRA FOUNDATION - 1st First place for a research presentation - Young Scientists of the ACC Conference

Granter: International jury of the ACC conference; UEW, Jelenia Góra Branch / ACC

Grantee: Graczyk Paulina

Award Description:

The international Young Scientists of the ACC conference provides a forum for young researchers from Poland, Germany and the Czech Republic to exchange knowledge and experience. Participants presented their research, ideas and reflections on contemporary economic, social and ethical

challenges. More than 30 students, doctoral researchers and lecturers from the three countries took part.

The conference was organised by the Jelenia Góra Branch of the Wrocław University of Economics and Business in cooperation with the Academic Coordination Centre in the Euroregion Neisse–Nisa–Nysa. An international jury recognised the best presentations.

The voluntourism case study examines the relationship between social mission and business activity. The topic corresponds to social responsibility - Responsible tourism and social mission.

Research Presentations Related to RME and/or Sustainability

In 2025, Wrocław University of Economics and Business gave 3 research presentations related to RME and/or sustainability.

Data analytics based on MCDM methods for business sustainability – what's behind and what lies ahead?

| [DOI](#)

Authors: Elwira Gross-Gołacka | Marta Kusterka-Jefmańska | Bartłomiej Jefmański | Krzysztof Błoński

Date of publication: January, 2025

Presented at: 58th Hawaii International Conference on System Sciences (HICSS-58)

Department: Econometrics and Computer Science

A bibliometric analysis of research published in 2007–2024 on multi-criteria decision-making (MCDM) in sustainable business. The paper traces how the topic has developed and discusses the role of AHP, ANP, TOPSIS and fuzzy methods in handling decision uncertainty.



Local Governments as Institutional Actors Framing Local Environments

Authors: Mempel-Śnieżyk Anna, Wrocław University of Economics and Business | Hee-Jung Jun, Sungkyunkwan University, South Korea

Date of publication: September, 2026

Presented at: National or international discipline-specific conference

Department: Economics

Local governments play a central institutional role in shaping local development conditions, yet their specific mechanisms of influence remain underexplored. This article examines how local governments design and implement instruments that structure spatial, socio-economic, and regulatory environments. Anchored in an institutional governance perspective, the analysis focuses on planning capacity, procedural arrangements, and the strategic use of regulatory tools. Empirically, the study is based on qualitative analysis of planning documents, council resolutions, official reports, and administrative materials from one of the fastest-growing municipalities in Poland. Particular attention is given to local government responses to rapid spatial and demographic transformations linked to high-tech industrial expansion and the inflow of external workers. An illustrative case of a major Korean investment in Poland demonstrates how local authorities used planning instruments, infrastructural regulation, and cross-sector coordination to shape local development conditions. The findings show that local governments do not merely respond to external pressures, but actively co-produce development trajectories through institutionally embedded practices. The study contributes to local governance research by highlighting that local environments are shaped by deliberate institutional action rather than passive market-driven outcomes.



Green Consumer Motivation: An Empirical Study of Drivers Behind the Purchase of Recycled Refrigerators in Poland

Authors: Małgorzata Krzywonos, Wrocław University of Economics and Business | Agnieszka Jagoda, Wrocław University of Economics and Business

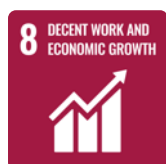
Date of publication: September, 2025

Presented at: National or international discipline-specific conference

Department: Economics

This study explores the motivations shaping Polish consumers' willingness to purchase refrigerators containing recycled polyurethane (PUR) foam. It investigates the relative importance of intrinsic motivation, including environmental values and product quality, and extrinsic motivation, including price and incentives. The research was conducted within the EU Circular Foam project through two online semi-structured focus group interviews in Upper Silesia, Poland, in May and June 2023. The groups included participants aged 20–39 and 40–60, familiar with PUR products and open to recycling. Discussions addressed environmental practices, awareness and perceptions of PUR foam, refrigerator purchasing decisions and closed-loop material cycles. Findings indicate that participants reported eco-friendly practices and accepted refrigerators with recycled PUR foam when quality matched conventional products. However, environmental considerations rarely determined purchase

decisions. Consumers prioritised energy efficiency, durability, functionality and price, and rejected paying a premium for recycled components. Participants expected transparent communication about the recycling process and clear labelling; younger participants also mentioned warranties as incentives. The study concludes that extrinsic factors dominate purchase intentions. Market uptake of refrigerators with recycled PUR foam therefore requires clear, credible information, maintained quality and price parity or a lower price, alongside policy and producer measures that support circular product design.



Publications Related to RME and/or Sustainability

Sustainable development in production companies: integrating environmental strategy and green management style

| [DOI](#)

Authors: Katarzyna Piwowar-Sulej | Qaisar Iqbal | Vishal Dagar | Sanjeet Singh d

Date of publication: August, 2025

Department: Labor, Capital and Innovation

This study examines the indirect effect of sustainability-oriented leadership (SOL) on eco-friendly innovative behaviors (EFIBs) through environmental awareness (EA) based on social exchange theory. Additionally, it investigates the conditional role of proactive personality (PP) on the “SOL-EA” relationship. The authors collected data from 284 manufacturing SMEs in Poland using a time-lagged two-stage design, and employed partial least squares structural equation modeling (PLS-SEM) to test the proposed hypotheses. The empirical findings reveal that SOL impact employees’ EFIBs significantly indirectly (through EA), and PP amplifies the impact of SOL on EA. To the best of our knowledge, this study is the first to empirically test the integrated relationships among SOL, EFIBs, EA, and PP. This study contributes theoretically to the literature on leadership, innovation management, and employee behaviors from the perspective of a developed country.



Shaping sustainable development of tomorrow: generation Z competencies, green consumption values and the role of knowledge acquisition sources

| [DOI](#)

Authors: Szymon Cyfert | Joanna Górka | Katarzyna Piórkowska | Wojciech Dyduch | Waldemar Glabiszewski | Roman Batko

Date of publication: December, 2025

Department: Management

Purpose – Based on studies combining sustainable development competencies and green consumption values, this paper aims to explore the relationship between Generation Z's sustainable development competencies and green consumption values and to determine how sources of sustainable knowledge acquisition moderate this relationship. **Design/methodology/approach** – The data collected from 1,570 students were analyzed using structural equation modeling. **Findings** – Our research confirms that sustainable development competencies positively and significantly impact Generation Z's attitudes toward green consumption values. Furthermore, sources of sustainability knowledge acquisition moderate the relationship between sustainability literacy and Generation Z attitudes toward green consumption values. The findings suggest that the acquisition of sustainability knowledge from multiple sources is critical in shaping Generation Z attitudes toward green consumption values. **Practical implications** – The key to increasing attitudes toward green consumption values among Generation Z is to provide access to sources of sustainable development knowledge acquisition. Adequate information support generated by sources of sustainable development knowledge acquisition can help shape attitudes toward green consumption values that translate into appropriate purchasing decisions. **Social implications** – The survey indicates the significance of diversifying sources of sustainable development knowledge. Although the study received results suggest that Generation Z's sustainable development competencies influence attitudes toward green consumption values, they allow us to note that much greater effects are generated when a variety of sources of sustainable development knowledge acquisition are used. Thus, it is desirable not only to communicate about sustainable development but also to tailor the sources of sustainable development knowledge acquisition to the audience's expectations are desirable. **Originality/value** – This study analyzes the relationships between sustainable development competencies and green consumption attitudes, thus filling the gap in sustainable development competencies research and broadening its scope. The results indicate the need to change attitudes through the development of competencies that should enable active and responsible participation in sustainability. At the same time, the research shows some links between green consumption and purchasing behavior, suggesting the influence of green consumption values and orientations on sustainable and environmentally friendly consumption.



