
SIP REPORT #4

Reporting Period 2021 - 2023

PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for
Responsible Management Education**

FHWIEN DER WKW
UNIVERSITY OF APPLIED SCIENCES FOR MANAGEMENT & COMMUNICATION

November 2023

PRME
an initiative of the
United Nations Global Compact



Executive Summary

FHWien der WKW, the University of Applied Sciences for Management & Communication (henceforth, FHWien), has been an Advanced Signatory member of the Principles for Responsible Management Education (PRME) since 2015. As one of the first business schools in Austria, we include Business Ethics and Corporate Governance as compulsory subjects in the curricula of all business management programs. The implementation of PRME will guarantee the lasting transformation of FHWien into a higher education institution that educates managers to think and act in an economically, ecologically and socially sustainable way.

In our last Sharing Information on Progress (SIP) Report, we set ourselves the following targets for the period between November 2021 and October 2023:

1. Future integrations of PRME-relevant topics in teaching and research
2. Increase institutional responsibility for organizational practices
3. Expansion of cooperation with universities and companies (exchange, practical projects) in order to advance understanding of PRME-relevant topics.

How we have managed to meet these goals is described in the following pages and in an extensive appendix.

In alignment with the targets above, these are some highlights of the present report:

1. **Further integration of PRME-relevant topics in teaching and research:** From 2021 to 2022, the three departments at FHWien carried out the latest revision of the curricula of all academic programs. The revision involved the further implementation of corporate responsibility and sustainability contents as a crosscutting topic in modules throughout all Bachelor's and Master's programs. The new programs are being implemented from the Winter Semester 2023/24 (see Principle 3, p.11).
2. **Increase institutional responsibility for organizational practices:** Since the summer of 2022, FHWien has been implementing a range of measures and processes to facilitate student life for people with visual impairments (see Principle 2, p.9). Also since 2022, events organized by FHWien's Communications Office have been organized as "eco-events", which, for example, only allow for fair trade coffee and certified biological as well as regional food, and which prohibit the use of cans (see Principle 2, p.10)
3. **Expansion of cooperation with universities and companies:** In a current research project on corporate transformation towards sustainability, FHWien researchers take their research right into Austrian companies and co-create parts of their insights with them (see Principle 5, p.18). Furthermore, two new professorships in the area of sustainability have been introduced at FHWien (see Principle 6, p.19) and students of FHWien have participated in the second edition of the PGS Ambassador Program (see Principle 6, p.21).

This report is divided into six sections, which are based on the six PRME principles. Each section demonstrates the implementation of PRME across different areas of FHWien, as shown by the implementation of relevant policies, procedures and activities during the past two years. By implementing PRME in this holistic way, future managers and entrepreneurs are being trained to lead enterprises sustainably, strategically and with an opportunity-oriented focus.

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Portrait of FHWien der WKW

FHWien der WKW – University of Applied Sciences for Management & Communication (FHWien) launched its first degree program in Tourism Management in 1994. It has continued to expand its academic programs ever since. In 2007, all diploma programs were converted to the international dual-level Bachelor's and Master's degree system. In 2023, FHWien offers a total of ten Bachelor's and eight Master's degree programs in the areas of management and communication as well as a total of 18 continuing education programs implemented by FHWien's "Vienna Management Academy".

Ownership of FHWien is shared equally between the Vienna Economic Chamber ("Wirtschaftskammer Wien") and the Vienna Business Fund ("Fonds der Wiener Kaufmannschaft").

Key figures (2022)

- Number of students in the Bachelor's and Master's degree programs: 2,826
- Number of students in the continuing education programs: 887
- Faculty: 86
- Administrative staff: 99
- External lecturers: 1,003

Students & Alumni

In 2022, FHWien's body of students in the Bachelor's and Master's degree programs numbered 2,826, while 887 students were enrolled in the continuing education programs (see Figure 1). Of these, about 60% of Bachelor's and about 58% Master's degree students were female. The same year saw a total of 566 Bachelor's and 243 Master's students graduating and 355 students successfully completing their continuing education programs. This brings the number of FHWien graduates over the past 29 years up to a total of 13,878.

Faculty and staff

In 2022, a total of 1,089 lecturers were employed at FHWien on a full-time or part-time basis (see Figure 2). Around two-thirds of our instructors have a background in business, allowing us to offer outstanding university education which is also tightly woven with business practice. Our customized teaching and research allow us to take into account the needs of companies and prepare our graduates effectively for their careers. FHWien works closely with businesses from diverse sectors.

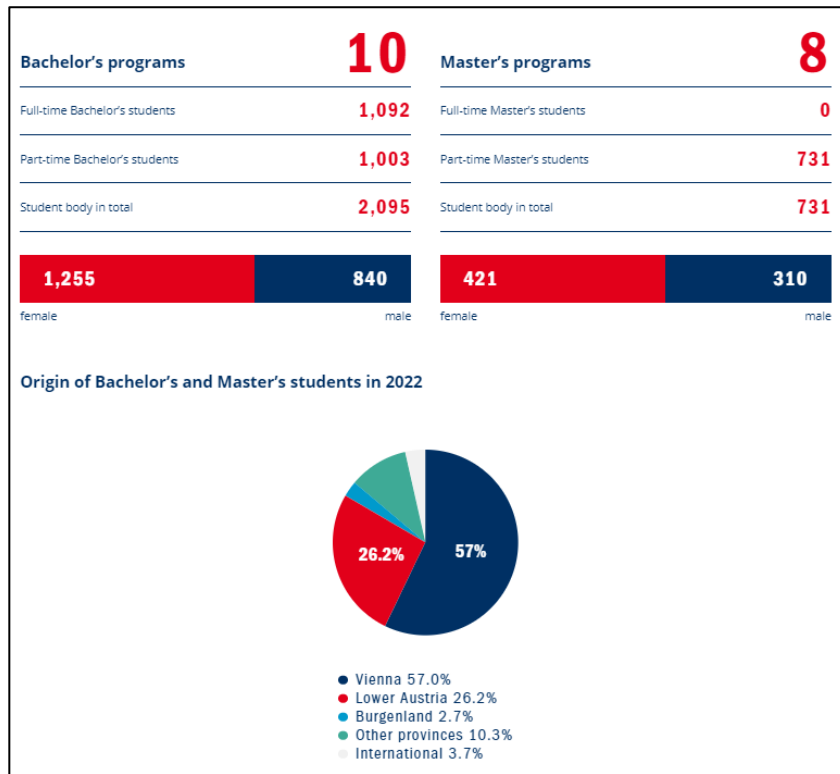


FIGURE 1 FHWIEN STUDENTS 2022 (SOURCE: FHWIEN'S ANNUAL REPORT 2022)

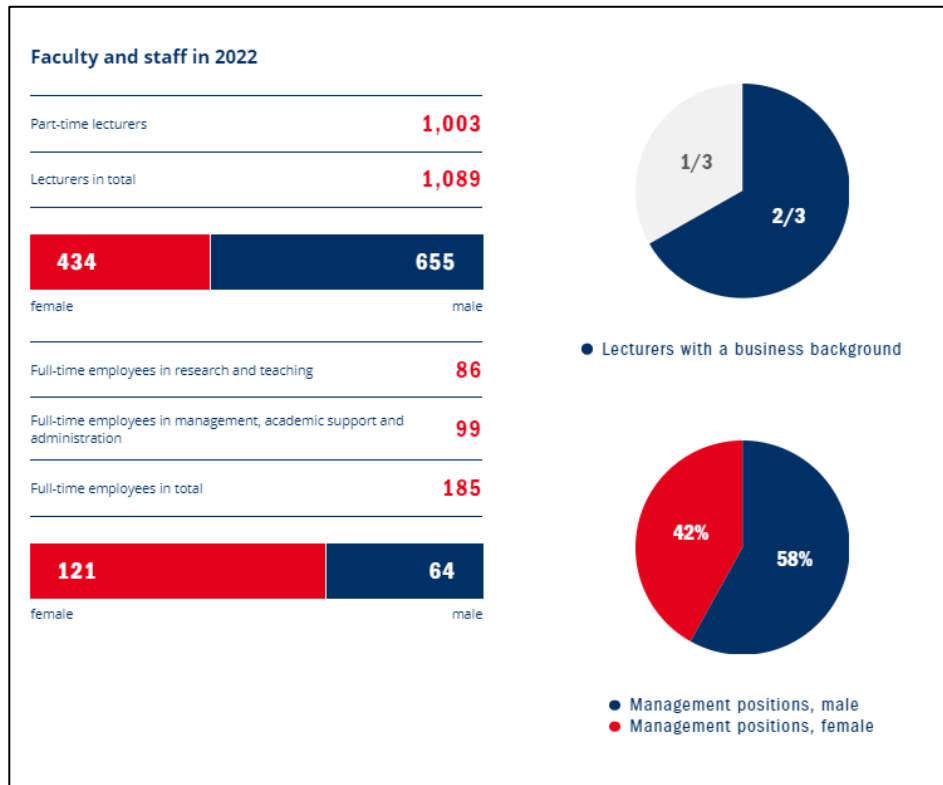


FIGURE 2 FHWIEN FACULTY AND STAFF (SOURCE: FHWIEN'S ANNUAL REPORT 2022)

Bachelor's Degree Programs

FHWien offers ten [Bachelor's degree programs](#):

- Content Production & Digital Media Management
- Corporate Communication (English)
- Digital Business
- Finance, Accounting & Taxation
- Real Estate
- Journalism & Media Management
- Corporate Communication
- Marketing & Sales
- Human Resources Management
- Tourism & Hospitality Management
- Management & Entrepreneurship

Most of these are offered as both full-time and part-time programs. Most Bachelor's degree programs are taught primarily in German, but include up to 25% of modules taught in English. The "Corporate Communication" program is taught entirely in English. The "Management & Entrepreneurship" program offer a full-time bilingual program.

Master's Degree Programs

FHWien offers eight [Master's degree programs](#):

- Executive Management
- Financial Management & Controlling
- Real Estate
- Journalism & New Media
- Communication Management
- Marketing & Sales Management
- Organizational & Human Resources Development
- Urban Tourism & Visitor Economy Management

All of these are offered as part-time programs suitable for students in ongoing employment. Most Master's degree programs are taught primarily in German, but include some modules taught in English. The "Executive Management" and "Urban Tourism & Visitor Economy Management" programs are taught entirely in English.

Continuing Education: Vienna Management Academy

FHWien's [Vienna Management Academy \(VMA\)](#) offers continuing education programs in five subject areas:

- Digital Transformation
- Real Estate Management
- Communication & Marketing
- Management
- Sustainability

All of these are offered as part-time programs. Programs run from two months to four semesters and, upon successful completion, participants are awarded titles of "Master of Science" (MSc), "Master of Business Administration", "Master of Science (Continuing Education)", "Bachelor of Science (Continuing Education) or "Academic Expert".

Vienna, 23.10.2023

Letter of Continued Commitment

FHWien der WKW has been a signatory to the Principles for Responsible Management of the United Nations (PRME) since 2015. The implementation of these principles has been guiding and supporting FHWien der WKW's lasting transformation into a higher education institution that educates managers to think and act in an economically, ecologically and socially sustainable way. By integrating social and ecological sustainability issues into our operations, we strive to actively contribute to the achievement of the United Nations' Sustainable Development Goals (SDGs). We pursue the strategic goal of assuming long-term national leadership and an internationally competitive position in the field of corporate responsibility.

