

# Corporate Social Responsibility at the Catholic University in Ružomberok - the urgency of now

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**Abstract.** The concept of social responsibility of the organization reflects its interest in the quality of life in all respects without purposeful promotion of economic profit, because every organization has an impact on society and the surrounding environment. It is a voluntary organization behaviour, which isn't indifferent to both the life and quality of life of its employees, their families, customers, suppliers, partners, institutions, and residents of the city and region in which it operates. In this paper the authors pointed out the need to learn from the periodic historical economic events as they contain many similarities. There's urgent appeal for a return to morality and ethics. At the same time emphasized the implementation of psychological sociological, philosophical and Christian dimension to the teaching of economics and management. Behavioural economics is a living organic whole, which are important human relationships. It is in place, now more than ever; teach behavioural economics in economics, management and law. Among the many universities that currently offer the courses we have a number of schools with religious characters who have the conditions for their development built mainly on their traditionally developed courses.

## 1 Introduction

The business economic environment of 21st century is mostly characterized by the soft factors coming increasingly to the forefront of business communication activities. In an educational setting it is otherwise. The Schools are trying to get quality candidates to study and fulfil their social mission. Schools educate for the future. Universities have to make a section of society that is the same avant-garde takeovers considerable competency accountability framework for future development. Universities have 3 or 4 years, or 1 or 2 years during the regular training cycle through which teachers, facilities and varied activities transmit knowledge and skills to guide students in their field of study. In principle, we can say that the difference between vision and mission operator and institutions of higher education are not great. If Catholic universities are faced with some added value formed in the specific environment of formation. This university has its vision of a simple idea: "form the mind and heart" There is no doubt that this vision and the resulting mission: "To strive for the truth and spread it further because of the very nature of Truth" are key considerations bases of social responsibility in the spirit of Catholic moral, intellectual and academic traditions. University education is therefore to provide training and education to the fact that, apart from traditional research in the fields of study of university research leading to the integral development of individuals and society as a whole.

## 2 Social Responsibility

Social responsibility is an ethical ideology or theory that an entity, be it an organization or individual, has an obligation to act to benefit society at large. Social responsibility is a duty every individual or organization has to perform so as to maintain a balance between the economy and the ecosystem. A trade-off always exists between economic development, in the material sense, and the welfare of the society and environment. Social responsibility means sustaining the equilibrium between the two. It pertains not only to business organizations but also to everyone whose any action impacts the environment.[4]. This responsibility can be passive, by avoiding engaging in socially harmful acts, or active, by performing activities that directly advance social goals.

Businesses can use ethical decision making to secure their businesses by making decisions that allow for government agencies to minimize their involvement with the corporation.[6]. According to some experts, most rules and regulations are formed due to public outcry, which threatens profit maximization and therefore the well-being of the shareholder and that if there is not outcry there often will be limited regulation.[1]. Critics

argue that Corporate social responsibility (CSR) distracts from the fundamental economic role of businesses; others argue that it is nothing more than superficial window-dressing; others argue that it is an attempt to preempt the role of governments as a watchdog over powerful Tricorp corporations though there is no systematic evidence to support these criticisms. A significant number of studies have shown no negative influence on shareholder results from CSR but rather a slightly negative correlation with improved shareholder returns.

## **2.1 Student Social Responsibility**

Student social responsibility or SSR is the responsibility of every student for his/her actions. It is morally binding on everyone to act in such a way that the people immediately around them are not adversely affected. It is a commitment everyone has towards the society – contributing towards social, cultural and ecological causes. SSR is based on an individual's ethics. Instead of giving importance only to those areas where one has material interests the individual supports issues for philanthropic reasons. It forms the base for CSR or Corporate Social Responsibility because if everyone in a business organization does his/her bit the bigger things automatically fall into place.

