

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, M. (2016). *Strategic communication for sustainable organizations: Theory and practice*. Springer.

Hael, G. (2008). *When principles pay: Corporate social responsibility and the bottom line*. Columbia University Press.

Held, D., McGrew, A., Goldblatt, D., & Perraton, J. (2002). <i>Globaliniai pokyčiai: Politika, ekonomika ir kultūra</i> (J. Čičinskas, Vert.). Margi raštai.
McPhail, T. L. (2006). <i>Global communication: Theories, stakeholders, and trends</i> . Blackwell Publishing.
Pompper, D. (2015). <i>Corporate social responsibility, sustainability and public relations: Negotiating multiple complex challenges</i> . Routledge.
Ritzer, G. (2008). <i>The McDonaldisation of society 5</i> . SAGE Publications.
Rudd, J. E., & Lawson, D. R. (2007). <i>Communicating in global business negotiations</i> . SAGE Publications.
Štreimikienė, D., Mikalauskienė, A., & Čiegis, R. (2019). <i>Sustainable development, leadership and innovations</i> . CRC Press.
Thussu, D. K. (2000). <i>International communication: Continuity and change</i> . Bloomsbury Academic.
Wartick, S. L., & Wood, D. J. (1998). <i>International business and society</i> . Wiley.

Name of consulting lecturer	Academic rank	Major works published in the last 5 years
Asta Mikalauskienė	Prof. Dr	Mikalauskienė, A., Štreimikienė, D., & Mikalauskas, I. (2025). <i>Public acceptance of green growth and decarbonization</i> . CRC Press. https://doi.org/10.1201/9781003632634
		Stanislovaitytė, G., Jankovic, M., Mikalauskienė, A., Čiegis, R., & Laužadytė-Tutlienė, A. (2025). The role of forests in low carbon transition: A systematic literature review. <i>Transformations in Business and Economics</i> , 24(2), 97–115. https://www.transformations.knf.vu.lt/65/article/ther
		Štreimikienė, D., Mikalauskas, I., Lėckienė, Vilma, Pisula, T., & Mikalauskienė, A. (2024). The role of sustainable finance in the context of the European green course. <i>Economics & Sociology</i> , 17(2), 54–79. https://doi.org/10.14254/2071-789X.2024/17-2/3
		Mikalauskienė, A. (2024). Sustainable energy development: A multi-criteria decision making approach [Book review]. <i>Transformations in Business & Economics</i> , 23(1), 569–574. http://www.transformations.knf.vu.lt/61/book61.pdf
		Macijauskaitė-Daunaravičienė, U., & Mikalauskienė, A. (2023). The importance of information in shaping sustainable human behaviour. In <i>17th Prof. Vladas Gronskas International Scientific Conference: Reviewed selected papers</i> (pp. 54–61). Vilniaus

		<p>universiteto leidykla. https://doi.org/10.15388/VGISC.2023.8</p> <p>Štreimikienė, D., Mikalauskiene, A., & Burbaitė, G. (2023). The role of sustainable finance in achieving sustainable development goals. <i>Economics & Sociology</i>, 16(1), 271–298. https://doi.org/10.14254/2071-789X.2023/16-1/17</p> <p>Girdzijauskas, S. A., Štreimikienė, D., Griesienė, I., Mikalauskiene, A., & Kyriakopoulos, G. L. (2022). New approach to inflation phenomena to ensure sustainable economic growth. <i>Sustainability</i>, 14 (1), Article 518. https://doi.org/10.3390/su14010518</p> <p>Gudauskienė, G., & Mikalauskiene, A. (2022). Impact of knowledge management on the operational risk of the modern organizations. In I. Šarkiūnaitė & O. Pavlova (Eds.), <i>16th Prof. Vladas Gronskas International Scientific Conference: Reviewed selected papers</i> (pp. 27–34). Vilniaus universiteto leidykla. https://doi.org/10.15388/ISC.2022.4</p>
Renata Matkevičienė	Prof. Dr	<p>Esbit, S., Kaim, A., Kimhi, S., Bankauskaitė, D., Baran, M., Baran, T., Cosciug, A., Eshel, Y., Dumbadze, S., Gabashvili, M., Jiglau, G., Kaniasty, K., Koubova, A., Maricano, H., Matkevičienė, R., Maticescu, M., Nazarov, M., Teperik, D., Kochiashvili, N., & Adini, B. (2025). Hope and distress: A cross-country study amid the Russian-Ukrainian war. <i>Stress and Health</i>, 41(2), straipsnis e70033. https://doi.org/10.1002/smi.70033</p> <p>Kaim, A., Geva, K., Siman-Tov, M., Scholder, N., Kimhi, S., Bankauskaitė, D., Baran, M., Baran, T., Cosciug, A., Eshel, Y., Dumbadze, S., Gabashvili, M., Jiglau, G., Kaniasty, K., Koubova, A., Marciano, H., Matkevičienė, R., Maticescu, M., Teperik, D., & Adini, B. (2024). Mapping societal resilience across eight European nations in the context of multifaceted associations with global indices: An ecological study. <i>International Journal of Disaster Risk Reduction</i>, 108, straipsnis 104562. https://doi.org/10.1016/j.ijdr.2024.104562</p> <p>Kaim, A., Kimhi, S., Siman-Tov, M., Bankauskaitė, D., Baran, M., Baran, T., Cosciug, A., Eshel, Y., Dumbadze, S., Gabashvili, M., Jiglau, G., Kaniasty, K., Koubova, A., Marciano, H., Matkevičienė, R., Maticescu, M., Naomi, S., Teperik, D., Sukhashvili,</p>

