

## COURSE SYLLABUS FOR DOCTORAL STUDIES

Name of the course	Field of study and its code	Faculty
<b>Sustainability and social responsibility of organisations</b>	Communication and information S 008	Communication

Study method	Number of credits ECTS	Study method	Number of credits ECTS
Lectures		Consultations	2 ECTS
Individual work	5 ECTS	Seminars	

### Course abstract

#### Course content (topics):

The conception of sustainability (sustainable development). State priorities and tasks in sustainable development. Objectives of sustainable development and possibilities for their implementation. Sustainable business, sustainable organisation. Sustainable production and sustainable consumption. Sustainability assessment criteria and methods, and their application. The importance of communication about sustainability. The European Green Deal.

Evaluation of organisational social responsibility activities: ROI and SROI. Social responsibility and the interested parties: analysis of organisational communication ecosystem. Philanthropy and social responsibility, interactions between society and community in strategic documents of communication of international organisations.

Involvement of the interested parties of an organisation into activities of social responsibility of the organisation.

Organisational social responsibility: social, environmental and financial activities. Triple bottom line and its implementation. Public relations, marketing and social media platforms, their impact on development of sustainability and social responsibility.

Society's impact on the development of sustainability and social responsibility. Political, media and public sustainability agenda. Social movements and opinion leaders as a factor-determining establishment of the topic of sustainability in the global context.

Social activism as a form of expression of social responsibility of organisations.

Social responsibility research. Risk communication, crisis communication and its research. Fake news, disinformation, conspiracy theories related with the concept of sustainability.

#### Study methods:

1. Consultations with course lecturers.
2. Analysis, organisation and summary of scientific literature.
3. Preparation and presentation of a scientific paper.

#### Evaluation methods:

1. Evaluation of the scientific paper (50,000–60,000 characters).
2. A discussion on the topic of the scientific paper, responses to the questions.

### Course literature

ALLEN, Myria. *Strategic Communication for Sustainable Organizations: Theory and Practice* (CSR, Sustainability, Ethics & Governance) 1st ed. 2016.

HELD, David, et al. *Globaliniai pokyčiai: politika, ekonomika ir kultūra / iš anglų kalbos vertė Jonas Čičinskas*. Vilnius, 2002. 540 p. ISBN 9986092426.

HAEL, G. *When Principles Pay. Corporate Social Responsibility and the Bottom line*. New York, 2008. ISBN 9780231144001.

McPHAIL, Thomas L. <i>Global communication: theories, stakeholders, and trends</i> . Malden: Blackwell Publishing, 2006. 357 p. ISBN 9781405134279.
ŠTREIMIKIENĖ, D.; MIKALAUŠKIENĖ, A.; ČIEGIS, R. <i>Sustainable development, leadership and innovations</i> . CRC Press Francis & Taylor Group. Reference - 268 Pages - 24 B/W Illustrations. 2019. ISBN 9780367369439 - CAT# 330072.
POMPPER, Donnalyn. <i>Corporate Social Responsibility, Sustainability and Public Relations: Negotiating Multiple Complex Challenges</i> (Routledge New Directions in Public Relations & Communication Research), 2015.
RITZER, George. <i>The McDonaldization of Society 5</i> . London: SAGE Publications, 2008. 320 p. ISBN 9781412954297.
RUDD, Jill E.; LAWSON, Diana R. <i>Communicating in Global Business Negotiations</i> . London: SAGE Publications, 2007. 288 p. ISBN 9781412916585.
THUSSU KISHAN, Daya. <i>International communication: continuity and change</i> . London: Bloomsbury Academic, 2000. 342 p. ISBN 9780340741313.
WARTICK, Steven Leslie; WOOD, Donna J. <i>International Business and Society</i> . Wiley, 1998. 264 p. ISBN 9781557869449.

Name of consulting lecturer	Academic rank	Major works published in the last 5 years
Asta Mikalauskienė	Prof. Dr.	Štreimikienė, Dalia; <b>Mikalauskienė, Asta</b> ; Stanislovaitytė, Gabija. <i>Corporate social hypocrisy. CSR in the era of global crises</i> . Boca Raton : Routledge, 2023. 194 p. (Routledge advances in management and business studies). ISBN 9781032489957. eISBN 9781003391753.
		Macijauskaitė-Daunaravičienė, Ugnė; <b>Mikalauskienė, Asta</b> . The importance of information in shaping sustainable human behaviour // <i>17th Prof. Vladas Gronskas international scientific conference, 2nd of December, 2022</i> : reviewed selected papers. Vilnius : Vilniaus universiteto leidykla. eISSN 2669-2139. 2023, p. 54–61. (Vilnius University Proceedings, eISSN 2669-0233 ; vol. 37). DOI: 10.15388/VGISC.2023.8.
		Štreimikienė, Dalia; <b>Mikalauskienė, Asta</b> ; Macijauskaitė-Daunaravičienė, Ugnė. The role of information in shaping sustainable human behaviour // <i>Economics &amp; sociology</i> . Szczecin : Center Sociological Research. ISSN 2071-789X. eISSN 2306-3459. 2023, vol. 16, no. 3, p. 198–226. DOI: 10.14254/2071-789X.2023/16-3/11.
		Štreimikienė, Dalia; <b>Mikalauskienė, Asta</b> ; Burbaitė, Greta. The role of sustainable finance in achieving sustainable development goals // <i>Economics &amp; sociology</i> . Szczecin : Center Sociological Research. ISSN 2071-

789X. eISSN 2306-3459. 2023, vol. 16, no. 1, p. 271–298. DOI: 10.14254/2071-789X.2023/16-1/17.