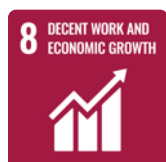
Do Sustainability-Linked Bonds Pay Lower Interest Rates? | [DOI](#)

Authors: Alfons Oude Lansink | Magdalena Kapelko

Date of publication: May, 2025

Department: Logistics

Sustainability-Linked Bonds (SLBs) are a recent phenomenon in debt financial markets that is attracting increasing attention in the literature. Nevertheless, there is still very little evidence on the potential existence of a so-called interest premium, reflecting the investors' willingness to accept lower expected returns for holding SLBs as compared to conventional bonds. This paper proposes the use of a frontier approach for analyzing the presence of the SLBs premium using Data Envelopment Analysis (DEA). In particular, we develop a two-stage procedure. In the first stage, DEA is applied to derive inefficiency measures reflecting the distance of the bond to a frontier defined by time to maturity, risk, and interest rate. Inefficiency indicates that the issuer pays a lower interest rate (discount) as compared to that of the highest yielding bonds located at the frontier. In the second stage, OLS regression with robust standard errors is used to analyze the relation between the distance to the frontier derived from the first stage and a set of bond characteristics, including a dummy variable indicating whether the bond is an SLB. The empirical application focuses on data of all bonds issued in Euros observed over the period 2015–2022. The main result shows that SLBs pay higher, though statistically insignificant, interest rates compared to conventional bonds. Hence, we do not find evidence for the SLBs interest premium and cost of capital argument, in which SLBs are issued to benefit from a cheaper source of financing.



From SRISK to N-RISK: Measuring Systemic Risk under Market, Transition, and Physical Climate Stress

| [DOI](#)

Authors: Ewa Dziwok | Witold Szczepaniak

Date of publication: December, 2025

Department: Financial Investments and Risk Management

Systemic risk measures such as SRISK and S&CRISK quantify capital shortfalls under extreme stress but remain tailored to specific sources of fragility. In reality, crises often arise from the coincidence of multiple shocks: market turmoil, climate events, liquidity freezes, or geopolitical disturbances. We develop N-RISK, a general framework for capital shortfall measurement that accommodates an arbitrary number of simultaneous stress factors. To illustrate its applicability, we implement a three-factor version incorporating market, transition, and physical climate shocks, showing how multidimensional stress alters systemic fragility. Conditional betas are estimated via a multivariate GJR-DCC-GARCH model to capture time-varying sensitivities and cross-dependencies. The measure nests SRISK and S&CRISK as special cases, while extending to higher dimensions where fragility stems from the joint heterogeneous risk drivers.



Financial Security and Household Life Insurance. Bridging the Gap | [DOI](#)

Authors: Joanna Dębicka | Anna Jędrzychowska

Date of publication: December, 2025

Department: Statistics

This book offers a comprehensive understanding of a novel approach to household security following the loss of an adult member, introducing the concept of Bridging Household Life Insurance. It addresses the financial and functional instability that families face after the death of a spouse or partner by proposing a new type of insurance that compensates for the loss of unpaid domestic labour, such as caregiving, household management, and other essential non-market activities. Unlike traditional life insurance, the proposed contract focuses not only on income replacement but also on maintaining household stability by covering the cost of services that become necessary due to the loss of a family member's contributions. Thus, it helps ensure continuity in everyday life, reducing the burden on surviving family members and helping them adapt to new circumstances without significant disruptions. The book develops an advanced multistate model that the variability of the household life cycle, not just the future lifetime of the insured persons, which allows for more accurate contract valuation. Comparative analyses across EU countries are used to examine the impact of socio-demographic factors and the COVID-19 pandemic on the premium amount. In addition, the book offers practical recommendations for implementing this insurance on the market and considers its applications in social and demographic policy, national accounts, and the fields of law and economics. The work enriches the existing literature with new tools and concepts that researchers, scholars, actuaries and practitioners can use to manage risk better and protect households against financial instability.



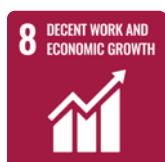
Sustainability-Oriented Leadership and Business Strategy: Examining the Roles of Procedural Environmental Justice and Job Embeddedness | [DOI](#)

Authors: Qaisar Iqbal | Katarzyna Piwowar-Sulej | Reeti Agarwal | Muhammad Zafar Yaqub

Date of publication: January, 2025

Department: Labor, Capital and Innovation

Organizations are progressively focusing on their sustained growth by designing and implementing environmentally friendly policies. However, their environmental performance depends on their employees' proenvironmental behavior and the firm's sustainability policies. Previous research has provided evidence that environmentally specific servant leadership, transformational leadership, ethical leadership, spiritual leadership, and charismatic (value-based) leadership enhance employee organizational citizenship behavior toward the environment (OCBE). However, limited research examines the role of sustainability-oriented leadership (SOL) in maturing employees' OCBE. This research examines the SOL–employee OCBE linkage mediated through mechanisms like perceived environmental justice and affective commitment to one's supervisor under varying permutations of employee job embeddedness (EJE). More specifically, this paper examines SOL's direct, indirect, and moderated effects on OCBE through perceived environmental justice and employee commitment toward the leader under disparate EJE levels. The empirical findings confirm a direct impact of SOL on employees' OCBE. It was also evident that SOL significantly and indirectly influences employees' OCBE through procedural environmental justice under disparate levels of job embeddedness. The paper advances academic and managerial understanding on OCBE proliferate in organization. Besides enriching literature, the study's findings provide valuable insights to organizations seeking to enhance OCBE through fostering SOL, PEJ, and EJE.



Research Voices

The following statements demonstrate ways in which researchers at Wrocław University of Economics and Business bring sustainability and responsible management into their research.

Sustainable Urban Logistics Microhub in Wrocław

Sustainable Urban Logistics Microhub in Wrocław

As a researcher at Wrocław University of Economics and Business, my work on last-mile logistics revealed a growing paradox: surging e-commerce demand and customer expectations for instant doorstep delivery were dramatically increasing urban traffic, air pollution, and noise in historical city centres. Addressing this complex challenge required bridging rigorous academic insight with municipal policy and commercial operations.

In June 2025, Wrocław University of Economics and Business initiated and launched Poland's first shared consolidation microhub in Wrocław's historic core. This multi-stakeholder partnership unites the City of Wrocław (Gmina Wrocław) and six competing logistics operators—DPD, GLS, Allegro One, InPost, Wrocławscy Kurierzy Rowerowi, and Makro Cash&Carry. By consolidating cross-dock deliveries and shifting parcel distribution to zero-emission cargo bikes, the initiative has visibly cut delivery van entries, mitigated congestion, and delivered measurable logistical efficiencies.

The microhub improved the efficiency and sustainability of last-mile deliveries in Wrocław's historic centre. Its implementation reduced in the involved companies the number of delivery vehicles by 35% while increasing the use of cargo bikes by 37.5%. As a result, fewer parcels were delivered by vans, whereas bicycle deliveries rose substantially, with cargo bikes now serving more than half of all delivery points.

