

COURSE SYLLABUS FOR DOCTORAL STUDIES

Name of the course	Field of study and its code	Faculty
Sustainability and social responsibility of organisations	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. *Global communication: theories, stakeholders, and trends*. Malden: Blackwell Publishing, 2006. 357 p. ISBN 9781405134279.

ŠTREIMIKIENĖ, D.; MIKALAUSKIENĖ, A.; ČIEGIS, R. Sustainable development, leadership and innovations. 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</i> 5. 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 Mikalauskiene	Prof. Dr.	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 // <i>Handbook of climate change mitigation and adaptation</i> / 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 // <i>Vilnius University Open Series: 16th Prof. Vladas Gronskas International Scientific Conference, Kaunas: Vilnius University Kaunas Faculty, 3rd of December, 2021: Reviewed selected papers</i> / 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 // <i>Sustainability</i> . 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? // <i>Sustainability</i> . Basel : MDPI. eISSN 2071-1050. 2021, vol. 13, iss. 19, art. no. 11090, p. [1–20]. DOI: 10.3390/su131911090.

- ŠTREIMIKIENĖ, Dalia; MIKALAUSKIENĖ, Asta; DIGRIENĖ, 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.
- ŠTREIMIKIENĖ, Dalia; MIKALAUSKIENĖ, 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.
- ŠTREIMIKIENĖ, D., MIKALAUSKIENĖ, A. (2021). *Climate Change and Sustainable Development: Mitigation and Adaptation* (1st ed.). CRC Press, Taylor & Francis Group. <https://doi.org/10.1201/9781003091646>
- ŠTREIMIKIENĖ, Dalia; MIKALAUSKIENĖ, Asta; STURIENĖ, Urtė; 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.
- ŠTREIMIKIENĖ, D., MIKALAUSKIENĖ, 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; MIKALAUSKIENĖ, Asta; ŠTREIMIKIS, Justas. Exploring the relationship between corporate social responsibility and firm competitiveness. *Economic Research-Ekonomska Istraživanja*. 2020, 33(1). ISSN 1621-1646.
- ŠTREIMIKIENĖ, D., MIKALAUSKIENĖ, A., ČIEGIS, R. *Sustainable development, leadership and innovations*. CRC Press Francis & Taylor Group. Reference - 268 Pages - 24 B/W Illustrations. 2019. ISBN 9780367369439 - CAT# 330072.
- ŠTREIMIKIENĖ, D.; MIKALAUSKIENĖ, A.; KIAUŠIENĖ, I. The Impact of Value Created by Culture on Approaching the Sustainable Development Goals: Case of the Baltic States. *Sustainability*. 2019, Vol. 11, Iss. 22.

		MIKALAUSKIENĖ, A., ŠTREIMIKIENĖ, D. <i>Darnumo vertinimas</i> . Monografija. Vilniaus universitetas, 2018, p. 312. Vilniaus universiteto leidykla
Renata Matkevičienė	Prof. Dr.	<p>DĀVIDSONE, Agnese; MATKEVIČIENĖ, Renata; TELYČĖNAITĒ, 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; TELYČĖNAITĒ, Austē; MATKEVIČIENĖ, Renata; UIBU, Marko; SILKĀNE, Vineta; JURĀNE-BRĒMANE, Anžela; ALLAJE, Ōne. 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>MATKEVIČIENĖ, Renata; JAKUČIONIENĖ, 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>MATKEVIČIENĖ, Renata; JAKUČIONIENĖ, 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>MATKEVIČIENĖ, 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 19 December 2022, minutes of the meeting No. (7.17 E) 15600-KT-518

Chair of the Committee Prof. Dr. Aušra Navickienė