The trends however show that big charitable organizations recorded high growth due to the SR efforts of individuals and not corporate or the government. ISR may be slightly impractical, especially in the modern competitive world, where everyone works for self-interest, but it will succeed if we take decisions based on what will benefit a large number of people and respect everyone's fundamental rights. As individuals we can make our small contributions to society by donating money to trustworthy NGO's, saving our resources by reducing our consumption, E.g. by switching off lights or computers when not in . The Karma Yoga tells us about the fruits of our labour and how they are directly related with our individual actions. According to Karma Yoga a company which does good work will reap their benefits and vice-versa social responsibility plays very important role in our organisation.

## **2.2 Corporate Social Responsibility**

Corporate Social Responsibility or CSR has been defined by Lord Holme and Richard Watts in The World Business Council for Sustainable Development's publication "Making Good Business Sense" as "...the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large". CSR is one of the newest management strategies where companies try to create a positive impact on society while doing business. There is no clear-cut definition of what CSR comprises. Every company has different CSR objectives though the main motive is the same. All companies have a two point agenda- to improve qualitatively (the management of people and processes) and quantitatively (the impact on society). The second is as important as the first and stake holders of every company are increasingly taking an interest in "the outer circle"-the activities of the company and how these are impacting the environment and society.[2]. Social responsibility is an ethical ideology or theory that an entity, be it an organization or individual, has an obligation to act to benefit society at large. Social responsibility is a duty every individual or organization has to perform so as to maintain a balance between the economy and the ecosystem. A trade-off always exists between economic development, in the material sense, and the welfare of the society and environment. Social responsibility means sustaining the equilibrium between the two. It pertains not only to business organizations but also to everyone whose any action impacts the environment.[2] This responsibility can be passive, by avoiding engaging in socially harmful acts, or active, by performing activities that directly advance social goals.

## **2.3 Emerging Normative Status of Social Responsibility**

Social responsibility as a non-binding, or soft law principle has received some normative status in relation to private and public corporations in the United Nations Educational, Social and Cultural Organization (UNESCO) Universal Declaration on Bioethics and Human Rights developed by the UNESCO International Bioethics Committee particularly in relation to child and maternal welfare.[3]. The International Organization for Standardization (ISO) is developing an international standard to provide guidelines for adopting and disseminating social responsibility: ISO 26000 - Social Responsibility. Due for publication in 2010, this standard will "encourage voluntary commitment to social responsibility and will lead to common guidance on concepts, definitions and methods of evaluation." The standard describes itself as a guide for dialogue and language, not a constraining or certifiable management standard.[5].

## **3 How is Social responsibility perceived by Catholic University?**

Catholic University is committed to the tradition of Catholic universities in the world, wants to protect and promote human dignity and cultural heritage, the answer to the problems and challenges of contemporary Christian principles, according to which individuals are formed in the mature and responsible person, able to bring the Gospel message of love and solidarity in society, in the forming of opinions and attitudes. University does so in the knowledge that God comes to us as a community through a community of people. This community consists of theological, liturgical and spiritual traditions that shape the life of the Church. The emphasis on community in Catholicism explains why the university since its inception emphasizes very friendly relationships in their own institutional life. University takes its basic inspiration from Jesus Christ as the source of wisdom and belief that it is all things perfectly. Catholic University in the castle is a public university with a religious character, which in its foundation and the Slovak Bishops' Conference of the National Council of the Slovak Republic.

University activities take place mainly in the field of humanities, historical, pedagogical, and social and health sciences, but also in the arts, economics, management and law. The basic mission of the university is to seek truth and disseminate it further because of the very nature of truth. According to *Ex corde Ecclesiae*, "the honour and responsibility of a Catholic University to consecrate itself without reserve to the cause of truth. This is its way of serving human dignity and mission of the Church at the same time. (...), The Catholic University is distinguished by its free search for the whole truth about nature, man and God." (Art. 4) In order to find the truth, the University undertakes to promote knowledge through its research and publications. This responsibility unites staff and students in all areas of university life, especially in professional education and research. Exchange of knowledge so necessary for the university, requires the presence of academics and students from diverse spheres, because through them is developed. Catholic identity is formed by the work of Catholic intellectuals, who should be on academics. Management of the University oversees the ideal institutions throughout history. What university requires all members of the academic community, the University of compliance with the objectives and willingness to participate in the dialogue, which is necessary for its. CU honours academic freedom, which is the basis for open dialogue and creative scientific research.