Our collaborative model directly advances SDG 11 (Sustainable Cities and Communities), SDG 13 (Climate Action), and SDG 17 (Partnerships for the Goals). Recognised as a milestone investment of 2025 and featured in European urban networks such as C40 Cities and NetZeroCities, the hub provides a tested, scalable framework that we continue to monitor, refine, and transfer to other metropolitan areas across Europe.

dr hab. inż. Maja Kiba-Janiak, prof. UEW

Department of Strategic Management and Logistics, Wrocław University of Economics and Business

Creative industries and video games

My recent team research, conducted as part of the EU-funded GAMEHEARTS project (Grant Agreement No. 101132543; 2024–2026), examines how cooperation within and beyond the video game industry ecosystem can foster innovation and enhance the innovativeness of video games and other digital cultural outputs. Video games are not merely commercial, entertainment-oriented

products. They bring together technology, design, storytelling, music, cultural heritage, and art. Nevertheless, cooperation between game developers and other cultural and creative industries, including cooperation in innovation processes, remains limited.

These challenges are addressed in Work Package 3 (WP3) of the GAMEHEARTS project, entitled “The Videogame Industry Ecosystem.” WP3 investigates the mechanisms underlying co-creation and co-innovation among video game developers, both within and beyond the gaming ecosystem. At Wrocław University of Economics and Business, our team conducted research on cooperation, value co-creation, and innovation. I led the research and the development of recommendations for game developers, other actors in the gaming ecosystem, including NGOs and policymakers, and organisations in other cultural and creative industries (CCIs).

The findings and recommendations are based on extensive and diverse research. This includes an in-depth analysis of secondary sources comprising 61 scientific articles, 56 industry reports, and 18 statistical reports, as well as a comparative analysis of nine case studies. The primary research used a multi-method approach and included 29 qualitative interviews, comprising two focus group interviews and 27 in-depth interviews, four design-thinking marathons, and a large-scale quantitative survey of 1,270 video game developers from 29 European countries.

In 2025, the GAMEHEARTS project publicly released a 300-page report entitled “[D3.3 Report & Recommendations for VGD](#).” It presents key findings and recommendations for practitioners and European decision-makers on how to create a more coherent environment for video game development and cooperation with the wider creative sector. The recommendations call, among other things, for more integrated policy approaches, targeted support for smaller studios, improved conditions for cross-sector collaboration, clearer intellectual property frameworks, and stronger recognition of video games as cultural and educational works. The report has been downloaded more than 560 times, indicating substantial interest in its findings and recommendations.

The potential beneficiaries of this research include video game developers, including small and medium-sized enterprises, cultural institutions, creative professionals, and public authorities responsible for innovation, cultural, and creative-industry policy. From our perspective, responsible management means treating collaboration and coopetition, rather than competition alone, as ways to build a resilient and inclusive creative economy. By connecting research, industry, and policymaking, the project contributes to Sustainable Development Goal 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure), and SDG 17 (Partnerships for the Goals).

Prof. Dr hab. Patrycja Klimas

Department of Advanced Management Research

Wrocław University of Economics and Business

Optimising Municipal Waste Collection

My research focuses on applying optimisation methods to practical challenges in municipal waste management. Waste collection systems must meet statutory collection-frequency requirements while responding to the differing needs of municipalities, residential areas and waste fractions. Without effective planning, schedules can produce uneven workloads, unnecessary transport capacity requirements and avoidable vehicle movements.

At Wrocław University of Economics and Business, together with research collaborators, I developed mixed-integer programming models that support the planning of municipal waste-collection schedules. These models help local governments and waste-management operators balance collection workloads over the year, including periods affected by public holidays, while taking account of collection frequencies, seasonal variation and local conditions. The research was implemented in the PLANIQA information system, which supports the preparation, management and optimisation of collection schedules.

The system translates academic research into a practical decision-support tool for municipalities. More balanced schedules can help operators use vehicles and staff more efficiently, reduce unnecessary journeys and support lower fuel consumption and emissions. For residents, the related *Kiedy Wywóz* digital service makes collection schedules easier to access and can provide information on local waste-management arrangements, including collection dates and waste-disposal points. Published research documents the use of the optimisation approach on real municipal cases in Lower Silesia and reports its application across more than 50 selected cities in the region. The available public sources confirm that PLANIQA and *Kiedy Wywóz* serve different but complementary functions: PLANIQA is the optimisation and scheduling system, while *Kiedy Wywóz* is a resident-facing information service. The specific figures of 30 municipalities, 5 million residents and 120,000 users should be confirmed directly with PLANIQA before publication.

This work demonstrates responsible management by using evidence-based logistics methods to make essential public services more efficient, understandable and environmentally responsible. It contributes to SDG 11: Sustainable Cities and Communities, SDG 12: Responsible Consumption and Production, and SDG 13: Climate Action.

dr hab. Paweł Hanczar, prof. UEW

Department of Logistics, Wrocław University of Economics and Business

Research Barriers

In 2025, Wrocław University of Economics and Business identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Funding challenges
- ❖ Publishing barriers

- ❖ Retention and engagement
- ❖ Skills and expertise gaps
- ❖ Time constraints
- ❖ Collaboration challenges

Continue telling your story

PRME_ TT report 2025_3

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SCIENTIFIC SEMINAR ON SUSTAINABILITY

9 DECEMBER 2025

MS Teams

14:00 - 14:05	Official opening – prof. dr hab. Bogusława Drelich - Skulska, Vice-Rector for International Cooperation, dr Karolina Daszyńska-Zygadlo, Head of Sustainable Development Office (WUEB)
14:05 - 14:25	Transforming Sustainability Research into Policy Action - Subhash Abhayawansa, Swinburne University of Technology, Australia
14:25 - 14:30	Q&A session
14:30 - 14:50	Australia Third Party Decertification: A Relational Signaling Approach - Maria Jose (Majo) Murcia, IAE Business School, Austral University, Argentina
14:50 - 14:55	Q&A session
14:55 - 15:15	Addressing Symbolic Versus Substantive Disclosures Under CSRD/ESRS E5 in the Circular Economy Disclosure of the Automotive Industry - Davide Calandra, University of Turin, Italy; Dominika Hadro, Wrocław University of Economics and Business, Poland
15:15 - 15:20	Q&A session
15:20 - 15:30	Closing remarks - dr Karolina Daszyńska-Zygadlo

This event supports realization of the following sustainable development goals:

Organizers

OUR SPEAKERS

SUBHASH ABHAYAWANSA
Swinburne University of Technology

MARIA JOSE MURCIA
IAE Business School

DAVIDE CALANDRA
University of Turin

DOMINIKA HADRO
Wrocław University of Economics and Business

Subhash Abhayawansa is a Professor of Accounting and Chair of the Social and Environmental Sustainability in Organisations Research Group at Swinburne University of Technology in Australia. A highly recognised educator, he has received multiple awards for innovative teaching, and is an accomplished researcher in business value creation, social and environmental accounting, and the use of non-financial information in decision-making. He has authored over 50 publications in leading journals, is listed among the world's top 2% of scientists in Elsevier's 2024 ranking, and serves on editorial boards, including as Joint Editor of the Sustainability Accounting, Management and Policy Journal. He is also engaged in governance roles within educational institutions and professional organisations.

Maria Jose (Majo) Murcia is an Associate Professor of Strategy and Management Control Systems at IAE Business School, where she directs the Full-Time MBA Program. She holds a PhD from the University of British Columbia, an MBA from IAE, and a BA in Economics (Hons.) from the Universidad de Buenos Aires. A Visiting Professor in Canada, the Netherlands, and Latin America, Majo also serves as a Global Expert in Sustainability, Ethics, and Environmental Justice at Globethics and contributes to the editorial leadership of international journals, including Business & Society. Her research explores the intersection of strategy and sustainability.