Štreimikienė, Dalia; Mikalauskiene, Asta; Macijauskaitė-Daunaravičienė, Ugnė. Role of information management in implementing the Green Deal in the EU and the US // *Journal of international studies*. Szczecin : Centre of Sociological research. ISSN 2071-8330. eISSN 2306-3483. 2022, vol. 15, no. 4, p. 9–27. DOI: 10.14254/2071-8330.2022/15-4/1.

ŠTREIMIKIENĖ, Dalia; MIKALAUSKIENĖ, Asta; KAMALI SARAJI, Mahyar; MARDANI, Abbas. Framework for assessment of climate change mitigation policies impact on just transition towards low carbon future // *Handbook of climate change mitigation and adaptation* / Lackner, M., Sajjadi, B., Chen, WY. (eds.). Cham : Springer, 2022. ISBN 9783030725785. eISBN 9783030725792. p. 3115-3148. DOI: 10.1007/978-3-030-72579-2\_150.

GUDAUSKIENĖ, Giedrė; MIKALAUSKIENĖ, Asta. Impact of knowledge management on the operational risk of the modern organizations // *Vilnius University Open Series: 16th Prof. Vladas Gronskas International Scientific Conference, Kaunas: Vilnius University Kaunas Faculty, 3rd of December, 2021: Reviewed selected papers* / editors: Ingrida Šarkiūnaitė, Oksana Pavlova. Vilnius : Vilniaus universiteto leidykla. eISSN 2669-2139. 2022, p. 27–34. DOI: 10.15388/ISC.2022.4.

GIRDZIJAUSKAS, Stasys Albinas; ŠTREIMIKIENĖ, Dalia; GRIESIENĖ, Ingrida; MIKALAUSKIENĖ, Asta; KYRIAKOPOULOS, Grigorios L. New approach to inflation phenomena to ensure sustainable economic growth // *Sustainability*. Basel : MDPI. eISSN 2071-1050. 2022, vol. 14, iss. 1, art. no. 518, p. [1–21]. DOI: 10.3390/su14010518.

SARWAR, Suleman; ŠTREIMIKIENĖ, Dalia; WAHEED, Rida; DIGNAH, Ashwag; MIKALAUSKIENĖ, Asta. Does the vision 2030 and value added tax leads to sustainable economic growth: the case of Saudi Arabia? // *Sustainability*. Basel : MDPI. eISSN 2071-

1050. 2021, vol. 13, iss. 19, art. no. 11090, p. [1–20]. DOI: 10.3390/su131911090.

ŠTREIMIKIENĒ, Dalia; MIKALAUSKIENĒ, Asta; DIGRIENĒ, Lina; KYRIAKOPOULOS, Grigorios. Assessment of the role of a leader in shaping sustainable organizational culture // *Amfiteatru economic*. București : Editura ASE. ISSN 1582-9146. eISSN 2247-9104. 2021, vol. 23, iss. 57, p. 483–503. DOI: 10.24818/EA/2021/57/483.

ŠTREIMIKIENĒ, Dalia; MIKALAUSKIENĒ, Asta. Sustainable and responsible entrepreneurship for sustainable energy development // *Sustainable and responsible entrepreneurship and key drivers of performance* / edited by Cristina Raluca Gh. Popescu and Rahul Verma. Hershey, Pennsylvania : IGI Global, 2021, chapter 1. ISBN 9781799879510. eISBN 9781799879534. p. 1–32. DOI: 10.4018/978-1-7998-7951-0.ch001.

ŠTREIMIKIENĒ, D., MIKALAUSKIENĒ, A. (2021). *Climate Change and Sustainable Development: Mitigation and Adaptation* (1st ed.). CRC Press, Taylor & Francis Group. <https://doi.org/10.1201/9781003091646>

ŠTREIMIKIENĒ, Dalia; MIKALAUSKIENĒ, Asta; STURIENĒ, Urtē; KYRIAKOPOULOS, Grigorios L. The impact of social media on sales promotion in entertainment companies // *E&M economics and management*. Liberec : Technická Univerzita v Liberci. ISSN 1212-3609. eISSN 2336-5064. 2021, vol. 24, iss. 2, p. 189-206. DOI: 10.15240/tul/001/2021-2-012.

ŠTREIMIKIENĒ, D., MIKALAUSKIENĒ, A. (2021). *Willingness to Pay Framework Climate Change Mitigation in Households*. CRC Press, Taylor & Francis Group. <https://doi.org/10.1201/9781003126171>

LU, Jintao; REN, Licheng; YAO, Siqin; QIAO, Jiayuan; MIKALAUSKIENĒ, Asta; ŠTREIMIKIS, Justas. Exploring the relationship between corporate social responsibility and firm competitiveness. *Economic Research-Ekonomska Istraživanja*. 2020, 33(1). ISSN 1621-1646.

