

Vidiki raziskovanja paradigme družbene odgovornosti v visokem šolstvu

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Povzetek

Raziskovalno vprašanje (RV): Univerzitetno družbeno odgovornost lahko opredelimo kot dejanja in odločitve študentov, zaposlenih in vodstva visokošolskih institucij, da na podlagi prostovoljnega in etičnega pristopa, preko trajnostno angažiranih dejanj, vplivajo na delovanje skupnosti v lokalnem oz. globalnem okolju. V prispevku bomo preučili razsežnost paradigme univerzitetne družbene odgovornosti ter opredelili njen pomen in vpliv na deležnike.

Namen: Namen prispevka bo pojasniti odnos med pojmom družbene odgovornosti in področjem visokega šolstva ter raziskati na kakšen način se družbeno odgovorna dejanja odražajo v delovanju in upravljanju visokošolskih zavodov. Cilj prispevka bo preučiti dejavnike univerzitetne družbene odgovornosti, skladno z uveljavljenimi standardi kakovosti.

Metoda: Izvedli bomo kvalitativno raziskavo in sicer študijo predvsem tuje strokovne literature, s poudarkom na analizi raziskav tujih avtorjev. Uporabili bomo naslednje metode raziskovanja: metodo deskripcije, komparacije, povzemanja, kompilacije ter metodo analize.

Rezultati: Na podlagi študije literature in raziskav z obravnavanega področja bomo odgovorili na postavljeno vprašanje in sicer na kakšen način se družbeno odgovorna dejanja odražajo v delovanju in upravljanju visokošolskih zavodov oz. v odnosih, ki jih le – ti gojijo s svojimi deležniki.

Organizacija: Raziskava bo uporabna za visokošolske institucije, saj bo predstavljala poglobljen in celovit uvid v raziskovanje paradigme družbene odgovornosti v visokem šolstvu. Spoznanja raziskave bodo lahko nadaljnja priporočila za implementacijo družbene odgovornih dejanj v delovanje visokošolskih zavodov in bodo uporabna za vse, ki se teoretično in praktično ukvarjajo z vzpostavljanjem in razvojem kakovosti v le-teh.

Družba: Raziskava se bo nanašala na opredelitev dejavnikov univerzitetne družbene odgovornosti, s poudarkom na družbenih dejavnikih, ki se nanašajo na vpliv visokošolskih institucij na družbeni sistem.

Originalnost: Aktualnost izbrane tematike se izkazuje v vedno večjem zavedanju, da z izobraževanjem ustvarjamo družbo znanja, ki lahko ključno prispeva k trajnostnemu razvoju. Originalnost raziskave se kaže v osredinjenju na družbene dejavnike raziskovanega področja ter v preučevanju vpliva na deležnike.

Omejitve/nadaljnje raziskovanje: Omejili se bomo na družbeni vidik univerzitetne družbene odgovornosti ter na podobne raziskave, ki so že bile izvedene na tem področju. Nadaljnje raziskovanje bi lahko obravnavalo še ostale dejavnike (ekonomski in okoljski vidik), kar bi celostno zaokrožilo raziskovanje področja.

Ključne besede: trajnost, družbena odgovornost, izobraževanje, visoko šolstvo, profitne organizacije, neprofitne organizacije, standardi kakovosti, upravljanje .

Veronika Gruden je magistrirala na področju kadrovskega managementa na Fakulteti za družbene vede, Univerze v Ljubljani. Zaposlena je na Fakulteti za dizajn, pridruženi članici UP, kjer je odgovorna za področje upravljanja s kakovostjo. Je prodekanja in v.d. katedre za dizajn management. Predava o družbeni odgovornosti dizajn managerjev, kjer študenti spoznajo pomen družbeno odgovornega oblikovanja. Veronika Gruden v svojem delovanju na fakulteti preučuje tudi pobude, ki obravnavajo vlogo družbene odgovornosti v študijskih vsebinah ter vpliv slednje na delovanje fakultete in njenih deležnikov. Pri tem izhaja iz zavedanja, da je družbena odgovornost delno izpeljana iz posameznih etičnih vrednot oblikovalcev, a je tudi odziv na potrebe naročnikov ter družbe kot celote. Je doktorska študentka Fakultete za organizacijske študije v Novem mestu.

Mirko Markič je doktoriral na Univerzi v Mariboru, Fakulteti za organizacijske vede s področja organizacijskih znanosti. Po dvanajstih letih delovanja v gospodarstvu se je zaposlil na takratni Visoki šoli za management Koper, danes Fakulteti za management Koper Univerze na Primorskem, kjer je bil dva mandata prodekan za študijske zadeve in zadolžen za usklajevanje raziskovalno-razvojne dejavnosti. Občasno je sodeloval pri izvedbi študijskih programov na Univerzi v Ljubljani, Univerzi v Mariboru, Univerzi v Novi Gorici in Fakulteti za organizacijske študije v Novem mestu. V tujini je deloval na Univerzi v Nišu, (Republika Srbija), Yasar University, (Turčija) ter Slovenskem izobraževalnem konzorciju (Italija). Je redni profesor za področje managementa in znanstveni svetnik. Vodja / član v več raziskovalnih in podjetniških projektih. Njegova področja raziskovanja so upravne in organizacijske vede - management ter javno zdravstvo (varstvo pri delu).