Davide Calandra is an Assistant Professor of Management at the Department of Management "Valter Cantino", University of Turin, Italy. He holds a PhD in Business & Management from the University of Turin and has earned prior degrees in Corporate Finance and Financial Markets, as well as Banking, Stock Exchanges, and Insurance. His research explores topics at the intersection of ESG reporting and new technologies, including blockchain and artificial intelligence. Secondly, he is interested in accounting information systems and digital business model innovation. He has published in journals such as Business Strategy and the Environment, The British Accounting Review, Accounting, Auditing and Accountability Journal, and Technovation, and has served as an academic reviewer and contributor in peer-reviewed venues.

Dominika Hadro is an Associate Professor in the Department of Finance at the Wrocław University of Economics and Business. Co-founder and board member of the iS Society Poland, she conducts research on corporate communication, sustainable development, and capital market efficiency, specialising in advanced text analysis. She is a co-author of books, book chapters, and scientific articles published in international journals, in which she also serves as a reviewer. Editor-in-Chief of Financial Sciences and a member of the editorial boards of the Journal of Intercultural Management and the European Journal of Social Impact and Circular Economy. She is a Circular Economy expert within the European Funds for a Modern Economy (PENG) Programme. She is actively involved in the work of the Sustainable Office at WUEB. She is a two-time recipient of the Marie Curie Fellowship (at Bocconi University and the University of Manchester) and has carried out research as a Visiting Researcher and Visiting Professor at the University of Bologna, the University of Navarra, and Pablo de Olavide University.

This seminar marks the inaugural event of a new series of meetings dedicated to advancing sustainability research and practice. The initiative is part of the global Responsible Research in Business and Management (RRBM) community, which aims to advance responsible research that addresses societal challenges and promotes sustainable progress.



Prof. Maja Kiba-Janiak presenting the Wrocław Microhub initiative during its launch and discussing the project with the media. Prof. Kiba-Janiak is a Professor at the Department of Strategic Management and Logistics at Wrocław University of Economics and Business, Director of the WUEB Urban Logistics Competence Centre, and coordinator of the Partnership for the Quality of Freight Services in the Historic Centre of Wrocław. Her research focuses on logistics and supply chain management, with particular emphasis on sustainable last-mile logistics and urban freight transport.

2025 publikacje

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Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

How We Define Partner

At WUEB, Partner means building valuable relationships with businesses, graduates, and entities from the economic and social environment - creating networks and partnerships based on trust and mutual benefit. Through dialogue, open communication, and active collaboration, we co-create solutions that generate positive social impact and advance responsible management education and practice.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AMBA (Association of MBAs)
- ❖ CEEMAN (Central and East European Management Development Association)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Local institutions and associations
- ❖ Network for Business Sustainability (NBS)
- ❖ Positive Impact Rating (PIR)
- ❖ Responsible Research in Business & Management (RRBM)
- ❖ Times Higher Education (THE)

Student Organization Partnerships

- ❖ Enactus
- ❖ PRME Students

Partnerships

The following provides more details on 1 key partnership at Wrocław University of Economics and Business.

Enactus

As a faculty advisor for **Enactus** at the Wrocław University of Economics and Business, I support students in developing socially responsible entrepreneurial projects. My role involves mentoring teams, guiding them in project design and implementation, and helping them connect their ideas with broader sustainability goals.

I work closely with students to strengthen their skills in project management, teamwork, and communication, while encouraging them to approach challenges with creativity, empathy, and accountability. Through Enactus, I help bridge academic knowledge with real-world practice, enabling students to test innovative solutions that address social and environmental issues in their communities.

This work is particularly meaningful because it aligns with my own academic focus on responsible management and marketing orientation in public organisations. Supporting Enactus allows me to contribute to shaping future leaders who are not only entrepreneurial but also mindful of their responsibility to society and the planet.

dr Iwona Czerska
Faculty advisor for Enactus
Department of Marketing Research

Partner Voices

The following statements from our partners demonstrate ways in which our collaborations at Wrocław University of Economics and Business support sustainability and responsible management education.

The School Climate Conference - SKK 2025-2026

Partner Voices - Statement from the School Climate Conference

Lidia Prabucka, Co-founder, Szkolna Konferencja Klimatyczna (School Climate Conference)

The PRME Partner principle calls on business schools to engage with business, government, civil society, and academia to advance responsible and accountable management education in practice. Our collaboration with Wrocław University of Economics and Business is, for us, one of the clearest examples of what that principle can look like when it moves beyond a declaration and becomes a working relationship.

The Szkolna Konferencja Klimatyczna - the School Climate Conference - was founded in Wrocław in 2020 by young people involved in the Youth City Council and the Youth Climate Strike. From the beginning, our idea was simple: young people need reliable, substantive climate education, and they respond best when it comes from and for their peers. We are not a top-down programme. We are a community of students and young people who organise, design the programme, recruit speakers, and run the event themselves - learning by doing, while helping others learn.

What started as a one-day event with around 300 participants has grown into one of Poland's largest youth climate education gatherings. The 5th edition, held in March 2024 at Wrocław University of Economics and Business, brought together nearly 1,500 participants from primary and secondary schools alongside 40 speakers representing academia, business, government, and civil society. The 6th edition, in March 2025, drew over 2,200 participants across 27 discussion panels and 18 workshops led by more than 40 experts. The 7th edition, held in March 2026 at Wrocław University of Economics and Business, brought nearly 2,200 registered participants together for 24 panels - including 3 expert debates - and 18 workshops. Fifty-four speakers contributed to the programme, which also included three days of the Mozaika Klimatyczna workshop and a guided nature walk in

Szczytniki Park. Sixty-eight people from our organisational team and volunteer community made it happen, alongside three co-organising institutions and seven honorary patrons. We have also expanded beyond Wrocław, organising Climate Forums in Legnica, Jelenia Góra, and Poznań, as well as offering year-round content through online recordings and nature walks.

WUEB has been a genuine partner in this work - not only as a host venue but as an institution whose academic community contributes directly to the substance of what we do. At the 7th edition, among other WUEB speakers, dr Karolina Daszyńska-Żygadło led a session on positive impact start-ups - exactly the kind of connection between business thinking and climate action that our young audiences need and rarely find in standard school curricula. The university's researchers and faculty bring expertise in economics, business, and sustainability that gives our programme the analytical depth that young people need when they want to understand climate change not just as an environmental issue but as an economic and social one. That connection between business education and climate literacy is central to what we are trying to build.

From our perspective, the relationship matters because it demonstrates something that is easy to state but harder to prove: that a university whose mission is responsible management education genuinely reaches beyond its own students and campus. The thousands of secondary school and primary school pupils who have participated in SKK conferences at WUEB have encountered the university as a place that takes their questions seriously and treats climate education as a public responsibility - not a side activity.

We are proud to stand behind WUEB's submission to PRME and to continue building this partnership in the years ahead.

Lidia Prabucka

Co-founder, Szkolna Konferencja Klimatyczna

Partner Voices: BUSINESS - Adam Pogorzelski | KELVION | Global ESG Coordinator

Partner Voices: BUSINESS - Adam Pogorzelski | KELVION | Global ESG Coordinator

For me, the PRME Partner principle is about more than formal cooperation between a university and external organisations. It is about working together, sharing different perspectives, and learning from each other. This is how I would describe my cooperation with Wrocław University of Economics and Business over the past several years.

I have been involved in WUEB's Sustainable Development Forum since its first edition in 2024. The Forum brings together representatives of business, public institutions, civil society, and the university community to discuss how WUEB should approach sustainability.

What I particularly value is that external partners are involved while ideas and plans are still being developed. We are not simply asked to comment on a finished strategy. I took part in the stakeholder dialogue during the first Forum and continued my involvement in the second edition in January 2025. The third edition, held in June 2025, focused on the university's Sustainability Plan. During the workshops, I worked with faculty members, students, university staff, and other external partners on topics such as responsible education, social impact, and community engagement. From my perspective, this open format allowed different voices to be heard and helped connect the university's plans with the expectations and experience of its stakeholders.