Since 2012, FHWien der WKW has been featuring subjects of business ethics and corporate responsibility as compulsory modules in the curricula of most Master's programs. In course of the latest revision of study programs, which became effective in the winter semester of 2023/24, the topics of corporate responsibility and sustainability have been further implemented as crosscutting topics in modules throughout all Bachelor's and Master's programs. The highly qualified researchers and teaching faculty at FHWien der WKW are convinced that exploring responsibility and sustainability issues from an academic perspective and transferring the generated knowledge into teaching and practice is key to ensuring a better future for the next generations.

As a University for Applied Sciences in Management and Communication, we aim to educate ecologically, economically and socially responsible leaders and equip them with the necessary skills to tackle the issues of climate change, globalization and digitalization. Thus, we design our academic programs to be flexible and future-oriented. We further believe that this approach calls for the promotion of diversity and respect for each other at all levels. To continuously improve and implement best practices in both teaching and research, we closely cooperate with other national and international educational centers, research institutes and companies. Two thirds of our lecturers come directly from the business world. A range of teaching and research courses tailored precisely to the needs of companies aims to prepare graduates for their careers in the best way possible.

We are proud to cooperate with other institutions that share our goals. Sharing this report on progress in implementing PRME-related activities should facilitate the exchange of effective practices and thereby contribute to promoting responsible management education.



Michael Heritsch
Chief Executive Officer

Principle 1 | Purpose



“We will develop the capabilities of students to be future generators of sustainable value for business and society at large and work for an inclusive and sustainable global economy.”

It is FHWien’s mission to offer high-quality research-based and practice-oriented higher education with excellent career prospects for students. In addition to offering full-time study programs, FHWien aims to enable students to combine their studies with jobs and families alike by offering a broad spectrum of part-time study programs as well. All programs have been developed, and are regularly adapted, to meet industry needs.

FHWien further considers it its mission to contribute to strengthening the city of Vienna as a business location by producing highly qualified graduates who will later become the specialists and managers that local companies need to remain successful in globalized markets. Finally, FHWien performs practice-oriented research and development, whose findings directly benefit companies.

Since 2018, “Responsibility & Sustainability” has been highlighted as one of the four strategic priorities in FHWien’s “Strategy Concept”, which commits FHWien to preparing its students to take on the responsibility of managing an economically efficient and sustainable society. This includes research on, and teaching of, aspects of sustainability, facilitating student projects on sustainability issues, and making the operations of FHWien itself more sustainable.

Principle 2 | Values



“We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.”

A defined set of values has guided work at FHWien since 2018:

- **Diverse:** FHWien values openness to innovation and the promotion of new ways of thinking and acting. The people who work at FHWien have wide-ranging skills and life experiences. This diversity is understood as one of FHWien’s special strengths. The university wants to be family-friendly and supports working in multicultural teams. Trust, respect and appreciation in dealings with one another are considered to be of paramount importance.
- **Engaging:** FHWien wants to help shape a future which is constantly presenting new tasks and challenges. The varied nature of our work at a modern university that is in close dialogue with business is appreciated. It is considered to be especially important that teaching is guided by research and real-world practice, and is thus always at the cutting edge.
- **Meaningful:** FHWien considers work in education to be more than just a job, but also a way of supplying business and the sciences with valuable impulses and developing answers to the provocative questions of today. FHWien is dedicated to supporting its students as they acquire the knowledge and skills they need for their professional lives.

Gender & Diversity

It is FHWien’s understanding that universities of applied sciences have an important role in promoting gender and diversity issues connected to their responsibility in terms of generating and disseminating knowledge (<https://www.fh-wien.ac.at/en/about-us/who-we-are/gender-and-diversity/>). A [plan for equal opportunities](#) (German: “Gleichstellungsplan”) included as an addendum to the university’s statutes proposes equal rights and opportunities to all students, faculty and other university actors irrespective of age, gender, ethnic affiliation, social background, language, religion or other worldview, affiliation to a national minority, assets, physical abilities or sexual orientation.

FHWien has been certified under the audit scheme “[hochschuleundfamilie](#)” (“University and Family”) since 2012. It has completed four auditing circles and is currently certified until 2024. The certification process is understood to serve two purposes: first, as an instrument to raise awareness about family and diversity issues; and, second, as a tool to advance family-friendly university policies. In every certification process, university representatives from management, faculty and the student body come together in moderated workshop settings to develop a set of ten measures to be implemented in the following period.

FHWien’s Gender & Diversity Officer regularly takes part in networking events held by gender & diversity departments across Austrian universities, in order to exchange knowledge and learn from others’ experiences. The Gender & Diversity Officer further represents FHWien in [uniability](#), a working group of disability officers and other actors from Austrian universities of applied sciences, whose goal it is to improve the study and working conditions at all Austrian universities and to represent the interests of people with disabilities.

Since the summer of 2022, FHWien has been implementing a range of measures and processes to facilitate student life for people with visual impairments. These actions were initiated by the application and acceptance of a Master’s student who is blind in 2022. The student started his studies in the Winter Semester of 2022/23 and is in his third semester at the time this report is being finalized. While accessibility for people with disabilities had been relatively high in terms of the physical environment at FHWien (i.e. building, classrooms, etc.), this had not been the case for the student’s digital environment. In collaboration with staff and faculty across units (e.g. study services, planning and organization, IT, library, study program), FHWien’s Gender and Diversity Officer has implemented a right for students with disabilities or chronic illnesses to customized examination methods or settings, under the provision that the content and requirements of the examination will not be affected by the adaptation.

Examination may be adapted in the following ways: time extension for written or oral exams; approval of necessary technical assistance or personal assistance; replacing oral exams with written exams and vice versa; time extension for work and preparation times. With regard to the particular case of the student who is blind and started in the Winter Semester 2022/23, study materials were further edited to make them screen-reader accessible and lecturers were briefed to take the student's difficulties into account during class and, for example, take care to verbally explain graphs or tables in detail.

In preparation for this novel situation, the Gender and Diversity Officer, together with the Head of Human Resources & Organization Study Programs, participated in a one-day training offered by the Association for Blind and Visually Impaired Individuals (German: "[Blinden- und Sehbehindertenverband](#)") in the summer of 2022 and met with the student at the beginning of his first semester at FHWien to receive first-hand information about his particular needs and requests.

Regarding the gender dimension, FHWien has carried forward their efforts to ensure equal rights and opportunities to all genders in this reporting period. In this context, we would like to emphasize the mandatory in-house training on gender and diversity issues for all employees of FHWien and the university's "Guide to Gender-Sensitive Language".

FHWien is also a signatory of the "[Charta der Vielfalt](#)" (English: "Diversity Charter"), a Europe-wide initiative promoting respect for all members of society irrespective of gender, age, origin or skin color, sexual orientation, religion and belief, physical or mental disability. In Austria, the Charta was implemented in 2010; FHWien signed in 2012.

Events and advertising

During the previous reporting period (2019-2021), a working group of faculty and employees was set up to evaluate FHWien's advertising materials and practices and develop recommendations to make both more sustainable. The working group came up with recommendations for events as well as information and advertising materials for students, faculty, external lecturers and guests, such as the following:

- Since 2022, events organized by FHWien's Communications Office have been organized as "eco-events" ("Prädikat ÖkoEvent" by the City of Vienna). Changes to previous events mostly concern catering; since eco-events only allow for fair trade coffee and certified biological as well as regional food, and prohibit the use of cans. Apart from the catering, other effects include the avoidance of the procurement of any items for an event that would only be used on that occasion and discarded afterwards.
- The Communications Office has further undergone a self-reported "change of mindset" regarding the use of advertising and information materials. This has, first, led to a substantial reduction of the range of advertising products as well as the quantities ordered per item. Procurement decisions are now based on the usability, re-usability and sustainability of advertising materials. Second, print materials have been substantially reduced in terms of printed pages, while most information can now be found online on FHWien's website. The printed version of the student guidebook has, for example, been reduced from 80 to six pages.

The working group had been set up in 2019 and disbanded in January 2022, since members considered that all ideas and recommendations had by then been implemented.

Principle 3 | Method



“We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.”

1) Frameworks

At FHWien, contents and questions concerning sustainable development are embedded within a range of modules throughout the curricula of the Bachelor’s and Master’s programs. From 2021 to 2022, the three departments at FHWien carried out the latest revision of the curricula of all academic programs. The revision took place under the supervision of the Academic Board at FHWien and featured, among other things, the further implementation of Corporate Responsibility and Sustainability contents as a crosscutting topic in modules throughout the programs. Another main aspect of the revision was to include PRME-related contents in all Bachelor’s programs (in addition to all Master’s programs). A third related aspect was to integrate competence-based teaching by incorporating a variety of methods, such as case studies, business games, problem-based learning, competitions for students, e-learning and hybrid learning. To achieve all of this, all modules of all study programs were reviewed and, if necessary, adapted. Changes could affect any elements of a module, including teaching objectives, teaching content or assessment procedures. The new programs have been implemented from the Winter Semester 2023/24.

In the Bachelor’s programs, the main idea is to give students an introduction to history, basic ideas and the value of topics such as sustainable development, business ethics and corporate responsibility. Modules covering these topics include a module on “Internal Communication & Ethics” in the Communication Management program, a module on “Intercultural and Diversity Management” in the Human Resources Management program, and a module on “Modern Business Concepts” in the Executive Management program. A list of modules covering PRME-related contents in the Bachelor’s programs can be found in Annex 1.

In the Master’s programs, a specific goal is to provide students with the tools and resources to apply the principles of responsible and sustainable management in their daily working lives. Modules are designed to combine a sound theoretical foundation with a high degree of practical relevance. Sustainability management and corporate (social) responsibility are presented as practice-oriented dynamic concepts that can guide decision-making and provide frameworks for corporate action. For example, the business ethics and corporate responsibility module in the Master’s Program Financial Management & Controlling includes theoretical and practical knowledge regarding ESG criteria, sustainable finance, and green financial instruments, while the same module in the Master’s Program Organizational & Human Resources Development offers information on specialized skills and expertise in the field of green and sustainable human resources management. A list of modules covering PRME-related contents in the Master’s programs can be found in Annex 1.

In the continuing education programs¹, three programs stand out in terms of conveying PRME-related content. The six days compact seminar “[ESG & Sustainable Finance](#)” (launched in 2022) offers practical and efficient tools for the implementation of ESG programs in companies; the continuing education

¹ All programs for continuing education at FHWien are offered through the [Vienna Management Academy \(VMA\)](#). The VMA’s portfolio includes university programs in the five subject areas of Digital Transformation, Real Estate Management, Communication & Marketing, Management as well as Sustainability. All programs can be taken part-time.

program “[Sustainable Finance Management](#)” (launched in 2022) focuses on the transfer of practical know-how and future-oriented management skills in order to achieve sustainable transformation in companies; and the continuing education program “[EMBA Leadership](#)” explicitly highlights the inclusion of PRME-related elements. FHWien has further taken the decision to expand its continuing education team with new members with backgrounds in sustainability-related fields as well as to include the topics of sustainability, (environmental) responsibility and resource conservation as cross-sectional matters in all future revisions of curricula. This follows a current five-year concept that established a threshold of 25 % of newly developed curricula in which SDG-relevant issues would feature as a core topic.