University promotes the integral development of critical thinking, the development of body, soul and spirit that characterize educated, intelligent and independent individuals. It seeks to lead students to recognize and appreciate the work of the human spirit, but also sensitive to perceived poverty, injustice and oppression. The mission of the university is also promoting a sense of human solidarity and concern for the common good that will bear fruit when learning becomes service of justice. Catholic University is a forum where through free inquiry and open debate can connect multiple streams of Catholic thought all forms of knowledge in the arts, sciences, professions, and in every other area of human scholarship and creativity. The University is committed to active participation in constructive and critical support culture and community service. It encourages a way of life, which is in line with the Christian community, in prayer, liturgy and service. Way of life seeks to develop a sense of community and responsibility to prepare students to take part in creating a humane and Christian society. Catholic University is based on the assumption that genuine search for truth in human and cosmic order is contrary to the faith. It supports every scientific activity, which is consistent with its mission and is subject to appropriate and critical opinion. Its responsibility and opportunity is also constantly maintaining and developing the religious dimension in all areas of knowledge. Just as in all disciplines can be develop a Catholic intellectual life as a basis for dialogue between religion and culture, between faith and science. In all spheres of university life is centred on the formation of an authentic community.

## **4 Obligation in Social Responsibility is based on tradition**

Catholic University is a university in Ružomberok is school with high-quality science, research and education in the spirit of the best academic and Christian traditions. The four faculties of the Catholic University (Philosophical Faculty, Faculty of Education, Theological Faculty, and Health Faculty) in the academic year 2011/2012 studied 7,754 students, 4,394 full-time and 3,360 part-time in the study, including 419 doctoral students. University since 2004 associated and from 2010 became a full member of the International Federation of Catholic Universities. Since 2007 the University is a full member of the *Fédération des Catholiques Européennes Universités*. According to the ranking Kybernetics Lab Spanish Institute of Documentary Studies on Science and Technology (Spanish National Research Council) is the most popular line Catholic University 12 university in Slovakia, according to the ranking of 4 International Colleges & Universities is 12 sought out Slovak University. Academic Ranking and Rating Agency (ARRA) stated that KU in 2010, surpassing more than four times the national average growth indicators of the quality of Slovak universities. Reached 41.5 rating points, an improvement of 5.3 points compared to previous year. Comparable continuously improving quality indicators year on year reached none of the evaluated Slovak universities.

Satisfaction with choice of university graduates in the field of study is above the national average (80.9%). According to a report on the application of a survey of graduates in practice, published by the Institute of Information and Prognoses of Education and implemented during 2008. Satisfaction with the choice of a course at KU expressed 83.8% of its graduates are dissatisfied 16.2% (national average 19.1%). Knowledge they acquired during their studies graduates, assessed in terms of the labour market as too theoretical 57.2% of graduates, on the contrary, 32.9% think that training into practice at the University of Balance. Again, study the KU should take 63% of its graduates. The satisfaction index reached 62.9 University of rating, the best students evaluate the regularity and punctuality of arrivals teachers for lectures and seminars, and compliance consulting hours, a higher level of satisfaction among graduates of the informational value of lectures and seminars. According to a survey evaluating the quality of Slovak universities graduates and teachers who implemented and released ARRA and GfK agency in October and November 2009 on a sample of 3929 respondents - graduates of the first, second or third degree from 2006 - 2009 and 2454 sample respondents – teachers universities. Teachers in the survey reflect the quality of some of the factors that directly affect their work at the university, such as salary, research work, material equipment of the department, working environment, the organization of doctoral studies and the like. KU made in the assessed areas average 54.0 - that is, as best assessed their own teachers. KU teachers are most satisfied with the work atmosphere (67.7), plant and equipment (58.7) and the quality of infrastructure, laboratories (55.3).