ŠTREIMIKIENĒ, D., MIKALAUSKIENĒ, A., ČIEGIS, R. *Sustainable development,*

		<p><i>leadership and innovations</i>. CRC Press Francis &amp; Taylor Group. Reference - 268 Pages - 24 B/W Illustrations. 2019. ISBN 9780367369439 - CAT# 330072.</p>
		<p>ŠTREIMIKIENĒ, D.; MIKALAUŠKIENĒ, A.; KIAUŠIENĒ, I. The Impact of Value Created by Culture on Approaching the Sustainable Development Goals: Case of the Baltic States. <i>Sustainability</i>. 2019, Vol. 11, Iss. 22.</p>
<p>Renata Matkevičienė</p>	<p>Prof. Dr.</p>	<p>Kimhi, Shaul; Kaim, Arielle; Bankauskaitė, Dalia; Baran, Maria; Baran, Tomasz; Eshel, Yohannan; Dumbadze, Salome; Gabashvili, Manana; Kaniasty, Krzysztof; Koubova, Alice; Marciano, Hadas; <b>Matkevičienė, Renata</b>; Teperik, Dmitri; Adini, Bruria. A full-scale Russian invasion of Ukraine in 2022: Resilience and coping within and beyond Ukraine // <i>Applied psychology: health and well-being</i>. Hoboken : Wiley. ISSN 1758-0846. eISSN 1758-0854. 2023, first published online, p. [1–19]. DOI: 10.1111/aphw.12466.</p> <p><b>Matkevičienė, Renata</b>; Jakučionienė, Lina. Communication professionals as social change agents in times of crisis: how pandemic situation has changed initiatives in CSR and sustainability // <i>Corporate social responsibility in a dynamic global environment: sustainable management in challenging times</i> / Editors: Irene Guia Arraiano, Belén Díaz, Mara Del Baldo, René Schmidpeter, Samuel O. Idowu. Cham : Springer, 2023. ISBN 9783031246463. eISBN 9783031246470. p. 365–380. (CSR, sustainability, ethics &amp; governance, ISSN 2196-7075, eISSN 2196-7083). DOI: 10.1007/978-3-031-24647-0_19.</p> <p>DĀVIDSONE, Agnese; MATKEVIČIENĒ, Renata; TELYČĒNAITĒ, Austē; SILKANE, Vineta; JURĀNE BRĒMANE, Anžela. Social simulation transfer to online: Pedagogical reflections on teaching presence // <i>Remote learning in times of pandemic: issues, implications and best practice</i> / edited by Linda Daniela and Anna Visvizi. London : Routledge, 2021, chapter no. 4. ISBN 9780367765705. eISBN 9781003167594. p. 74–89.</p> <p>DĀVIDSONE, Agnese; SEPPEL, Külliki; TELYČĒNAITĒ, Austē; MATKEVIČIENĒ,</p>

		<p>Renata; UIBU, Marko; SILKĀNE, Vineta; JURĀNE-BRĒMANE, Anžela; ALLAJE, Ūne. Exploring students' perceptions on acquisition of transversal skills during an online social simulation // <i>Human, technologies and quality of education, 2021 = Cilvēks, tehnoloģijas un izglītības kvalitāte, 2021</i> / Editor Linda Daniela. Rīga : University of Latvia, 2021. ISBN 9789934187353. p. 727–738. DOI: 10.22364/htqe.2021.57.</p>
		<p>MATKEVIČIENĒ, Renata; JAKUČIONIENĒ, Lina. Communication professionals as social change agents in times of uncertainty // <i>Accelerating the progress towards the 2030 SDGs in times of crisis: 27th annual conference, of the International Sustainable Development Research Society, Östersund, Sweden, July 13-15 2021</i> : proceedings of abstracts and papers. Östersund : Mid Sweden University, 2021. ISBN 9789189341173. p. 1514–1529.</p>
		<p>MATKEVIČIENĒ, Renata; JAKUČIONIENĒ, Lina. Change in communication management roles due to globalization: A case of communication management competencies mapped by international professional public relations associations (2015-2020) // <i>Ekonomicko-manazerske spektrum</i> : University of Zilina. ISSN 1337-0839. eISSN 2585-7258. 2021, vol. 15, iss. 2, p. 65–86. DOI: 10.26552/ems.2021.2.65-86.</p>
		<p>MATKEVIČIENĒ, Renata. How media constructs topics on public interest: case of internet media reaction to the political corruption scandal in Lithuania in 2016 // <i>Public interest communication: selected articles</i> / editor-in- chief Renata Matkevičienė, Andris Petersons. Riga : Turība University, Ltd., 2019. ISBN 9789934543227. p. 64–77.</p>

Approved by the Doctoral Committee of the field of Communication and Information of the Social Sciences area on 20 November 2023, minutes of the meeting No. (7.17 E) 15600-KT-545

Chair of the Committee Prof. Dr. Aušra Navickienė