A novel course² called “[Competencies for Sustainability Change Agents](#)” was piloted in the fall of 2022. The course was developed as part of the third-party-funded project “[Transformation for Sustainability \(TransformS\)](#)”, which is described in more detail under principles 4 (p.16) and 5 (p.18). The course is open to all students of FHWien, with no content requirements. It is implemented as an extracurricular activity and carries the worth of two ECTS. The course introduces the students to six competencies that empower them to co-create and support sustainability solution processes on the individual, organizational and systemic levels. The competencies encompass (1) understanding complex systems with Systems Thinking Competency, (2) identifying values and norms in a system with Values Thinking Competency, (3) thinking about futures with Futures Thinking Competency, (4) designing strategies with Strategic Thinking Competency, (5) fostering resilience, motivation and self-efficacy with Intra-personal Competency and (6) collaborating and communicating for change with Inter-personal Competency. These competencies are covered by means of lectures, practical impulses, discussions, activities and reflections. The course was piloted in the fall of 2022 and ran for a second time in the fall of 2023.

Since 2019, it has been FHWien’s objective to generate a high number of Bachelor’s and Master’s theses dealing with issues in the field of sustainable development. In the past reporting period, a total of 126 Bachelor’s theses and 66 Master’s theses dealt with sustainability issues. The thesis topics varied from the highly specialized (specific sectoral or regional sustainability issues) to the more general (e.g. the organizational dimensions of sustainability). In the current reporting period, a total of 220 Bachelor’s theses and 128 Master’s theses dealing with sustainability issues have been completed successfully. Works were completed across all study programs and included topics such as the influence of Corporate Social Responsibility on employee commitment, the influence of energy-efficient buildings on financial performance in the hospitality sector, the role of the media in the formation and maintenance of HIV/AIDS stigma, and micro-foundations of dynamic capabilities for circular business model transformation. A full list of all Bachelor’s and Master’s theses dealing with PRME-related issues and completed within the reporting period are included in Annex 3.

In order to recognize students’ analyses of sustainability issues, FHWien created an annual award in connection with the awards for excellent teaching (see sub-section “Faculty Development” further above in this section). The awards were first presented on the SDG Day 2021, and a second time on the SDG Day 2022 on November 17, 2022. The awards for 2023 will be presented at the SDG Day 2024 in January 2024.

2) Materials

Lecturers strive to strike a balance between presenting students with the basics of their respective subjects, on the one hand, and the most up-to-date information and latest research insights, on the other hand. Students are confronted with seminal academic journal articles but will also be asked to complete exercises based on TedTalks, newspaper articles, targeted practitioners’ input or similar. Case studies are frequently used to help students understand the practical implications of a problem or apply their learnings to a real-life situation.

During this reporting period (2021-2023), gamification approaches have found their way into teaching business responsibility and sustainability aspects. This includes the use of online simulation games, such as the [Sustainability Management Simulation: Net Zero](#) by Harvard Business Publishing, in which students take on the role of a hotel's General Manager and have seven years to reduce the hotel's emissions by 50% by choosing among a large variety of possible measures.

3) Processes

Modules in FHWien's study programs are generally designed to provide students with as much direction as is needed to guide their learning processes. This includes the use of the Moodle platform and the system "FHWien online", which together provide students with all necessary information about their courses, both in terms of content and in terms of practical matters.

In addition, modules are designed to combine theoretical and practical input. FHWien's aim to form management professionals with the skills needed to succeed in today's labor markets calls for the involvement of active industry professionals, on the one hand, and for applied student (research) projects, on the other. In order to achieve this aim, lecturers frequently include guest lectures in their modules and/or present students with real-life problems, such as considering the necessary steps for corporate transitions to sustainability, current sustainability challenges for specific industries, or opportunities to include responsibility and sustainability aspects in management decision-making.

To fulfil FHWien's mission as a university of applied sciences, FHWien's students regularly collaborate with high-profile Austrian businesses. In these so-called "practical student projects" (German: "Praxisprojekte"), corporate partners from diverse industries commission our students to carry out practical assignments and support them in resolving an actual, current challenge. Projects are carried out at Bachelor's as well as at Master's level. Each study program provides their own lists of student projects on their own website. A list of student projects on PRME-related topics can be found in Annex 2.

4) Environment

Teaching and research at FHWien takes place with the support of administrative and other supportive functions. Four of these can be singled out: Faculty development, FHWien's writing center, its Competence Center for E-Learning, and FHWien's own radio station.

i. Faculty Development

In order to make excellent teaching of PRME-related contents possible, FHWien understands the necessity of continuing and expanding sustainability training for all faculty members and other FH employees. Two events within the reporting period were focused on supporting FHWien's lecturers in integrating sustainable development aspects into their courses:

- Workshop with FH-Prof. Dr. Gabriele Faber-Wiener (Center for Responsible Management), "What does the climate crisis & sustainable business have to do with my course?", in course of the SDG Day 2022, November 21st, 2022
- Workshop with Dr. Christian Freisleben-Teutscher (FH St. Pölten), "Nachhaltigkeit als roter Faden in der Lehre" (English translation: „Sustainability as a common thread in teaching“), October 16th, 2023

In order to recognize excellent teaching of PRME-related contents, it was further decided to create an annual initiative that recognized the excellent efforts of our faculty members in the popularization of sustainability topics among students. On the first SDG Day at FHWien in 2021, awards were presented in the two categories "Innovative Teaching Methods" and "Implementation of SDGs in Teaching" for the first time. This initiative was continued in this reporting period, when awards in the same two categories were presented at the SDG Day 2022 on November 17, 2022.

ii. Writing Center

FHWien's [Writing Center](#) offers free services to students and faculty throughout the academic year. Services include workshops in academic, professional and creative writing, individual writing consultations, meetups, and online resources in the English and/or German languages. These services aim at supporting students in their studies and beyond, as FHWien considers writing skills as essential for personal development and lifelong learning.

In a knowledge-based society, the most important challenges lie in dealing with complex information and having good communication skills. The ability to read and write well gives students the opportunity to do substantial research and to make a difference in their future work environment. Thus, the aim of the Writing Center is to encourage students to develop independent and creative thinking skills and support them in transferring these skills from their academic to their professional lives.

The Writing Center promotes diversity and caters to a heterogeneous group of students characterized by cultural, linguistic and social variety and diversity. Therefore, the Writing Center offers a variety of different workshops. Most are held in German, such as the workshop "Richtig wissenschaftlich formulieren" (correct scholarly writing skills) which is aimed at students whose first language is not German, "Berufsbegleitend Schreiben" (professional writing skills) which primarily supports part-time students, and workshops such as „Geschlechtergerechte Sprache" (gender-sensitive language) in academic writing. Additionally, a range of English workshops is offered to meet the needs of students writing their thesis in English (e.g. "Ready, set, write! An Introduction to English Academic Writing", "How to develop a research question" or "How to (re)write a paragraph").

iii. Competence Center for E-Learning

The [Competence Center for E-Learning](#) deals with all matters relating to digital teaching and learning. Innovative teaching and learning settings take the strategic orientation of FHWien into account and are conducted in the spirit of PRME. A student- and teacher-centered digital learning environment helps students to respond to the increasing demands of flexible and individual learning needs. The services of the Competence Center include:

- Support and coaching for the major learning platforms (Moodle, Panopto and MS Teams)
- Virtual classroom applications for different sustainable use cases such as global online collaboration
- Various online didactic-workshops, self-paced online courses and an E-Learning Help Course for the competence-based teacher development
- Network meetings (such as "Digital Learning Teatime"), which give teachers a platform to share their e-learning and blended learning experiences and inspire peers with their ideas
- Organizing test groups for new tools or learning infrastructure
- Supporting Open Educational Projects on the platform iMooX (the first MOOC produced by the FHWien is "Wissenschaftliches Schreiben Schritt für Schritt")
- Support and infrastructure (rooms and equipment) for in-house content production (still in development due to the pandemic)

iv. FHWien's radio station "Radio Radieschen"

[Radio Radieschen 91.3](#) is the training station of FHWien. It is available to students in the Journalism & Media Management degree program. The students are supported in their media training and learn radio making in theory and practice in the classroom. In addition to teaching, a radio editorial team provides quality content.

The Radio Radieschen team regularly devotes itself to topics related to sustainability and responsibility issues. One example is the "focus" series broadcast as part of the "Tonwerkstatt" and "Kulturcollage" programs. Programs such as "Science Radio" (in cooperation with the Technical University of Vienna, the Medical University of Vienna, the University of Veterinary Medicine Vienna, the University of Natural Resources and Applied Life Sciences Vienna, and the Austrian Institute of Technology) focus on scientific perspectives. With the program series "Start Me Up – das Gründermagazin", economic aspects are

considered and issues such as fair access to the labor market, the impact of production on the environment, and sustainable financial products are being focused on.

The Radio Radieschen team is proud to make a (journalistic) contribution to increasing diversity. It is important to the team to give many people access to a mass medium and at the same time to portray a variety of topics and people within the radio programs that fall outside of mainstream discourse, giving a public voice to those who would otherwise not get one.

Principle 4 | Research



“We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.”

At FHWien, research is carried out in the areas of business responsibility and sustainability, digitalization and digital transformation as well as strategic management. FHWien has two dedicated research institutes, the [Institute for Business Ethics and Responsible Strategy \(IBES\)](#) and the [Institute for Digital Transformation and Strategy \(IDS\)](#). In addition, research is also carried out within the school's nine Study Programs³. The research findings are published in high-level international academic as well as practitioner-oriented outlets and build the basis for the high-quality practice-oriented education that we offer to our students. Publications dealing with PRME-related topics and published within the reporting period are included in Annex 4.

FHWien has three main research priorities:

- (1) **Responsibility and Sustainability:** Current research is conducted in the areas of Corporate Social Responsibility (CSR), political CSR, sustainability management and sustainability-oriented innovation.
- (2) **Digitalization and Digital Transformation:** Researchers at FHWien explore opportunities and challenges that arise in connection with digital transformation. This includes strategic responses of firms as well as changes in activities, qualifications and forms of work.
- (3) **Strategic Management:** The focus in this area is placed on corporate strategies and (regional) competitiveness, corporate governance and SME & entrepreneurship.

FHWien regularly wins third-party funding to implement larger research projects with a high societal impact. In the current reporting period, two such third-party-funded research projects deal with PRME-related issues: The City of Vienna Competence Team “[Change for Corporate Sustainability \(TRANSFORMS\)](#)” and the COIN SME Innovation Network “[Sustainable digitalization of pharmaceutical logistics \(DigiPharmaLogNet\)](#)”.

Title	TRANSFORMS	DigiPharmaLogNet
Project lead	IBES	IDS
Funded by	City of Vienna, MA 23 – Economy, Labor and Statistics	Austrian Federal Ministry for Digital and Economic Affairs
Time frame	2021-2024	2021-2023
Objective	The objective of the competence team is to support the strategic orientation of Austrian companies with regard to environmental and social sustainability within the	To automate logistics in the pharmaceutical industry, optimize the supply chain and thus save packaging material. Under the leadership of FHWien and with the

³ Financial Management, Human Resources & Organization, Management & Entrepreneurship, Real Estate Management, Tourism & Hospitality, Communication Management, Journalism & Media Management, Marketing & Sales Management, Digital Economy,

	<p>framework of the three-year project “Transformation for Sustainability (TransformS)” by providing up-to-date scientific knowledge in the field of strategic change competencies (Dynamic Capabilities). More specifically, the competence team addresses the question of how Austrian companies can develop the necessary strategic change competencies to enable Austrian companies to transform towards sustainability (Dynamic Capabilities for Sustainability). The project runs from March 2021 until February 2024.</p>	<p>participation of Fraunhofer Austria, innovative companies such as the logistics start-up BOOXit OG and Compunity GmbH are networked for this purpose. The plan is to further develop and digitize self-organizing reusable boxes. These are intended to make pharmaceutical logistics more sustainable, efficient and safe.</p>
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Principle 5 | Partnership



“We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.”