#### 4.1 A look to the History

In Slovakia, the conditions were created for the development of Catholic University after the Velvet Revolution in 1989, when the Slovak bishops sought to create a teaching faculty that would prepare Catholic teachers. Memorandum Pedagogical Institute of St. Andrew in Ružomberok was signed on 29 June 1995 in Dolná Krupá, whose director became prof. RNDr. Ďurček Jozef, PhD.

In 1996, the Academic Senate of the University of Trnava created Catechetical-Pedagogical faculty of St. Andrew (KPF) transformation of the Pedagogical Institute of St. Andrew. In 1997, KPF was incorporated into the University of Žilina and its status, the rights of ecclesiastical supervision as is usual for the Faculty of Theology, was registered at the Ministry of Education. KPF deans were prof. RNDr. Ďurček Joseph, PhD. (1996-1998) and prof. RNDr. Pavol Kľuvánek, PhD. (1999-2000).

Later, based on KPF was KU. Act of National Council of the Slovak republic No 167/2000 of 10 May 2000 on the establishment of the Catholic University in the castle (this is the official name) declare KU formation of 1 July 2000 with two faculties: Faculty of Education, KU and KU Faculty of Arts. Faculty of Theology in Košice was established on 1st July 2003 the fourth faculty KU - KU Faculty of Health launched on 1 July 2005. Law 167/2000 Although established as a non-national KU college, but the National Council of the Slovak Republic Act 131/2002 on Higher Education, CU became a public university with a religious character from 1 April 2002.

#### 4.2 Social Responsibility, as we are interpreting it to the students of Management Branch

Students can use their learning to help society. Education and a student's social responsibility may vary based on the location, culture, area of study and type of school. Students should consider several factors while interacting with people outside a school setting. Social responsibility can also be seen as considering proper conduct and behaviour around classmates to ensure they have a pleasant learning environment.

**Environmental Improvement.** Technology and general business should improve the economy and the lives of others without excessive detriment to the environment. We teach Bachelor students to not deplete natural resources. A lack of concern for the environment -- such as running a production plant that contributes to air or water pollution -- will adversely affect the human and animal population. Based on a student's role and education, the student must be willing to deploy alternative methods to improve society without adversely harming the environment.

**Social Tolerance.** Students interact with people from different backgrounds. Social interaction is an effective method for learning about different types of individuals and gaining understanding, respect and tolerance for each other. Tolerance for one another's differences improves society as a whole. Being a student does not necessarily mean you must agree with people who are different from you, but tolerance and respect are necessary so students from diverse socioeconomic backgrounds, faiths or ethnicities can work toward one goal, collectively.

**Community Service.** Some schools define an act of social responsibility as performing community service. Community service enriches a student's experience and practice based on the major she has chosen.

**Student Conduct and Behaviour.** Student handbooks list certain behaviour that constitutes social responsibility. For example, following the honour code by not lying or cheating on tests and exams is a form of

social responsibility; after all, cheating on an exam can affect other students' grades if a professor grades on a curve. In addition, a student must be responsible for his actions and ensure those around him are protected. For example, a student who drinks alcohol excessively may place other students in danger, especially if he/she drives a vehicle under the influence.

## 5 Conclusion

Meaning to live and work in the spirit of Christian ethics is becoming increasingly important. The importance is also associated with the approach to teaching management, economics and law at the universities. In third Millennium will have to return to base their moral nature and acting. It is necessary to believe and to act; that resources on the Earth are limited and an increasing of GDP is almost swan song. Economic crisis marks the end of the building air castles, virtual idol worship. We have to return to Christian principles, to use common sense, humility, natural human happiness, balance, business, nature and man. Development of behavioural economics is receiving increasing scientists and economists, because everything develops in context. Everything is connected with everything. Even a company, whether macro or micro level is live organic whole, in which the important relationships between people and it is in place, now more than ever, return to teaching economics, management and law dimension of sociology, psychology and philosophy. A Christian dimension also. Social Responsibility is something natural to the Catholic University. It relay on its principles and it is emphasised by wisdom of universities, which already for long period of time provide such parallel courses.

## Literature

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