My cooperation with WUEB also includes teaching. As a guest lecturer in the master's-level Corporate Sustainability and Circular Economy courses within the Finance and Accounting programme, I can share examples of how ESG is handled in a business environment.

This is especially relevant for finance and accounting students. In their future roles, many of them may be involved in setting sustainability targets, measuring progress, preparing disclosures, or supporting business decisions. It is therefore useful for them to understand not only ESG concepts, but also the practical challenges behind them. These include limited data, competing priorities, organisational responsibilities, and decisions that do not always have a simple answer.

At the same time, this is not a one-way exchange. My discussions with students and faculty often give me a different perspective on issues that companies are still trying to address. Academic research and critical discussion help challenge assumptions that can easily become fixed in day-to-day business practice.

This cooperation is also important in the regional context. Businesses and universities in Lower Silesia face many of the same sustainability challenges, but they approach them from different perspectives. Creating opportunities for regular discussion helps bring these perspectives together. I am pleased to support WUEB's application to PRME. Based on my experience, the university treats external stakeholders as contributors to the discussion, rather than only as recipients of information. I look forward to continuing this cooperation in the coming years.

Adam Pogorzelski

Global ESG Coordinator, Kelvion

Continue telling your story



Wrocław University of Economics and Business strengthens the practical dimension of education by building direct links between students and employers. In 2025, the WUEB Career Fair and Mentoring Programme played an important role in connecting the academic community with representatives of business and the wider socio-economic environment. These initiatives gave students opportunities to interact directly with employers, learn more about labour market expectations, and develop practical competencies relevant to their future careers. Through mentoring relationships and career-oriented events, students could gain insight into professional pathways, workplace realities and the skills increasingly expected in a changing economy. From the perspective of the PRME Partner Principle, these activities demonstrate how cooperation with business contributes directly to the educational mission of the University. Employers and external professionals become active partners in student development, helping bridge the gap between academic learning and professional practice.

Mentoring UEW – Business Partnership Supporting Student Development

The **Mentoring UEW Programme**, coordinated by the Career Office within the WUEB Business Cooperation Centre, connects students, doctoral candidates, postgraduate students and recent graduates with experienced business practitioners and experts. The programme is designed as a structured developmental relationship in which mentors help participants verify career ideas, develop key competencies, build confidence and make more informed professional choices.

Business involvement is central to the programme. Mentors are practitioners with at least **five years of professional experience**, representing areas such as IT, finance, HR, management and other fields. Each mentoring relationship includes a minimum of **six individual sessions**, complemented by joint events and additional training for both mentors and mentees.

The programme provides a clear example of how WUEB engages business not only as an external stakeholder, but as an **active educational partner**. Professionals share their experience, sector knowledge and practical perspectives, while students gain insight into real organisational challenges and labour-market expectations. At the same time, mentors benefit from contact with younger generations and gain a better understanding of students' expectations and perspectives.

The scale and continuity of the initiative reinforce its institutional significance. WUEB reports that each year more than **60 business mentors** are available to students, and the programme has developed through successive editions. It has also received external recognition in the **Super M EMCC Poland** competition for mentoring programmes in educational institutions, including a laureate title in 2022 and distinctions in 2021 and 2025.

From the perspective of the PRME **Partner Principle**, Mentoring UEW demonstrates how collaboration between academia and business can become part of the learning process itself. By embedding practitioner expertise into student development, WUEB strengthens the connection between academic education, responsible career development and real-world management practice.



Picture shows dr Karolina Daszyńska-Żygadło speaking in front of school pupils about positive impact start-ups



Pupils participate in the discussion at SKK 2026 during dr Karolina Daszyńska-Żygadło speech about positive impact start-ups



Practice

We adopt responsible and accountable management principles in our own governance and operations.

How We Define Practice

At WUEB, Practice means being a responsible and sustainable institution that consistently implements good management practices across our governance and operations. We work to reduce our negative impact on the natural environment - through decarbonisation and sustainable procurement - while generating a positive impact on local communities and building a culture of sustainable development.

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Buildings/real estate
- ❖ Campus operations guides
- ❖ Curriculum guidelines
- ❖ Ethical data sourcing guides
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Open-access guides
- ❖ Professional training opportunities
- ❖ Responsible procurement policies
- ❖ Equity reporting (DEI, EDI, etc.)
- ❖ Greenhouse gas emissions
- ❖ Sustainability strategy or strategic plan (school or university level)

Policy Documents Related to RME and/or Sustainability

Erasmus Guide - 2023-2024

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wroclaw university of economics and business iep
final report follow-up

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Code of Ethics for academic teachers WUEB

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Education Quality Policy

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Internal System of Education Quality Assurance

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Gender Equality Plan 2025-2028_compressed

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Study regulations

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The Charter of Wrocław University of Economics
and Business_18.05.2023_EN (1)

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Practice Voices

The following statements from stakeholders at Wrocław University of Economics and Business demonstrate our commitment to sustainable and responsible practices.

Groundskeeper statement

Statement from the Head Groundskeeper

The campus of the Wrocław University of Economics and Business is a green space of high natural and landscape value. A distinctive feature is the historic Chestnut Avenue next to the "Ślężak" student residence, which is listed in the register of monuments and formed by impressive, long-lived chestnut trees. At the main entrance, a monumental plane tree grows, which, due to its size and age, could be recognised as a natural monument.

The campus hosts many native tree and shrub species, including pedunculate oak (*Quercus robur*), European yew (*Taxus baccata*), small-leaved lime (*Tilia cordata*), and common hornbeam (*Carpinus betulus*). In the understory, one can find meadow and herbaceous species such as clovers and plantain, fragrant violets, and purple dead-nettle which support local pollinators.

Maintenance practices are carried out in harmony with natural cycles - lawns are mowed only after flowering, allowing insects to collect nectar. New trees are planted regularly, and biodiversity is enhanced through the introduction of nectar-bearing species. In 2025, during the Climate Academy 2.0 event, students and staff worked together with a partner company to create plant compositions specifically designed to increase campus biodiversity, and new sustainability-themed signs were placed near the fresh plantings.

A flowering meadow, rich in legume species, provides an important food source for wild pollinators and honeybees, improves soil structure, and, due to its location near a busy street, also helps purify the air. The university maintains its own apiary - four honeybee colonies located on the green roof of

the CKU building. This location provides access to diverse forage without competing with wild pollinators. The hives also have an educational function, allowing students and staff to directly observe their role in the ecosystem.

We also care for insects by installing insect hotels and water stations during the summer. The abundance of trees, shrubs, and lawns gives the campus a park-like character, with vegetation flowering and fruiting throughout the seasons. Sheltered by surrounding buildings, the site creates a specific microclimate that benefits overwintering species.

The diversity of greenery also supports rich birdlife. Swifts, treecreepers, sparrows, crows, woodpeckers, tits, starlings, and blackbirds are among the species commonly observed on campus. The campus squirrels have become part of our community identity - in December 2025, the university ran a naming contest for two resident squirrels as part of a biodiversity awareness initiative, drawing attention to the wildlife that shares our grounds. Their presence further emphasises the role of the university campus as a green island within the urban fabric.

The Wrocław University of Economics and Business is systematically developing its green infrastructure with a focus on biodiversity conservation, improving the quality of life for the academic community, and promoting ecological education. The campus serves as a living classroom where nature plays an integral role in the learning process.