FHWien promotes the advancement of interdisciplinary cooperation as well as public debate and dialogue with practicing professionals on current topics in the field of Corporate Responsibility & Sustainability. These projects often require interdisciplinary approaches involving active exchange with a range of national and international industry partners, so we work in close collaboration with leading Austrian and international companies.

Students “practical student projects” (German: “Praxisprojekte”) have already been described under Principle 3 (p.13). A list of student projects on PRME-related topics can be found in Annex 2.

Lecturers frequently include guest lectures in their modules and/or present students with real-life problems. These guest lecturers represent businesses from large, multinational companies to small, local businesses and start-ups.

FHWien’s faculty further participates in a range of networks of academia and business stakeholders concerned with PRME-related aspects. In addition to the PRME network, this includes (but is not limited to): the [Network for Business Sustainability \(NBS\)](#), the leading Austrian platform for sustainable business “[respACT](#)”, and the [TRIGOS](#) award for sustainable business practices.

In the current third-party-funded project “[Change for Corporate Sustainability \(TransformS\)](#)” (see p.16), FHWien researchers take their research right into Austrian companies and co-create parts of their insights with them. Based on the conceptual framework model developed in the project, instruments for diagnosing sustainability-oriented strategic change competencies in Austrian companies will be used in practice for the first time. In addition, measures for the development and promotion of strategic change competencies for sustainability are derived through individual workshops and focus-groups with companies. In 2023, workshops have been implemented in three large Austrian companies: VERBUND AG, Neuman Aluminium GmbH and Metalltechnik Vils GmbH.

Another group that FHWien values in terms of partnerships is made up of the university’s alumni. FHWien’s [Alumni & Career Services](#) provide a networking platform for graduates and current students to establish valuable personal and professional contacts. In 2023, the traditional “FHWien Career Day” was extended to a “[Career Week](#)”, featuring networking events, exchange of advice for applications and CVs, and tips and tricks from experts in online and offline settings from October 9 to October 12, 2023. Alumni are invited to register to an alumni platform to receive information about meetings, events and opportunities. FHWien also values the expertise of alumni as a resource for current students; alumni are regularly invited to share information about their work in the online series “[Alumni Talks](#)”. For the next edition of FHWien’s “SDG Day” on January 25, 2024, the organizing team has selected and invited alumni in so-called “green jobs” to share information about their jobs and their career paths with the current student body.

Principle 6 | Dialogue



"We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability."

The Faculty at FHWien is very committed to facilitating as well as participating in dialogue and debate on critical questions concerning responsibility and sustainability issues. The international network of FHWien includes more than 180 universities worldwide, such as HWR Hochschule für Wirtschaft und Recht Berlin (Germany), Université de Montpellier (France), Amsterdam University of Applied Sciences (The Netherlands), Universidad Complutense, Madrid (Spain), Vancouver Island University (Canada), Toyo University (Japan), and UADE Universidad Argentina de la Empresa, Buenos Aires (Argentina).

FHWien further strives to advance research in the area of international student mobility. The project "[EDUcation-INNOvation- COOPeration](#)" (2023-2025), funded by the City of Vienna (MA23 – Economy, Labor and Statistics), aims to research the reasons why part-time students participate only marginally in international mobility and to find ways and means to change this. In addition, the international university partnerships of FHWien will be evaluated.

FHWien has also set up endowed professorships in cooperation with Austrian businesses. Two new such endowed professorships in the area of sustainable development were established in 2022: the [Endowed Professorship for Sustainable Real Estate Development](#) and the [Endowed Professorship for Sustainable Urban Tourism](#). The former will provide the real estate industry with scientifically validated impulses for more sustainability and contribute to achieving the sustainability goals set by the United Nations and the EU, for example in the UN Sustainable Development Goals, the EU's Green Deal, and the Taxonomy Regulation. The latter will provide scientific support to the City of Vienna in pursuing the goal of shaping the tourism development in such a way that it takes into account the interests of the population, the local economy and guests, and act as a knowledge hub that provides recommendations for action to economic operators in tourism and other industries.

(1) Conference participation

As in previous reporting periods, researchers at FHWien have participated in high-level, international academic conferences to present their current work and remain at the cutting edge of academic debate in their respective communities. In the past reporting period, researchers have presented PRME-related research at the Annual Meeting of the Academy of Management (AOM), the European Academy of Management Conference (EURAM), the Trans-Atlantic Business Ethics Conference (TABEC), the British Academy of Management Conference and the Responsible Management Education Research Conference (RMER).

(2) Lecture Series "Responsible Management Lectures: Ideas for Better Business"

Since 2012, the Institute for Business Ethics and Responsible Strategy (IBES) has been organizing a lecture series called the "Responsible Management Lectures: Ideas for Better Business"⁴ on a regular basis. The lecture series provides a platform for dialogue about current issues in business ethics,

⁴ The lecture series was originally entitled "CGBE Lectures" at IBES when the institute was still called "Center for Corporate Governance & Business Ethics (CGBE)" back in 2012. It was re-launched under the name "Responsible Management Lectures: Ideas for Better Business" after the institute's repositioning as IBES, both of which took place in 2020.

sustainability, corporate social responsibility (CSR) and corporate governance. Each session sees the presentation or panel discussion of one or more internationally renowned expert(s) from academia or business, followed by a moderated dialogue with the audience. The lecture series targets students and lecturers from FHWien as well as external stakeholders from academia, business and policy-making. Participation is free of charge and open to anyone. Invitations are sent to the respective mailing list, while information about the lectures is openly displayed on video screens across FHWien in the weeks prior to the respective event.

In 2022 and 2023, the following sessions were organized:

Date	Title	Speaker(s)
March 24, 2022	“How can we drive businesses to deliver on net zero?”	Prof. Dr. Jonatan Pinske (University of Manchester)
October 20, 2022	“Human Rights Management in the context of the ESG debate”	Dr. Cordula Meckenstock (Grünenthal Group)
October 27, 2022	“Reimagining the ‘Corporate Purpose’”	Dr. Tara van Ho (University of Essex)
March 23, 2023	“How to innovate responsibly? The role of sustainability regulations and collaborative work”	Dr. Peter Bartsch (Lenzing AG), Walter Hatak, M.A. (Erste Asset Management GmbH), Monika Mörth, MAS (Sustainability & Transformation Expert), FH-Prof. Dr. Daniela Ortiz (IBES of FHWien)
March 30, 2023	“Cross-sectoral collaboration for building up a more sustainable and circular construction sector”	Dipl.-Ing. Dr. Anna-Vera Deinhammer (Austrian Society for Sustainable Real Estate Management), Dipl.-Ing. Mag. Katharina Aspalter (STRABAG SE);
October 25, 2023	“The role of leadership in corporate sustainability transformation”	Dr. Barbara Kump (University of Twente)
November 8, 2023	“From fossil fuels to green energy: Orsted’s sustainability transformation”	Adele Tharani, MSc. (Orsted)

(3) Panel discussion “Society & Emotion: What do we learn from current crises?”

On May 10th, 2022 a high-level roundtable discussion with political scientist Natascha Strobl and business ethicists Thomas Beschorner and Markus Scholz – then head of FHWien’s Institute for Business Ethics and Sustainable Strategy (IBES) – took place at FHWien with free admission. The discussants explored the following question: “Human rights violations, climate crisis, Covid pandemic and the war of aggression on Ukraine – how do we react in permanent crisis mode to events that are additionally influenced by Fake News and interpreted in amazingly different ways?” A summary can be found at the following link: <https://ibes.fh-wien.ac.at/en/veranstaltungen/panel-discussion-society-emotion-what-do-we-learn-from-current-crises/>

(4) Annual Event “SDG Day @ FHWien der WKW”

The second “SDG Day @FHWien der WKW” (SDG Day 2022) at FHWien took place on November 17, 2022 under the motto “Be smart. Act responsibly.”. The program featured a keynote by Prof. Gernot Wagner (New York University) entitled “Cities and the Climate Crisis”, a set of interactive workshops, and a high-profile panel discussion on the topic of “Climate Neutral Cities”. The event was also used as an occasion to present awards for “Implementation of SDGs in Teaching” as well as to award one Master’s and one Bachelor’s thesis dealing with an aspect of sustainability (see <https://sdgday2022.fh-wien.ac.at/sdgday/bachelor-master-arbeiten/>). Around 150 participants participated in the event. The program and keynote speech can still be accessed via the event website (in German): <https://sdgday2022.fh-wien.ac.at/sdgday/programm/>.

The third edition of the event will take place on January 25, 2024. Based on learnings from the first two editions, it will this time take place at the end of the winter semester, enabling teachers to develop contents and guide student projects during the semester. The format has further been adapted to a conference-like setting, in which students will present their project output and participate as an audience for the presentations of their fellow students. More information and a preliminary program can already be accessed at the event website (in German): <https://sdgday2024.fh-wien.ac.at/sdgday/programm/>.

(5) Student participation in second PGS Student Ambassador Program

Two Master’s students of FHWien were accepted to participate in the second PGS Student Ambassador Program, hosted by the PRME DACH chapter, in the spring of 2023. Inspired by pilot developed by the PRME Chapter Latin America and the Caribbean in 2021, the ten-week program was composed of interactive workshops where students are exposed to relevant topics on sustainable development and responsible management, including the work carried out by the UN Global Compact, PRME, and issues from the PRME Working Groups. Each session started with the presentation of a central topic conducted by guest speakers and experts in the given matter, followed by group discussion led by the students. The program allowed students to gain knowledge of the work and reach of the United Nations in order to strengthen their communities and generate relevant experience in the field of corporate sustainability and responsible management. Both FHWien students responded positively to this experience and highlighted the lecturer’s expertise as well as their opportunities to network with other like-minded students.

FHWien was further awarded funding for enabling one of these two students to join the 10th RMER Research Conference in Lisbon (September 26-28, 2023) and contribute to the session on the PGS Ambassador Program on September 26th, 2023.

Key Objectives & Future Plans

We have set ourselves the following targets for the next reporting period from November 2023 to October 2025:

1) Continued integration of PRME-relevant topics in teaching and research

Expanding and deepening the integration of PRME-related topics in teaching and research remains the top priority for the upcoming reporting period. We have already established the necessary organizational structure, which ensures that the topics are covered extensively in all Bachelor's and Master's programs. Current development will likely enable the introduction of novel approaches to teaching PRME-related topics, such as online self-learning courses, even more target-group specific modules, and ever-increasing know-how from practitioners.

2) Increase efforts for transforming organizational practices

In the past reporting period, FHWien has made progress in the inclusion of people with disabilities and has taken action in the area of waste reduction. At the same time, it has transpired that many efforts of transforming practices towards more ecological sustainability are hindered by FHWien's current physical location. The university's move to a new location is currently being prepared and will possibly take place within the upcoming reporting period.

3) Expansion of cooperation with universities and companies (exchange, practical projects) in order to advance the topic

We plan to continue cooperation with businesses and other educational institutions and research centers at the current high level of engagement, in order to promote responsibility and sustainability issues within the agendas of business and political decision-makers alike. Furthermore, the creation of corporate partnerships remains a key priority of our teaching and research projects, as this allows us to carry out impactful research and contribute to advancing the topic in practice. Finally, we intend to continue the instigation and moderation of knowledge exchange between scholars, practitioners and students, in order to co-create what is needed in order to make society more sustainable as a whole.