	<p>J., & Adini, B. (2024). From compassion to controversy: Unraveling the impact of societal resilience on the tapestry of attitudes towards Ukrainian refugees. <i>International Journal of Disaster Risk Reduction</i>, 105, straispnis 104326. https://doi.org/10.1016/j.ijdr.2024.104326</p> <p>Matkevičienė, R. (2024). NGOs as catalysts for societal resilience: Examining their role and impact during risk situations. Iš A. Thrassou, D. Vrontis, L. Efthymiou, Y. Weber, S. M. Riad Shams, & E. Tsoukatos (Red.), <i>Non-profit organisations: Vol. 4. Structures, models and technology</i> (p. 123–148). Palgrave Macmillan. https://doi.org/10.1007/978-3-031-62538-1_6</p> <p>Kimhi, S., Kaim, A., Bankauskaitė, D., Baran, M., Baran, T., Eshel, Y., Dumbadze, S., Gabashvili, M., Kaniasty, K., Koubova, A., Marciano, H., Matkevičienė, R., Teperik, D., & Adini, B. (2024). A full-scale Russian invasion of Ukraine in 2022: Resilience and coping within and beyond Ukraine. <i>Applied Psychology: Health and Well-Being</i>, 16(3), 1005–1023. https://doi.org/10.1111/aphw.12466</p> <p>Matkevičienė, R., & Jakučionienė, L. (2023). Communication professionals as social change agents in times of crisis: How pandemic situation has changed initiatives in CSR and sustainability. Iš I. G. Arraiano, B. Díaz, M. Del Baldo, R. Schmidpeter, & S. O. Idowu (Red.), <i>Corporate social responsibility in a dynamic global environment: Sustainable management in challenging times</i> (p. 365–380). Springer. https://doi.org/10.1007/978-3-031-24647-0_19</p> <p>Dāvidsone, A., Matkevičienė, R., Telyčėnaitė, A., Silkane, Vineta., & Jurāne-Brēmane, A. (2021). Social simulation transfer to online: Pedagogical reflections on teaching presence. Iš L. Daniela & A. Visvizi (Red.), <i>Remote learning in times of pandemic: Issues, implications and best practice</i> (p. 74–89). Routledge.</p> <p>Dāvidsone, A., Seppel, K., Telyčėnaitė, A., Matkevičienė, R., Uibu, M., Silkāne, V., Jurāne-Brēmane, A., & Allaje, Ö. (2021). Exploring students' perceptions on acquisition of transversal skills during an online social simulation. Iš L. Daniela (Red.), <i>Human, technologies and quality of education, 2021</i></p>
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	(p. 727–738). University of Latvia. https://doi.org/10.22364/htqe.2021.57
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Approved by the Doctoral Committee of the field of Communication and Information of the Social Sciences area on 15 December 2025, minutes of the meeting No. (7.17 E)15600-KT-667

Chair of the Committee Prof. Dr Aušra Navickienė
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