Magdalena Książkiewicz, Head Groundskeeper

Operations

Statement from the Chancellor's Office

Introducing change across the campus of the Wrocław University of Economics and Business remains a significant challenge. Our infrastructure is based on a historic complex of buildings, dating back to the early twentieth century, that must be adapted to today's standards of efficiency, comfort, and environmental responsibility. Rather than building anew, we are modernising step by step, giving existing facilities new quality and functionality.

During the reporting period, we secured approximately 1.3 million PLN in European funding under the FEnIKS programme for thermal modernisation of Building B, with works covering improved energy performance, upgraded installations, and enhanced accessibility for persons with special needs. Air conditioning systems were installed in selected teaching rooms and laboratories in Buildings Z and H, improving conditions for learning and work. We also modernised the emergency lighting system in Building U+W and upgraded fire alarm systems in the "Ślężak" student residence.

Our approach to energy management has become more systematic. In 2025, we began monitoring our greenhouse gas emissions in line with the GHG Protocol, covering Scope 1 and Scope 2 emissions, with 2022 as the baseline year. Energy audits were conducted across our buildings in both Wrocław and Jelenia Góra, and energy performance certificates were prepared for the campus facilities. The

Rector's Representative for Energy Transformation has been created in order to develop initiatives related to renewable energy sources and energy communities, including the GAJA project and the Energy Cluster.

Beyond energy, we have invested in research infrastructure and shared spaces. The K-LAB project, supported by 3.2 million PLN from the Ministry of Science, is transforming Building K into a modern research laboratory equipped for industrial and applied research, including in food technology and nutrition. Electrical infrastructure was upgraded with the replacement of switchgear and circuit breakers, improving safety and stability across the campus. We also developed a functional programme for a future Racket Sports Centre to support the university's sports and recreational infrastructure.

At the same time, we have been creating spaces that support the wellbeing of our community. New relaxation and chillout zones were established, and the "Sztuka relaksu" creative space was opened - supporting the artistic activity and wellbeing of staff and students alike.

These modernisations are investments in people as much as in infrastructure. Our goal is to ensure that the WUEB campus supports learning, work, and daily life - a place where respect for our historic heritage goes hand in hand with care for the environment and future generations. Through consistency and responsibility, we are creating a university space that is sustainable and ready for the challenges ahead.

Agnieszka Strońska-Rembisz, Chancellor

Continue telling your story

Research communication at WUEB

We adopt responsible and accountable management principles in our own governance and operations.

- **Governance of research communication and impact evidence at WUEB in 2025**

In 2025 Wrocław University of Economics and Business treated the communication of research as a governed process with named owners, written criteria and a verifiable evidence trail, rather than as a promotional activity. The model rests on four elements: a strategic mandate, a single accountable function, a shared qualification workflow with written criteria, and a control and evidence discipline. This section also records where the model fell short in 2025 and what changed in 2026.

- **Mandate**

Strategy 2030 (Strategia UEW 2030), first adopted by the Senate on 18 March 2021 (resolution no. 15/2021), already placed cooperation with business and practice-inspired research among its priorities. The updated Strategy, adopted by the Senate on 16 October 2025 (resolution no. R.

0000.63.2025), made research for social development and a knowledge-based economy its first strategic direction (KS1), including building recognition of the research offer and its impact on the economy, and introduced KS7 on solutions with a positive effect on society and the natural environment (source: WUEB SDG Report 2025, Tables 1 and 2). Progress in research is tracked through four measurable indicators. The one most directly tied to this Principle is KPI 1.4, the number of documented implementations of research results in socio-economic practice, which stood at 7 against a 2030 target of 12 at the end of 2025 (source: Rector's Report module "Nauka i wpływ badań" 2025/2026).

- **Clear accountability, shared delivery**

The heading's two elements were in place before 2025. Accountability sat with the Research Support Manager (RSM; Menedżer ds. Działalności Badawczej), a position established by Rector's Ordinance No. 19/2023, and delivery was shared with the ImpaktON team. Throughout 2025 RSM position was responsible for the identification, qualification and communication of research information and for the documentation of its use. In 2024 it initiated the strategic project PS4 described below; in 2024 and 2025 it authored the university's guidelines for a research communication strategy, built on a benchmark of publicly available science communication policies of Polish and international universities (2019–2030) and on European reference points such as the ERC communication plan, and drafted the "Rules for publishing research, expert and reputational content" (Zasady publikacji treści) as a normative act for adoption by Rector's ordinance.

In the same period, in cooperation with ImpaktON team, it led the rebuilding of the research portal badania.uew.pl and the public launch of the Expert Database (both designed and prototyped in 2024, rebuilt and launched between March and August 2025), the Non-Fiction expert commentary format and the UEW Research & Impact channel on LinkedIn, and, under the strategic project PBE (developed since 2024) and applied to project and WUEB units teams in 2025 communication guidelines for Horizon Europe projects covering results dissemination, visual identity and stakeholder relations.

Operational and analytical support, including the WIR knowledge base in which verified impact evidence is registered, was provided by the Evaluation and Research Communication Office ImpaktON (Biuro Ewaluacji i Komunikacji Naukowej ImpaktON). The University Spokesperson handled media relations. PRME coordination and SIP reporting sat with the Sustainability Office (Biuro Zrównoważonego Rozwoju), headed until 30 September 2025 by dr hab. Magdalena Rojek-Nowosielska, prof. UEW, and from 1 October 2025 by dr Karolina Daszyńska-Żygadło (source: <https://uew.pl/prme-raport-sip-2025/>).

- **Written criteria and a shared workflow**

The criteria and the workflow were developed in two steps. The strategic project PS4 "Concept of WUEB's research and expert profile and its communication" (Koncepcja profilu badawczo-eksperskiego UEW oraz jego komunikacji, acronym PBE), a university development project financed from WUEB's own strategic funds and runs from 15 March 2024. It started from the observation that the university's expert potential was less visible externally than that of comparable business schools. Its assumptions were to identify key thematic areas, to outline the first framework of a science communication policy for internal and external audiences, and to set directions for the research and

expert profile, its presence in the media and the measures by which the activities undertaken would be assessed. The initial assumptions then evolved: the diagnosis showed that a research and expert profile has to be built together with the academic community rather than delivered as a closed concept, so from 2025 the university has been developing the policy, the thematic areas and the associated tools incrementally with its own resources, testing each element in practice before formalising it. The project was led by the Research Support Manager with the participation of the Head of Evaluation and Research Communication Office.

The second step translated these recommendations into the Rules for publishing research, expert and reputational content, prepared in 2025 under the supervision of the Vice-Rector for Science. On the Rector's decision the Rules were first applied in practice, so that the model could be tested and refined before formal adoption.