Annex 1: PRME-related modules in Bachelor's and Master's degree programs

BACHELOR'S DEGREE PROGRAMS

Program	Module/course title	PRME related content	Semester
Corporate Communication	Social Skills 1	Students use Pecha Kucha online setting presentation technique to raise awareness for selected SDG.	WS21/22
		Students use Pecha Kucha presentation technique to raise awareness for selected SDG.	WS22/23
	Bereiche der Kommunikationswirtschaft	Sustainable marketing strategies, Case study UNICEF	WS21/22
		Sustainable marketing strategies, Case study Wohnwagon	WS22/23
	Fields of Corporate Communication	Sustainable marketing strategies	WS21/22
		Sustainable marketing strategies	WS22/23
	Innovation & Trends	Reflection of sustainability as a trend	SS22
		Identifying trends and innovation in context of SDG	SS23
	Praxisprojekt (Businessfield project)	Project on sustainability communication and sustainable finance	SS23
	Public Relations	PR case study lifestraw to raise awareness for their humanitarian projects and environmental responsibility	SS22
		PR case study Image Campaign Brustkrebsfrüherkennung	SS22
		Case Study communication concept Kinderrechteschule UNICEF	SS22
		Case Study sustainability report Wienerberger	SS22

		PR case study Image Campaign Brustkrebsfrüherkennung	SS23
Corporate Communication, Marketing & Sales	CBBC Paris (cooperation of 6 universities)	Marketing & Communication campaign for UNESCO Green Citizens (international student teams)	SS23
Journalism & Media Management	Research Skills & Methods 2/Applied Journalism	Under the supervision of a topic-specific editor, the student independently conceives a scientific business field project from the practice-led research and formulates an exposé for the Bachelor's thesis focused on one of the 17 Sustainable Development Goals.	SS22
		Under the supervision of a topic-specific editor, the student independently conceives a scientific business field project from the practice-led research and formulates an exposé for the Bachelor's thesis focused on one of the 17 Sustainable Development Goals.	SS23
	Research Skills & Methods 2/Gender & Diversity	The workshop deals with a broad range of topics, such as media / social change, fragmentation and identity. This course approaches these topics within the scope of a workshop, from different perspectives. On the one hand, theories / models as well as empirical studies are addressed, on the other hand, different stakeholders from the media get a chance to	SS22

		<p>speak (e.g. publishers, media representatives, stakeholders and experts). Content, structural and ethical components will be discussed.</p>	
		<p>The workshop deals with a broad range of topics, such as media / social change, fragmentation and identity. This course approaches these topics within the scope of a workshop, from different perspectives. On the one hand, theories / models as well as empirical studies are addressed, on the other hand, different stakeholders from the media get a chance to speak (e.g. publishers, media representatives, stakeholders and experts). Content, structural and ethical components will be discussed.</p>	SS23
Content Production & Digital Media Management	Research Skills & Methods 2/Gender & Diversity	<p>The workshop deals with a broad range of topics, such as media / social change, fragmentation and identity. This course approaches these topics within the scope of a workshop, from different perspectives. On the one hand, theories / models as well as empirical studies are addressed, on the other hand, different stakeholders from the media get a chance to speak (e.g. publishers, media representatives, stakeholders and</p>	SS22

		experts). Content, structural and ethical components will be discussed.	
		The workshop deals with a broad range of topics, such as media / social change, fragmentation and identity. This course approaches these topics within the scope of a workshop, from different perspectives. On the one hand, theories / models as well as empirical studies are addressed, on the other hand, different stakeholders from the media get a chance to speak (e.g. publishers, media representatives, stakeholders and experts). Content, structural and ethical components will be discussed.	SS23
	Research Skills & Methods 2/Applied Journalism	Under the supervision of a topic-specific editor, the student independently conceives a scientific business field project from the practice-led research and formulates an exposé for the Bachelor's thesis focused on one of the 17 Sustainable Development Goals.	SS22
		Under the supervision of a topic-specific editor, the student independently conceives a scientific business field project from the	SS23

		practice-led research and formulates an exposé for the Bachelor's thesis focused on one of the 17 Sustainable Development Goals.	
Digital Business	Information and Business Ethics	Fair handling of information and technology related conflicts of interest	WS22/23
	Economics and Innovation	De-carbonisation through innovation	SS23
Human Resources Management	Compensation & Benefits and Performance Management	Diversity aspects relating to compensation; Definition of "performance" – cultural perspectives and differences	SS22
		Diversity aspects relating to compensation; Definition of "performance" – cultural perspectives and differences	SS23
	Advanced Labor Law and Stakeholder Communication	Employee protection and equal treatment; Maternity rights, maternity leave, parental leave, childcare allowance; Focus: Design of working hour models In-house and external communication with stakeholders relevant to HR: employee council, unions, employees, executives, management	SS22
		Employee protection and equal treatment; Maternity rights, maternity leave, parental leave, childcare allowance; Focus: Design of working hour models In-house and external communication with stakeholders relevant to HR: employee council,	SS23

		unions, employees, executives, management	
	Intercultural and Diversity Management	Cultural environments; Inter-cultural comparative research, cultural theories; Diversity in all dimensions; Diversity management in theory and practice; Strategies for dealing with cultural differences in oral and written intercultural communication	WS21/22
		Cultural environments; Inter-cultural comparative research, cultural theories; Diversity in all dimensions; Diversity management in theory and practice; Strategies for dealing with cultural differences in oral and written intercultural communication	WS22/23
	Leadership & Change Management	Gender and diversity in leadership – anti-discriminatory staff selection and evaluation	SS22
		Gender and diversity in leadership – anti-discriminatory staff selection and evaluation	SS23
	International Human Resource Management	Various cultural contexts and their implications for the practice of HR	WS21/22
		Various cultural contexts and their implications for the practice of HR	WS22/23
Entrepreneurship	Modern Business Concepts	Business responsibilities	WS21/22
		Business responsibilities	WS22/23
Entrepreneurship	Privates Wirtschaftsrecht	Sustainability	WS21/22
		Sustainability	WS22/23

MASTER'S DEGREE PROGRAMS

Program	Module/course title	PRME related content	Semester
Communication Management	Business Ethics & CSR	Introduction to the basics as well as to current issues in business ethics, sustainable development, corporate (social) responsibility and sustainability management based on theory, case studies and practice-oriented input	SS22
		Introduction to the basics as well as to current issues in business ethics, sustainable development, corporate (social) responsibility and sustainability management based on theory, case studies and practice-oriented input	SS23
Journalism & New Media	Specification/Femicide in the Conflict Zone (Input Course)	The lecture gives an insight on the chosen top "Femicied in South Eastern Europe" How to deal mindfully with the topic as a journalist.	SS22
	Specification/Climate Journalism (Advanced Course)	The lecture gives an insight on the chosen top "Climate Journalism" Cases, costs and possibilities.	SS22
	Specification/Suicide in the Media (Input Course)	The lecture gives an insight on the chosen top "Suicide and the/in the Media" How to deal mindfully with the topic as a journalist.	SS22
	Specification/Climate Journalism in the Global South (Input Course)	The lecture gives an insight on the chosen top "Climate Journalism" Cases, costs and possibilities.	WS22/23
	Specification/Suicide in the Media (Input Course)	The lecture gives an insight on the chosen top "Suicide and the/in the Media" How to deal	SS23

		mindfully with the topic as a journalist.	
Marketing-& Salesmanagement	Corporate Governance & Business Ethics	Introduction to the basics as well as to current issues in business ethics, sustainable development, corporate (social) responsibility and sustainability management based on theory, case studies and practice-oriented input	WS22/23
		Introduction to the basics as well as to current issues in business ethics, sustainable development, corporate (social) responsibility and sustainability management based on theory, case studies and practice-oriented input	WS22/23
Financial Management & Controlling	Microeconomics of Competitiveness	Creating Shared Value	WS22/23
Organizational & Human Resources Management	Strategy & Business Ethics	Addressing the ethical dimension of professional practice with a focus on HRM, including: Different approaches to business ethics; Traditional management theories from an ethical perspective; Applicability and significance of ethical management theories; Objectives of sustainable company management; Sustainable development goals and their implementation in business practice with a focus on HRM; The major corporate governance and compliance guidelines (diversity, ethical leadership)	

	Advanced Law 1 and Advanced Law 2	Law sources in labor law; General rights and responsibilities in the employment relationship; Laws related to working hours; Equal treatment law	WS21/22	
		Law sources in labor law; General rights and responsibilities in the employment relationship; Laws related to working hours; Equal treatment law	SS22	
		Law sources in labor law; General rights and responsibilities in the employment relationship; Laws related to working hours; Equal treatment law	WS22/23	
		Law sources in labor law; General rights and responsibilities in the employment relationship; Laws related to working hours; Equal treatment law	SS23	
	Organizational Culture & International Management	Foundations of organizational culture; Work on and with different cultures; Knowledge about cultural phenomena	WS21/22	
		Foundations of organizational culture; Work on and with different cultures; Knowledge about cultural phenomena	WS22/23	
	Executive Management	Leadership (Module Leadership, SHRM, Change Management)	Responsible leadership	SS22
			Responsible leadership	SS23
Strategy, Business Ethics and Sustainability		Introduction to the basics as well as to current issues in business ethics, sustainable	SS22	

		development, corporate (social) responsibility and sustainability management based on theory, case studies and practice-oriented input	
		Introduction to the basics as well as to current issues in business ethics, sustainable development, corporate (social) responsibility and sustainability management based on theory, case studies and practice-oriented input	SS23
Urban Tourism & Visitor Economy Management	Strategic Sustainability and Ethics	Global social responsibility, business responsibility, responsible leadership	SS23
	Tourism Futures	Business responsibility	SS23

Annex 2: Student projects dedicated to PRME-related topics

Students of FHWien regularly collaborate with high-profile Austrian businesses during their studies. In these projects, corporate partners from diverse industries commission our students to carry out practical assignments. The list below shows courses on PRME-related topics:

BACHELOR'S DEGREE PROGRAMS

Program	Module	Content	Corporate Partner	Semester
Corporate Communication	Public Relations	COIL Project: sustainable restaurants, the value chain of their products and the communication	University of Applied Sciences The Hague	SS23
	Practical Student Project 1	A students' team created an innovative campaign to optimize internal communications within a non-profit-organization.	Catholic Relief Service (CRS)	WS21/22
		Students designed meaningful campaigns for CliniClowns to acquire new sponsors.	CliniClowns	SS22
	Practical Student Project 2	Students created trendy campaigns around the topic of "sustainable investing".	Amundi	SS23
		Students created campaigns for SDG measures at FHWien der WKW and for birds of trust - a comparison platform for sustainable investing that enables consumers to make responsible financial decisions.	FHWien der WKW, birds of trust	SS23
	ISMJ - International School of Multimedia Journalism	Online project day on multimedia journalism on the topic "Digitalization of the world of work". The students research topics, interview partners, etc. and design and develop a comprehensive multimedia story in small groups.	Ukrainian Catholic University (UCU) Lviv/Ukraine; DMJX, Aarhus/Denmark; GIPA, Tbilisi/Georgia	WS21/22
		Elective subject on multimedia journalism on the topic "Media Under Pressure". The students research topics, interview partners, etc. and design and develop a comprehensive multimedia story in small groups.	Ukrainian Catholic University (UCU) Lviv/Ukraine; DMJX, Aarhus/Denmark; GIPA, Tbilisi/Georgia	SS22