Viktorija Florjančič je doktorirala na Univerzi na Primorskem, Fakulteti za management. V svojem doktoratu je proučevala dejavnike učinkovitega kombiniranega e-izobraževanja. E-izobraževanje, uporaba informacijsko-komunikacijske tehnologije (IKT) v izobraževanju, je njeno raziskovalno področje že od leta 1999. Raziskuje različne vidike uvajanja IKT v procesih pridobivanja znanja, kot tudi druge različne vidike uporabe IKT v podjetjih, organizacijah in v družbi. Rezultate raziskav objavlja v domačih in tujih revijah. Je članica uredniških odborov revij: International Journal of Learning Technology, Journal of Management in Education in BADEN newsletter; Balkan Distance education Network BADEN. Poleg raziskovalnega in pedagoškega dela na fakulteti skrbi za podporo uporabnikov spletnega učnega okolja Moodle.

Research of Social Responsibility Paradigm in Higher Education

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Abstract

Research Question (RQ): Social responsibility at University level can be defined as the activities and decisions of students, employees and the management of higher education institutions, which, based on a voluntary, ethical approach and through sustainable actions have an influence on the functioning of a community in the local or global community. The article shall examine the dimensions of the university level social responsibility paradigm and define its significance and impact on stakeholders.

Purpose: The purpose of the article is to clarify the relationship between the concept of social responsibility and the field of higher education and to explore how socially responsible actions are reflected in the activities and management of higher education institutions. The objective of the paper is to examine the factors of social responsibility at university level in accordance with the established quality standards.

Method: A qualitative survey will be conducted, namely, a study of foreign professional literature with an emphasis on the analysis of research written by foreign authors. We will use the following methods of research: the method of description, comparison, summation, compilation and the method of analysis.

Results: Based on the study of literature and research from the subject area, we will answer the question as to how socially responsible actions are reflected in the activities and the management of higher education institutions or in the relations with their stakeholders.

Organisation: The research will be useful for higher education institutions, as it will provide an in-depth and comprehensive insight into the research of the paradigm of social responsibility in higher education. The findings of the research can be considered as further recommendations for the implementation of socially responsible actions in the higher education institutions and will be useful for all those who are theoretically and practically involved in the creation and development of quality in these institutions.

Society: The research will address the definition of factors of social responsibility at university, with an emphasis on social factors that relate to the impact of higher education institutions on the social system.

Originality: The relevance of the selected topic is reflected in the growing awareness that we create a society of knowledge through education, the society that can make a key contribution to sustainable development. The originality of the research is reflected in the focus on the social factors of the research area and in the study of the impact on stakeholders.

Limitations / Further Research: The study will be confined to the social aspect of social responsibility at university and to similar research that has already been carried out in this field. Further research could address other factors as well (economic and environmental aspects) which would comprehensively complete the research.

Keywords: sustainability, social responsibility, education, higher education, profit organisations, non-profit organisations, quality standards, management.

Veronika Gruden holds a Master's Degree in Human Resources Management from the Faculty of Social Sciences, University of Ljubljana. She is employed at the Faculty of Design, Associate Member of University of Primorska, where she is responsible for quality management. She is a Vice Dean, and Acting Head for the Chair of Design Management. Her lectures focus on social responsibility of design managers where the students are introduced to the importance of socially responsible design. In her work at the faculty, Veronika Gruden also examines the initiatives that address the role of social responsibility in the study and the influence of the latter on the faculty activities and its stakeholders. This stems from the awareness that social responsibility is partly derived from individual ethical values of designers, but it is also a response to the needs of subscribers and the society as a whole. Mrs. Gruden is also a doctoral student at the Faculty of Organizational Studies in Novo mesto.

Mirko Markič received a doctoral degree from the Faculty of Organisational Sciences, the University of Maribor. After working in the economic sector for 12 years, he started employment with the College of Management, Koper - today's Faculty of Management, the University of Primorska. He was the Associate Dean for Undergraduate Education and in charge of coordinating research and development activities for two terms of office. He was also involved in teaching at the University of Ljubljana, the University of Maribor, the University of Nova Gorica and the Faculty of Organization Studies in Novo mesto. He cooperated with foreign institutions: the University of Niš (Serbia), Yasar University (Turkey) and the Slovene Education Consortium (Italy). Mirko Markič is a professor of management and a research councilor. He is also a head/member of many research and entrepreneurial projects. His fields of research are administration and organization sciences - management in general and management in the field of public health service (health and safety at work).

Viktorija Florjančič obtained her doctoral thesis at the University of Primorska, Faculty of Management. In her doctoral thesis, she researched the factors of effective blended learning. E-learning, the usage of information-communication technology (ICT) in education, is her research area since 1999. She has been researching different aspects of implementing ICT in the processes of acquiring knowledge, as well as many others aspects of ICT usage in enterprises, organizations and society. The results of her research work are published in national and international journals. She is a member of following journal editorial boards: International Journal of Learning Technology, Journal of Management in Education and BADEN newsletter; Balkan Distance education Network BADEN. Beside research and pedagogical work at faculty, she is in charge of supporting Moodle users.