Under the Rules, every item of research or expert information is assessed against a common set of criteria before publication:

- **contribution first, position second:** what the item documents, stated explicitly as an output (a publication, report, expert opinion, tool or dataset), an outcome (uptake by a named audience: citation in policy or professional guidance, adoption in practice or in education outside the university's own degree programmes, such as professional training, certification or partner institutions' programmes, an advisory or expert role, use by the media) or an impact (a demonstrable change in practice, policy or society); who benefits from it or may benefit, and how; and, on that basis, how the item strengthens the university's expert and research reputation. A publication is communicated for what it establishes, for whom it matters and where it appeared, in that order; the rank of the journal supports the message and does not replace it;
- **alignment with WUEB Strategy 2030 and the university's research priorities**, indicated only where it follows from the substance of the work; over time, communication is expected to reflect the breadth of the university's research and expert portfolio, not only its flagship results;
- **audience and path:** who benefits from the information, which decides the channel, the format and the language of the item. Content whose news value lies in the use of WUEB research or expertise, including its uptake in professional education or partner programmes, is qualified under these Rules; content whose news value lies in a study programme, an offer or the student experience is referred to the Reputation Communication Office; where both apply, each path prepares its own item and the shared facts, timing and partner consents are agreed in the weekly coordination meeting;
- **uniqueness:** whether the item adds new facts or perspective to what has already been published;
- **timeliness:** whether the item is current or a retrospective summary, and at what stage the result is (peer-reviewed publication, accepted manuscript, preprint, report, ongoing project); the stage is always stated;

- **completeness and verifiability of the submission:** the author provides a complete material (the result, its source, the names and roles of those involved, the beneficiary or partner where relevant, any figures with their sources, visual elements with rights cleared, and the required consents); incomplete submissions are returned for completion before editorial work starts. Where documented impact or transfer potential is claimed, the evidence is indicated; qualitative evidence (a partner's statement, a documented account of use) is accepted where its source is identified; a substantively justified link to the Sustainable Development Goals is indicated where the work addresses them.

Items based solely on hypotheses or opinions without an evidence base, advertising private products or services, or carrying material methodological gaps, copyright or confidentiality risks are excluded. An item first communicated as an output may be re-qualified as outcome or impact evidence when its uptake is later confirmed.

The Rules set out a single workflow ("ScienceComm Pipeline"): submission at least five working days before planned publication, operational review within two working days, one of three decisions (approved, to be clarified within seven days, rejected with reasons and a 14-day right of appeal), archiving of all decisions for at least three years, a channel matrix, a role table for authors, the qualifying function, RSM, the Communication and Promotion Office, the Spokesperson, ImpaktON, site administrators and faculty liaisons, an annual report to the Rector and a review of the Rules at least every two years (source: Zasady publikacji treści, §§ 4–6, 11).

Links to the Strategy or the SDGs are never assigned automatically; they are established only where they follow from the substance of the work, in line with the criteria set out above, and are confirmed by the Research Support Manager responsible for research impact and for communicating the Strategy. Under the same strategic project, an analysis of Scopus and Web of Science publications, the project portfolio and competence centre activity consolidated ten thematic clusters into seven principal research directions (source: Rector's Report module).

- **Control and evidence discipline**

Substantive authorisation by the researcher or project leader is separated from editorial control, and every published figure carries a source. Content prepared with the support of generative AI is subject to a double check, substantive and editorial, before release, in line with the university's position on the use of artificial intelligence in research and publications (ref. R-CSP-DEB.0613.235.2024).

Two staff members of ImpaktON completed the Ministry of Science and Higher Education training on auditing website accessibility to the WCAG standard, and an accessibility audit of badania.uew.pl was started.

Research data management is supported by the Research Data Management Support Team, which consulted 49 data management plans in the reporting period (source: Rector's Report module).

Two mechanisms reported in the 2025 SIP continued to operate in 2025. Content planning and quality assurance ran through a weekly meeting of the Research Support Manager, the University Spokesperson and the Head of the Communication and Promotion Office, and research communications were scheduled and tracked in the KN-Pipeline database introduced in 2024/2025,

which the Rules describe as the “ScienceComm Pipeline”. The editorial rules for the use of AI tools, first set out in 2024 in a prompt guide for the editorial team, were extended in 2025 into the double check described above.

- **Progress since the 2025 SIP**

Compared with the position reported in the 2025 SIP, four elements moved from design to operation in 2025. The Expert Database, then built and awaiting a promotion plan, went live with authorised bilingual profiles; the central LinkedIn channel foreseen in that plan was opened as UEW Research & Impact; the Horizon Europe communication guidelines drafted in 2024 were applied to project teams; and the evaluation work reported a year earlier as preparation (analysis of evidence databases, support for discipline coordinators, training for management staff) was completed with the submission of eight impact case descriptions. The two documents reported in 2025 as “under consultation with the University Authorities”, the principles of research communication and the framework of the research communication strategy, were merged into the Rules for publishing content and, on the Rector’s decision, applied in practice before formal adoption. The strategic project PBE, then at the stage of tender documentation, changed course: the diagnosis showed that the profile has to be built with the academic community, so the university has since developed the thematic areas, the policy and the tools incrementally with its own resources.

- **Developments since the reporting period**

On 1 May 2026 the position was transformed into a standalone Research Impact and Science Communication Manager (Menedżer ds. Wpływu Badań i Komunikacji Nauki) reporting directly to the Vice-Rector for Science, under Rector’s Ordinance No. 56/2026, with a mandate covering impact documentation standards, the WIR knowledge base, the Expert Database, the research communication strategy and the communication of the university’s Strategy as a whole. Work started on a Research Impact Management Policy with documentation standards and an evidence repository, a common project page format with mandatory SDG tagging, and a written authorisation workflow for expert profiles.

The HRS4R Action Plan 2026–2028 includes open science, communication and societal impact, and the responsible use of AI, among its eight action areas, with oversight by the Strategic Committee reporting to the Rectors Board (source: <https://uew.pl/hr-excellence-in-research/>).

A university-wide Research Policy is in preparation. A second edition of the strategic project PBE started on 1 July 2026 (planned to 15 July 2027) with an extended scope: algorithms for identifying key research areas (KOB) and key areas of research and societal impact (KOW), an analysis of the university’s expert and policy impact using the Overton database, access to the AlphaGalileo research news service, recommendations for the Research Policy, the Social Impact Policy and the Science Communication Policy, and evidence packages with media metrics (source: Karta projektu PBE, 2026 edition). The Research Impact and Science Communication Manager represents WUEB in the national POP Science network coordinated by the University of Silesia in Katowice on behalf of the Ministry of Science and Higher Education (2025–2028).

Research Impact and Science Communication Manager

PIR for PRME 2026

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Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



How We Define Share

At WUEB, Share means communicating our sustainable development journey openly and transparently - through annual SDG reporting, stakeholder dialogues, and active participation in the global PRME community. We document both achievements and challenges honestly, stimulating dialogue and open communication to create positive social impact and contribute to collective learning in responsible management education.

Engagement Opportunities

Wrocław University of Economics and Business offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Boards and advisory committees
- ❖ Annual reports
- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Publicly accessible sustainability data and dashboards
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

Wrocław University of Economics and Business communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities
- ❖ Faculty and staff
- ❖ Government and policy makers
- ❖ Media and public relations channels
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students

❖ Research and academic networks

Sharing Voices

The following statement from stakeholders at Wrocław University of Economics and Business demonstrates our commitment to sharing and learning from sustainability and responsible management practices.

Share Voices: what WUEB communicated about its research in 2025, and what we have learned

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

Making knowledge findable

Between March and August 2025 WUEB rebuilt its research portal badania.uew.pl around research impact and the presentation of the university's experts rather than organisational units services and launched the Expert Database with an "Ask an expert" form that lets media, business and public administration move directly from finding a competence to contacting the researcher.

The way research projects are communicated changed as well: project descriptions now lead with the societal problem addressed and the expected social impact rather than with formal project data, and each project page should indicate the Sustainable Development Goals it contributes to, if applicable. Distribution was extended through the UEW Research & Impact channel on LinkedIn and the Non-Fiction format of short expert commentaries on current social and economic issues. Because the Expert Database went live in 2025, the first full year of comparable data closes in mid-2026: sessions on badania.uew.pl rose from 11,723 (July 2024 to June 2025) to 29,034 (July 2025 to June 2026), users from 5,844 to 15,436, and entries via expert profiles from 3 to 263 (source: Google Analytics 4). We treat these figures as measures of reach and accessibility, not of impact.