		Part 1 of 2: Elective subject on multimedia journalism on the topic "Covering Climate Crises".The students research topics, interview partners, etc. and design and develop a comprehensive multimedia story in small groups.	Ukrainian Catholic University (UCU) Lviv/Ukraine; DMJX, Aarhus/Denmark; GIPA, Tbilisi/Georgia	SS22/23
		Part 2 of 2: Elective subject on multimedia journalism on the topic "Covering Climate Crises".The students research topics, interview partners, etc. and design and develop a comprehensive multimedia story in small groups.	Ukrainian Catholic University (UCU) Lviv/Ukraine; DMJX, Aarhus/Denmark; GIPA, Tbilisi/Georgia	SS23
	EU On Air (Elective Intercultural/digital Radio & Audio Project 2022)	At the beginning of June, the annual international teaching event "Europe On Air" took place in Helsinki, bringing together students from Georgia, Austria, Belgium, Finland and Spain. Working in small intercultural groups, they spent a week producing radio features on the theme of segregation. Subjects ranged from gentrification, multiculturalism and integration to suburban life, housing and discriminatory school choice.	AP-University College, Antwerp, CEU-Madrid, Haaga-Helia University Helsinki, Journalists from Genova, GIPA-University Georgia.	SS23
Finance, Accounting and Taxation	Business Project	Development of a best practice guideline based on the analysis of selected sustainability reports from companies in the real estate industry for the implementation of the project partner's future well-founded sustainability reporting.	S&B Gruppe AG	WS22/23
Human Resources Management	HR Practical Project	GenZ - Recruitment and Employer Branding for the next generations, Generation Management, Conflict Management	Hokify GmbH	SS22
		Improved working conditions for production workers, measures to increase employee loyalty	Burg Design GmbH	SS22
		Survey on Future Skills for sustainable HRM	FHWien der WKW GmbH	SS23

Executive Management	Practical Project	Development of a sustainability strategy	Austrian Standards	SS23
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MASTER'S DEGREE PROGRAMS

Program	Module	Content	Corporate Partner	Semester
Marketing and Sales	Practical Student Project	The promotion of the switch to sustainable forms of heating.	GENOL	SS23
Organizational & Human Resources Development	PD/OD Practical Project	Sustainable HR/Green HRM in Tourism, Recruitment and Employer Branding for more sustainability, Generation Management, Conflict Management	TUI Austria GmbH	WS21/22
		Employer Branding for production workers, improved working conditions for production workers, measures to increase employee loyalty	Siemens Energy Austria GmbH	WS22/23

Annex 3: Bachelor's and Master's degree theses on PRME-related topics

The following tables list Bachelor's and Master's degree theses (in the original language) relating to the field of Corporate Responsibility and Sustainability, completed within the reporting period at FHWien.

BACHELOR'S DEGREE THESES

Degree Program	Title	Author	Year of completion
Communication Management	Media stereotypes and their impact on ethnic minorities: Asians as a Model Minority	Katharina Lin	2021 (November/December)
	"Fair Play" in sports media? The Difference in the Perception of Men and Women in Sport.	Tobias Zehenthofer	2022
	The challenge of food and beverage companies to promote sustainable consumption: An analysis of consumer requirements and persuasive communication strategies	Sabrina Wally	2021 (November/December)
	How brands communication with the children of today contributes to and shapes the societies of tomorrow	José Mauricio Díaz Díaz	2021 (November/December)
	Individual-psychological and socio-psychological factors of conspiracy theories and measurements how to stop them	Ida Sophia Ruspeckhofer	2021 (November/December)
	The Role of Social Media on the Vegan Trend and its Implications on Consumer Perception. How the Increasing Vegan Industry has changed Marketing Communication Strategies	Alexandra Golda	2021 (November/December)
	General Data Protection Regulation. Educational, psychological, political and cultural factors that challenge consumer control	Jana Landauer	2021 (November/December)
	The Dark Side of Storytelling: The Institutionalization of Conspiracy Theories in a Social Media-Dominated Environment	Lili Schullin	2022
	Sustainability in the Fashion Industry: An introduction to Corporate Social Responsibility, Green Marketing and Greenwashing	Anna Schmidlechner	2022
	How social media portrays an unrealistic body image to women	Sabrina Flicker	2022
	Female stereotypes in advertising: How female stereotypes factor into what is seen as "beauty" portrayed in advertisements	Hanna Eder	2022
	The Effect of Online Filter Bubbles and Selective Exposure. How Companies Can Communicate in Times of Fake News	Jona Mitschitzek	2022
	How social media changed the dissemination of fake news in political communication, using the example of the United States	Lena Fast	2022
	The Importance of Authentic Brand Activism for Gen Z and Millennials: An extended Analysis of Brand Activism and Political Consumption in the Digital Age	Helena Lang	2022
	A literature review regarding the gender leadership gap, with the focus on barriers and challenges women face when approaching female leadership	Madeleine Barbara Brosch	2022
	Women's Upward Mobility Potential: a theoretical analysis of Media's Depiction of Gender Roles, Glass Ceilings, and Glass Cliffs	Maria Nasari	2022
An Analysis of Women Empowerment as a form of Social Movement and its Relevance for Corporate Social Responsibility	Brigitta Anna Dimailig	2022	

Purple Activism in 2022: the role of social media in the dissemination of fourth-wave feminism and its current challenges across Latin America	Montserrat Gil Alcalde	2023
The role of media in the formation and maintenance of HIV/AIDS stigma	Claire Suzanne Barton	2023
Crisis Communication and Cancel Culture. The societal impact of cancel culture and its subsequent implications for brand communication	Melanie Fruhmann	2023
"Femvertising - Advertising through the lens of third-wave feminists or woke-washing. A closer look at the depiction of women in today's advertising."	Claire Alicia Gautier	2023
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	Mediale Sexualisierung von Frauen in der Sportberichterstattung. Über die Mechanismen sexualisierter Darstellung von Sportlerinnen in der Berichterstattung	Eva Marie Plunser	2023
	"Von Fast Fashion zu Slow Fashion: Die Implementierung nachhaltiger Aktivitäten im Marketing-Mix - eine theoretische Arbeit am Beispiel Modeindustrie"	Katharina Theresa Opletal-Lang	2023
	Sexistische Haushaltsutensilien. Charakteristika sexistischer Vorurteile in der Social-Media-Werbung bekannter Haushaltsmarken und Möglichkeiten ihrer Veränderung für die Ansprache junger Zielgruppen.	Carolina Moreira Kranzelmayer	2023
	Der Einfluss von Corporate Social Responsibility (CSR) auf Zufriedenheit und Bindung von Mitarbeiter:innen	Anna Laufenthaler	2023
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	Hol mich ab! Der Einfluss von Storytelling und Multimedia Elementen auf die Verständlichkeit komplexer journalistischer Beiträge.	Kraft Sophia	2022
	„If I get more pretty, do you think you will like me?“ Der Einfluss von TikTok auf das Verhalten junger Erwachsener in Österreich	Oberauer Alisa	2022
	Neue Medien, alte Geschlechterrollen. Untersuchung der Geschlechterstereotype in den sozialen Medien aus den Jahren 2021/22 mit Fokus auf den Plattformen Instagram und YouTube.	Rothmüller Iris	2022
	Geschlechterrollen in Jugendzeitschriften. Die Darstellung von Geschlechterrollen im Jahre 2022 anhand einer Inhaltsanalyse der Jugendmagazine "BRAVO" sowie "BRAVO GiRL".	Scheriau Julia Voktorja	2022
	„Und Behinderung ist kein böses Wort.“ - Inklusive Sprache in der journalistischen Berichterstattung	StützTheresa-Marie	2022
	Gender Equality auf Twitch. Eine Literaturrecherche und Kombinationsarbeit zu den Forschungsgegenständen Video Spiele und Doing Gender	Zickbauer Luca	2022
	Femizide und Framing: Zwischen Sensation und Verharmlosung. Eine Inhaltsanalyse der Instagram-Beiträge österreichischer Tageszeitungen im Jahr 2021.	Flaschberger Anna Janin	2022
	Homosexualität im Männerfußball. Einfluss der medialen Berichterstattung auf eines der letzten Tabuthemen.	Flügel Fabian	2022
	Der Umgang von Suizidberichterstattung in den Medien. Die Auswirkungen von Suizidberichterstattung auf Medienkonsument:innen anhand des Beispiels eines Magazins mit Berichterstattung im Sinne des Papageno-Effekts	Oirer Nicole	2022
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	Trans*Personen in der deutschsprachigen Berichterstattung. Welche Geschichten (nicht) erzählt werden.	Riedl Magdalena	2022
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	Die Rolle der Medien im Kampf gegen Gewalt an Frauen. Eine Beschreibung der Femizidberichterstattung österreichischer Medien.	Ille Jakob	2022
	Queer- und Frausein in den Medien – Wie sprachliche Inklusion die Sichtbarkeit von LGBTQ und Frauen beeinflusst	Schmid Luise	2023
	Die Veränderung der Berichterstattung über Frauenfußball in den Medien „Kurier“, „BILD“ und „The Guardian“	Hinterwirth Sebastian	2023
	Das Frauenbild in deutschsprachigen Frauenzeitschriften. Welche Auswirkungen diese auf Frauen und deren Verhalten haben	Gutenthaler Lea Maria	2023
	Wo ist die Frau im Chefsessel? Gendergap in den österreichischen Medienhäusern mit besonderem Fokus auf den TV-Bereich	Breitegger Livia Maria	2023
	Der Umgang österreichischer Journalist*innen mit Rassismus	Prun Livia	2023
	Medien, Frauen und der Sportjournalismus in Österreich: Auswirkungen und Chancen der Sportberichterstattung über Frauen am Beispiel der Frauenfußball-EM 2022	Grasböck Laura Sophia	2023
	Virale Misogynie – Die Entstehung von Frauenhass im Netz und wie Journalistinnen damit umgehen	Grassauer Leonie	2023
	Wirtschaftliche Ungleichheit in Österreich. Wie wird die wachsende Kluft zwischen Arm und Reich in Österreichs journalistischen On-line Medien während der COVID-19-Pandemie dargestellt	Eisenhut Clemens	2023
	Diversität im Journalismus – Die Bedeutung von Journalist*innen mit Migrationshintergrund am Beispiel von Iraner*innen und dem Irankonflikt 2022	Reibenschuh Daria	2023
	Mediale Darstellung von Armut und Armutsbetroffenen in österreichischen Medien.	Stainer Sebastian	2023
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	Authentizität beim Vertrieb von nachhaltigen Produkten. Beeinflussen der kognitiver Dissonanz von Konsumentinnen und Konsumenten am Point of Sale	Johanna Molnár	2022