The three communication cycles reported for 2023/2024 were consolidated: "Discover Our Research" and "Science Is Our Passion" were absorbed into the Non-Fiction series, which now carries both expert commentary and popular-science storytelling about WUEB research. Of the promotion plan for the Expert Database reported in 2025, the English version and the central LinkedIn channel were delivered; the integration of a "Find an expert" function on faculty pages is delivered.

Sharing documented impact

The 2025 SIP reported the preparation for Criterion III of the national evaluation: analysis of impact evidence, support for discipline coordinators, training for management staff and the import of 1,650 publications into the Polish Scholarly Bibliography. In 2025 this work was completed: the University prepared and submitted eight impact case descriptions to the national research evaluation for 2022–2025. Each documents the research question, the external beneficiary, the change achieved and the evidence for it; their summaries are public through RAD-on, the Polish national system of reports,

analyses and data on higher education and science, and through the WIR knowledge base (Wiedza – Informacja – Repozytorium), WUEB's institutional repository of research output. They span across three areas: the economy and professional practice, public administration and public policy, and health. Three examples from 2025:

- Optimisation models developed at WUEB underpin the “Kiedy Wywóz” waste-collection application, used by over 120,000 residents in 30 municipalities by December 2025, and the first shared urban micro-hub in Wrocław, opened in June 2025; both reduce vehicle trips, costs and emissions (SDG 11, 13) (source: impact description in RAD-on).
- WUEB research became the basis of the National Specialist Valuation Standard (Krajowy Standard Wyceny Specjalistyczny), used in 2025 in the examination for statutory auditors and in training by the Accountants Association in Poland (SDG 8, 16) (source: impact description in RAD-on).
- An expert report by WUEB is cited in the justification of the Act on the delivery of social services by social service centres; by 2025 such centres operated in around 10% of Polish municipalities, and WUEB analyses have been used by ZUS, the Chancellery of the President of Poland, the Ministry of Family, Labour and Social Policy and the National Labour Inspectorate (SDG 1, 10, 16) (source: impact description in RAD-on).

Sharing expertise in public bodies

WUEB researchers were appointed to external expert bodies including the Council of Young Scientists and a NAWA team, sectoral competence councils at the Ministry of Science and Higher Education, scientific councils at UN bodies and at Committees of the Polish Academy of Sciences, and the Council for Family and Demography at the President of Poland.

Science engagement continued alongside expert communication: units of the university organised 39 events disseminating research in the reporting period, and ImpaktON together with the Research Support Manager again provided communication support for the Lower Silesian Science Festival, as in the previous period.

Open access

Publication in open access is supported by the university's internal “Open Science” programme, which in the reporting period funded 51 of 57 submitted publications. Two digitisation projects (PLN 231,917.40 in total) made 4,300 earlier articles available in the Lower Silesian Digital Library and digitised 112 doctoral theses, 23 of them in open access.

The two digitisation projects are the same projects reported in the 2025 SIP as under implementation (co-funding PLN 94,600 and PLN 137,317.40); 2025 was the year in which their results were delivered. The university continued to build national open resources: in 2025 4795] publications were added to the Lower Silesian Digital Library (4,113 in 2024) and [284] bibliographic records to BazEkon (266 in 2024); WUEB collections in the Lower Silesian Digital Library recorded [1 950 999] views (9,770,788 as at 30 January 2024) (source: Biblioteka UEW / ImpaktON).

Sharing progress

The 2025 SIP report was submitted on 30 September 2025 and communicated publicly on the university website together with an account of the Sustainability Office's coordination role (source: <https://www.unprme.org/wroclaw-university-of-economics-and-business/>; <https://uew.pl/prme-raport-sip-2025/>). The SDG Report 2025, published in 2026, and the Rector's Annual Report module "Nauka i wpływ badań" report research outcomes against the Strategy 2030 indicators.

Internal reporting to the university authorities, carried out by the Research Support Manager, continued in 2025: internal newsletter "Scientific Observer" and analytical reports on WUEB's position in the Perspektywy ranking, the Positive Impact Rating and the THE Sustainability Impact Ratings, together with the data sets prepared for PRME and AACSB reporting and for Strategy 2030 monitoring.

Sharing the method, not only the results

The design of WUEB's research communication model was itself an exercise in shared learning. The 2024–2025 guidelines drew on a benchmark of publicly available science communication policies of universities in Poland and abroad and on European programme guidance, and named the practices adopted from them, for example single-source press releases shared by faculties rather than rewritten, and research communication hubs with toolkits for staff. In return, the university makes its own tools available: the Horizon Europe communication guidelines are shared with project teams, and from 2026 the Research Impact and Science Communication Manager represents WUEB in the national POP Science network (2025–2028), where institutional practices are compared and national standards for science communication are developed. The practices described here are set out in WUEB's internal guidelines for its research communication strategy.

Developments since the reporting period

In 2026 WUEB was ranked third among Polish economics universities in both national rankings (Perspektywy and Work & Science), debuted in the THE Sustainability Impact Ratings at 54.7 out of 100, and retained category B+ in all three evaluated disciplines, with the impact criterion in management and quality sciences above the reference value for category A. The "Trade in a Bottle" application by dr Szymon Mazurek was included among 20 tools recommended by UN Trade Statistics for the analysis of UN Comtrade data. A common project page format with SDG tagging and a research communication series on the AACSB Framework for Research Impact were launched.

Communication Barriers

Wrocław University of Economics and Business faces the following barriers in transparent communications:



Engagement
gaps



Feedback
loops



Media visibility

Continue telling your story

University of the Third Age – Sharing Knowledge Across Generations

Wrocław University of Economics and Business extends its educational mission beyond traditional degree programmes through the **University of the Third Age**. The initiative enables older adults to remain active participants in academic life through lectures, workshops and activities that develop knowledge, competencies and personal interests.

From the perspective of the PRME **Share Principle**, the University of the Third Age demonstrates how WUEB shares academic knowledge with a broader community and supports lifelong learning across generations. The programme contributes to the social inclusion and activation of older adults while strengthening the University's role as an open institution that makes knowledge accessible beyond its formal student population.

By creating opportunities for continued learning and participation, WUEB supports intergenerational knowledge exchange, social engagement and the development of social capital. The initiative reflects the idea that responsible management education should not be limited to one stage of life, but should contribute to learning and development throughout the lifespan.



Economic University for Children – Sharing Economic Knowledge from an Early Age

WUEB also shares knowledge with younger generations through the **Economic University for Children (EUD)**. In 2025, the programme continued to provide economic education for children, helping them develop economic, social and analytical competencies from an early age - approximately **178 child participants and 145 parents** in the programme.

The initiative broadens access to economic education and makes university expertise available to children and families outside the formal higher education system. Through accessible and age-appropriate learning activities, WUEB contributes to building economic awareness, curiosity and responsible attitudes from an early stage of education.

Within the PRME **Share Principle**, the Economic University for Children illustrates how WUEB acts as a knowledge-sharing institution serving the wider community. It demonstrates that the University's educational impact reaches beyond enrolled students and contributes to broader social learning and educational inclusion.



Academy of the Young Economist – Extending Knowledge to School Students



A third strong example is the **Academy of the Young Economist**, addressed to pupils in grades 6–8. The programme develops economic and social competencies among young people and helps make academic knowledge more accessible before they enter higher education.

Together with the Economic University for Children and the University of the Third Age, it shows that WUEB approaches knowledge-sharing as a **lifelong and intergenerational process** — from children and teenagers to university students, graduates and older adults.

SIGNATORY

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