	Marketingzielgruppe Kind: Vom Tabuthema zur gängigen Werbestrategie. Relevanz von Förderungsmöglichkeiten der Werbekompetenzen bei Kindern.	Linda Stratmann	2022
	Kindermarketing in der Lebensmittelbranche und die Auswirkungen auf das Konsumverhalten und die Gesundheit von Kindern	Leona Zartl	2022
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	Wie Modelabels die Produktion von Kleidung verbergen. Die Beleuchtung von Greenwashing und Bluewashing sowie deren Kenntlichmachung in den Lieferketten der Modebranche.	Lisa Leeb	2023
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	Gendermarketing für Kinder: Auswirkung von genderspezifischem Marketing bei Kindern mit dem Fokus auf Konsumgüter	Nina Lang	2023
	Rassismus in der Werbung	Isra Ismail	2023
	Der nachhaltige Konsum der Generation Z in der Luxusbranche - und wie die Konsument:innen Greenwashing steuern können	Vanessa Leonie Matt	2023
	Der Einfluss des nachhaltigen Konsumverhaltens auf das Lebensmittelmarketing	Katharina Oberhauser	2023
	Kann Nachhaltigkeit von Unternehmen der Lebensmittelindustrie als verkaufsförderndes Argument genutzt werden?	Matti Michael Stout	2023
	Greenwashing in der Fast Fashion-Industrie	Christopher Assigal	2023
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	Greenwashing bei Nachhaltigkeitsfinanzierungen und entgegenwirkende Maßnahmen	Tanja Braunsberger	2022
	Die Ökosoziale Steuerreform und das KFZ aus steuerlicher Sicht	Mehmet Emin Çelik	2022
	Nichtfinanzielle Berichterstattung im Sinne des Nachhaltigkeits- und Diversitätsverbesserungsgesetzes heute und in Zukunft	Carolin Coutinho	2022
	"Implementierung von Nachhaltigkeitsprodukten in europäischen Banken als Folge der regulatorischen Erfordernisse der EU."	Patrick Meltzer	2022

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	Cultural intelligence as a success factor for leadership in an intercultural context. A qualitative survey about the importance of cultural intelligence and its effects on the leadership behavior of expatriates in large Austrian companies	Veronika Drs	2022
	Intercultural communication conflicts in global teams. A quality work.	Fiona Eibensteiner	2022
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	The influence of Green HRM on employer attractiveness from the perspective of potential applicants from Generation Y	Victoria Meisel	2022
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	Kreislaufwirtschaft in der Textilindustrie und das Beispiel H&M	Konstanze Koza	2023
	Kreislaufwirtschaft als möglicher Ansatz zur Bekämpfung der Lebensmittelverschwendung in der österreichischen Gastronomie.	Anna Koprivc	2023
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	The digital calculation of KPIs in the real estate management	Strobl, Simon	2023
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	Securing a sustainable urbanization on ecological, economical and social basis	Sztangierski, Philip	2023
	The influence from Smart Homes of the energy reduction	Wertitsch, Lennart	2023
	Crowdinvesting - establishment in the Real-Estate-Sector	Wild, Katharina	2023
	Real estate development	Nemetschke, Christoph	2022
	Real estate certificates	Murach, Natalie	2022
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	Fassade- and roofgreening in cities as Vienna	Ratzberger, Miriam	2022
	Vienna old buildings restruction and construction	Lachnit, Julia	2022
Tourism Management	Die Rolle der ökologischen Nachhaltigkeit bei Musikveranstaltungen in Österreich	Hannah Steiner	2023
	Motive, Maßnahmen, sowie Vor-Ort Kommunikation mit den Gästinnen und Gästen zu Vermeidung von Food Waste in Wiener Restaurants	Edda Sieberer	2023
	Wie Nachhaltigkeit das Social-Media Marketing von Hotels revolutioniert und das Interesse potenzieller Gäste weckt	Emilia Bauer	2023
	Massentourismus und seine emotionalen Auswirkungen auf Einheimische	Stefanie Dworak	2023

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	Slum Tourismus: TouristInnen, Slum-BewohnerInnen und Tour-AnbieterInnen im ethischen Dilemma	Ines Ennsberger	2022
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	Die Umsetzung der Ökologischen Nachhaltigkeit innerhalb des Personalmanagements am Beispiel der Wiener Hotellerie	Astrid Klaßes	2022
	"Slumtourismus als Entwicklungsmöglichkeit für Slums oder Ausbeutung der Einheimischen, am Beispiel der Favelas in Rio de Janeiro"	Sandra Miko	2022
	"Kreislaufwirtschaftliche Vorgehensweisen als Teil der Unternehmensphilosophie im gastronomischen Betrieb in Österreich"	Benjamin Prag	2022
	Nachhaltige Tourismusentwicklung als Gegenkonzept zu Massentourismus, untersucht am Beispiel von Lunz am See	Alexandra Simetzberger	2022
	Bewusstsein für Umweltbelastungen durch Langstreckenflüge, diskutiert am Beispiel junger in Österreich lebender Menschen im Alter von 18-35.	Lea Tomaszkiwicz	2022

MASTER'S DEGREE THESES

Degree Program	Title	Author	Year of completion
Communication Management	Gütesiegel in der Nachhaltigkeitskommunikation - Der Einfluss von Gütesiegeln in der Nachhaltigkeitskommunikation von Modeunternehmen auf Instagram auf die Glaubwürdigkeit der Botschaft und das Vertrauen in das Unternehmen	Laura Dippl	2023
	Greenwashing advertisements and their perception by eco-friendly consumers in comparison to non-eco friendly consumers	Eva-Maria Koch	2022
	Digital done right? Eine qualitative Forschungsarbeit zur Untersuchung der strategischen Konzeption von Nachhaltigkeitskampagnen unter Berücksichtigung der digitalen Kompetenz der Zielgruppe	Laura Casanova	2022

Die innerbetriebliche Wahrnehmung der Nachhaltigkeit durch die interne Kommunikation - Eine quantitative Forschungsarbeit zum Zusammenhang der internen Kommunikation und der wahrgenommenen Förderung der unternehmerischen Nachhaltigkeit bei Mitarbeiter:innen in Unternehmen des Austrian Trade Index	Michael Budisavljevic	2023
Femvertising und Woke Washing. Eine theoretisch-qualitative Untersuchung zur Glaubwürdigkeit feministischen Markenaktivismus durch Konsumgüterunternehmen aus Sicht junger Erwachsener.	Sarah Bellissent	2023
Gütesiegel in der Nachhaltigkeitskommunikation - Der Einfluss von Gütesiegeln in der Nachhaltigkeitskommunikation von Modeunternehmen auf Instagram auf die Glaubwürdigkeit der Botschaft und das Vertrauen in das Unternehmen	David Bourdin	2023
Corporate Social Responsibility im Bereich Diversität & LGBTQIA+-Inklusion. Eine qualitativ-empirische Untersuchung der Chancen und Herausforderungen beim Einsatz von CSR-Maßnahmen für Kommunikationsabteilungen in der internen Kommunikation von österreichischen Unternehmen und (besonderen) Organisationen mit speziellem Fokus auf Themen im Bereich Diversität und LGBTQIA+-Inklusion	Martin Naderer	2023
Chancen und Risiken von Nachhaltigkeitskommunikation via Social Media hinsichtlich der Reputationsbildung von KMUs. Eine qualitative Untersuchung des Potentials von Social Media gestützter Nachhaltigkeitskommunikation am Beispiel des österreichischer Lebensmittelbereichs.	Hugo Großgasteiger	2022
Greenwashing oder Green Marketing? - Die Rolle individueller Wertorientierungen (potenzieller) Konsument*innen bei der Rezeption emotionaler und funktionaler Green Claims im Rahmen der grünen Kommunikation von Fast Fashion Unternehmen.	Rebecca Helena Karin Hellmeier	2022
(Non-Profit-)PR für den guten Zweck - Eine qualitative Untersuchung zur PR-Arbeit von österreichischen NPOs der Sozialen Dienste	Franziska Salcher	2022
CSR Maßnahmen und ihre Wirkung auf Legitimität. Eine quantitative Studie im Rahmen der Social Media Kommunikation von Hotelbetrieben	Theresa Berger	2022
Wahrnehmung von Femvertising - Eine quantitative Arbeit zum Einfluss von Femvertising-Kampagnen auf die Beziehung mit einer Marke und dem eigenen Körperbild von Frauen.	Corina Drabek	2022

	Partizipation durch CSR-Kommunikation - Eine quantitative Untersuchung der öffentlichen Bereitschaft, sich an Kampagnen mit gesellschaftlichem Mehrwert zu beteiligen.	Katharina Fressner	2022
	Interne Nachhaltigkeitskommunikation in der Datacenter-Branche - Einfluss der internen Nachhaltigkeitskommunikation auf die Glaubwürdigkeit der Employer Brand	Anja-Nadine Höbarth	2022
	Greenwashing advertisements and their perception by eco-friendly consumers in comparison to non-eco-friendly consumers	Eva-Maria Koch	2022
	Geschlechtergerechte Führungskommunikation. Eine qualitativ-empirische Untersuchung zur Gestaltung einer geschlechtergerechten Führungskommunikation zur Förderung der Gleichstellung von Frauen in Großunternehmen in Österreich.	Hannah Schöpf	2022
	CSR in der internen Kommunikation aus systemtheoretischer Perspektive. Eine explorative Untersuchung zur Wirkung von CSR auf die interne Kommunikation österreichischer Großunternehmen	Sophie Sy	2022
	Der Einfluss von Aktivismus-Marketing auf die Brandwahrnehmung der Kundschaft. Eine qualitative Untersuchung von Millennials in Österreich.	Martin Christian Federlein	2023
	Green advertising in the consumer goods market: The Impact of multimodal packaging designs on consumer attitudes	Phillip Frankhofer	2023
	Einflussfaktoren auf die Wahrnehmung eines nachhaltigen Onlineshops in der Modebranche	Lisa Greslehner	2023
	Nachfüllsysteme in der Premiumkosmetikindustrie	Phillip Alexander Salzgeber	2023
	Marketing im österreichischen Frauenfußball. Stereotype Darstellungen für Werbekampagnen und Sponsoring?	Abdullah Ates	2022
	Die Auswirkungen des Einsatzes von Green Marketing auf die Kundenbindung der österreichischen Generation Y im Bankwesen	Daniel Berl	2022
	Greenwashing as a Marketing Strategy - The Influence of Greenwashing on the Consumer Behavior of Generation Y: A Study on Green Clothing	Sarah Golznig	2022
	Nachhaltigkeit im Spannungsfeld der Generationen - Der Einfluss des Alters auf das Verbraucherverhalten am Beispiel der Generation Babyboomer sowie X, Y und Z	Elena Hauer	2022
Marketing & Sales Management	Geschlechterneutrales vs. Geschlechtsspezifisches Kinderspielzeug - Eine Analyse der Präferenzen von Eltern im Jahr 2022	Lara Matzinger	2022

	Die Veränderung der Genderwahrnehmung von Kinderspielzeug. Die unterschiedliche Wahrnehmung von gendertypischem Spielzeug zwischen Generationen.	Johannes Müller	2022
	Corporate Social Responsibility als Chance zur Differenzierung am österreichischen Mobilfunkmarkt	Yvonne Sadilek	2022
	Nachhaltigkeit als innovationstreibender Einflussfaktor im modernen Luxusmarkenmanagement – Implikationen für die Praxis	Anna Carolin Szorger	2022
	Purpose driven brands – from purpose to impact. Success factors of purpose driven marketing.	Carina Timmel	2022
	Sustainability as a Key Driver of Competitiveness in the Personal Luxury Goods Industry	Anna Maria Wieser	2022
Journalism & Media Management	„Täter geistig abnorm“ - Die Ausgrenzung von Menschen mit psychischen Störungen in österreichischen Print- und Onlinemedien	Anna Clara Brandstätter	2023
	Sexismus im Journalismus: Eine qualitative Untersuchung über Ursachen, Entwicklungen und Folgen genderbasierter Diskriminierung und systematischer Sexismen gegen Journalistinnen in Österreich	Hannah Alena Felsberger	2023
	Framing von Femiziden. Eine qualitative und quantitative Analyse der Femizid-Berichterstattung in österreichischen Tageszeitungen	Elisabeth Kröpfl	2023
	Die mediale Darstellung von Genderkonzepten innerhalb der österreichischen Gewaltberichterstattung. - Eine quantitative Analyse österreichischer Boulevard- und Qualitätsmedien am Beispiel der Onlinemedien krone.at und derStandard.at.	Katharina Prochart	2023
	Suizidberichterstattung - Mediale Darstellung von Suizid im Spannungsfeld zwischen Werther- und Papageno-Effekt	Florian Seibl	2023
	Breaking Climate News. Der Umgang österreichischer Printmedien mit der Klimakrise.	Nadine Mittempergher	2022
	Blut und Scham. Menstruation als Tabu in der österreichischen Medienlandschaft.	Magdalena Eva Mösenlechner	2022
	Journalists for Future? Klimajournalistische Netzwerkbildung von Journalist*innen im Spannungsfeld zwischen Distanz und Engagement.	Lena Moser	2022
	Forscher*innen vor der Kamera: Der Einfluss von Geschlecht auf den journalistischen Auswahlprozess von Expert*innen im Wissenschaftsjournalismus. Eine vergleichende Fallstudie ausgewählter Redakteur*innen des ORFs	Katharina Maria Pagitz	2022

	Der Einfluss des Genderns auf die Rezeption von journalistischen Texten. Der Versuch einer Abbildung anhand einer quantitativen Umfrage.	Betina Petschauer	2022
	„BAB - Brille, Anzug, Blond“ - Wie sich das Aussehen von Nachrichtensprecher:innen auf deren Glaubwürdigkeit und Ver-trauen auswirkt – ein Fallbeispiel am ORF.	Astrid Pozarek	2022
	Das andere Geschlecht. Die Darstellung von Sportlerinnen in der medialen Berichterstattung und die Rolle des Sportjournalismus.	Laura Theresia Riemer	2022
	Aktivismus und/oder Journalismus? Auf den Spuren der Feminist*innen in Südtirols Redaktionen der 2. und 3. Feministischen Bewegung	Eva Rottensteiner	2022
	Die Macht der Sprache. Eine kritische Betrachtung der Print-Femizidberichterstattung.	Anna Lena Marie Seber	2022
	Wie sich die Berichterstattung über Migrant:innen, Asylwerber:innen und flüchtende Menschen in österreichischen Tageszeitungen seit der Fluchtbewegung 2015 verändert hat.	Benjamin Steiger	2022
	Man(n) tötet nicht aus Liebe. Eine Konzepterstellung zur Femizidberichterstattung in Österreich.	Katharina Stifter	2022
Financial Management & Controlling	Nachhaltigkeit bei der Kapitalveranlagung: Untersuchung der Auswirkungen auf das Risikomanagement und Berichterstattung in ausgewählten österreichischen Versicherungsunternehmen	Eldar Herić	2021
	Nachhaltige Geschäftsmodellierung zur CO2-Reduzierung in der Automobilbranche	Raphael Doppler	2022
	CO2-Reduzierung in der Automobilbranche	Celine Carmen Gradl	2022
	Charakteristika, Risiken und Performance Vergleich von ESG und SRI Investments im Vergleich zu herkömmlichen Investmentfonds am europäischen Finanzmarkt	Michael Mayfurth	2022
	ESG Rating Kriterien unter der Lupe – Effektivität der ESG-Kriterien hinsichtlich Nachhaltigkeit	Andrea Müllauer	2022
	“What you measure is what you get?” -Eine empirische Arbeit über die Auswirkungen nachhaltiger Management-Vergütungssysteme auf das Drei-Säulen-Modell bei Unternehmen in der DACH-Region	Michael Victor Radler	2022
	Finanzielle Portfolioproperty durch ESG - Eine quantitative Analyse von MSCI ESG Aktienindizes	Jakob Josef Rockenschaub	2022
	ESG Integration in the Austrian Investment Fund Industry	Laurenz Schürr	2022
Organizational & Human	Analysis of the influences of digitalization on work well-being from the perspective of employees in Austria. A quantitative study	Sunisa Thongkham	2022

Resources Development	The expectations of Generation Z to support work-life balance - A quantitative survey on the attractiveness of employers.	Patrizia Wolkerstorfer	2022
	Company measures to promote the work-life balance of middle management executives who are employed on an all-in contract. A qualitative study based on medium-sized and large companies in Austria.	Sandra Würflingsdobler-Filzmoser	2022
	Effects of company health promotion measures on employee loyalty in the “rush hour” phase of life	Cornelia Zehetmayer	2022
	Leading from a distance and the impact on virtual teams. A qualitative study using the example of small and medium-sized businesses.	Monika Aleksic	2023
	Strategic measures for the compatibility of work and family in organizational development: Effect on the role models of men and women in corporate culture - a qualitative study	Richard Alzinger	2023
	The effects of sustainable human resources management on employee retention among Generation Z	Lale Chamraci	2023
	Diversity management with a focus on LGBTI+: A catalog of measures	Viktoria Fessl	2023
	Measures to strengthen employee commitment in the context of corporate culture	Magdalena Glatzl	2023
	New challenges for companies due to loneliness through digitalization with special consideration of the effect of coaching. A qualitative study	Birgit Haslbeck	2023
	Connections between corporate happiness and employee commitment in times of crisis	Corinna Hoffmann	2023
	Women in management positions in technical/industrial companies in Austria	Elena Jörg	2023
	Current legal framework conditions and their effects on possible changes to the contractual relationships for 24-hour care workers in Austria	Anna Latzenhofer	2023
	Leadership in times of crisis. A qualitative study using the example of social NGOs in Austria.	Sophia Modelhart	2023
	Female Positive Leadership – The importance of female leaders through the application of positive leadership in the context of corporate culture	Luna-Kiara Pfeffer	2023
	Corporate culture as an influencing factor for employee commitment. A qualitative study in IT companies	Angelika Przybycień	2023
	The role of human resources management in the context of employee retention	Dina-Patricia Sandru	2023
	Effects of employee retention measures on fluctuation. A qualitative study of the Viennese construction industry.	Marie-Claire Stoll	2023
The influence of stakeholder expectations on the work of human resources managers in relation to sustainable action in companies	Chiara Varelija	2023	

	Hybrid working – Can coaching as a leadership tool represent an effective solution to today’s challenging leadership situation? – a qualitative study exploring coaching as a leadership method	Lisa Volleritsch	2023
	Challenges of a change process towards sustainability for workers in the trade and craft sector	Alina Wuzella	2023
Executive Management	Eco-Certifications on Unbranded Products and the Effects on Consumers' Willingness to Pay: A Quantitative Analysis on Green Purchase Behavior	Del Gaudio, Brunella	2021 (November/December)
	Integration of Environmental Sustainability into Business Model and Strategy of Small and Medium-Sized Enterprises in Austria, Key Barriers and Drivers for Implementation	Shwan, Hemin Karam	2021 (November/December)
	The importance of gender specific advertising design in the consumer decision making process	Svoboda, Jakub	2021 (November/December)
	Transforming Vienna Into a Zero Plastic Waste City	Heller, Ricarda	2022
	Organizational Learning and Corporate Social Responsibility: How can Small- and Medium sized Enterprises learn to become climate neutral?	Peißl, Marc	2022
	What is the impact of diversity initiatives in Austria? A case study on the impact of the Austrian Diversity Charter on its partner companies	Ada, Sibel	2022
	Why and how do “Tech SMEs” start collaborating with sustainability-oriented NGOs?	Dreier, Markus	2022
	Micro-foundations of Dynamic Capabilities for Long-term Circular Business Model Transformation in Incumbent Firms. A Case Study from Companies in the Construction Industry	Eberhard, Olivia	2022
	Why do Austrian firms collaborate for the social good? The interplay of costs and benefits for Austrian enterprises and society when contemplating collaborations.	Frühauf, Daniela	2022
	Opportunities and Threats Social Entrepreneurs are facing in Mid- and Post-Covid-19 Pandemic Times	Hirschl, Thomas	2022
	Implementation of CSR, sustainability and ESG in ATX corporations	Michalik, Thomas	2022
	Microfoundations of Dynamic Capabilities for Environmental Innovation: A study of born green companies in the beauty and personal care industry	Német, Melissa	2022
	The importance of introducing sustainable practices into the corporate strategy of the Slovak small and medium-sized textile retailers	Schlossárová, Denisa	2022
	Ski Tourism in Austria and its Ecological Sustainability	Typfelt, Bernhard	2022
	Circular Economy in the plastic industry – drivers and barriers in relation to the type of plastic	Wolff, Raffael	2022

	Is it a men's world? How women of the Gen Y aspire to a leadership position in the field of media and communications in Austria	Zappella, Rosa Lidia	2022
	Consumers' Influence on the Success of a Circular Economy within the Food Retail Industry	Gerber, Isabelle	2023
	Women in Leadership: Main Factors for the Underrepresentation of Women in Top Leadership Positions – A Difference in Perceptions.	Gorgin, Anita	2023
	The Authority of Sustainable Practice in the Workplace among Generation Z	Gerse, Réka	2023
	Harnessing the Power of Age Diversity. Generational Identity as a Source of Learning, not Division	Gründel, Daniela	2023
	Political Corporate Social Responsibility in the Context of War. Austria's Societal Expectations towards Corporate Positioning in Political Controversies with a Special Focus on the 2022 Russian Invasion of Ukraine	Haimberger, Michaela	2023
	D&I Initiatives as an Organizational Responsibility: How Employees' Engagement Moderated by Retention is Affected by Workforce Diversity	Kocak, Melda	2023
	Managing sustainability-oriented innovation in the rail mobility sector in Austria	Mühlburger, Daniela	2023
	The Effects of Covid-19 on the Vienna International Airport: An Economic and Environmental Analysis and the Identification of Success Factors to reach a Sustainable Recovery post-Covid-19	Pircher, Hannah	2023
	ENGO campaigns as a solution to overcome environmental message barriers	Sattes, Julia	2023
	Waste Management in the Textile Manufacturing Industry: a Dynamic Capabilities Perspective	Vieira Dias dos Santos, Ana Catarina	2023
Real Estate Management	Vacancy & Land Consumption	Husch, Mathias	2023
	Circular economy and life cycle costs on valuation practice	Siroky, Tabea	2023
	Green leases contract conditions	Nager, Kevin	2023
	ESG Opportunities and challenges in the real estate industry for project developers - real estate companies and investors	Ruznak, Alexander	2023
	BIM	Hofmann, Theresa	2023
	Facade greening	Dimitrova, Rosita	2023
	Model process model for official involvement in the context of an integral planning process	Dernai, Ivica	2023
	Current status of cultural work in construction projects in Austria and connection between cultural work and project success	Jaros, Dominik	2023
	Die Rolle der ökologischen Nachhaltigkeit bei Musikveranstaltungen in Österreich	Hannah Steiner	2023

Urban Tourism & Visitor Economy Management	Motive, Maßnahmen, sowie Vor-Ort Kommunikation mit den Gästinnen und Gästen zu Vermeidung von Food Waste in Wiener Restaurants	Edda Sieberer	2023
	Wie Nachhaltigkeit das Social-Media Marketing von Hotels revolutioniert und das Interesse potenzieller Gäste weckt	Emilia Bauer	2023
	Massentourismus und seine emotionalen Auswirkungen auf Einheimische	Stefanie Dworak	2023
	Kommunikation von Nachhaltigkeit in der Österreichischen Hotellerie	Timea Fazekas	2023
	Green Meetings - tatsächlich teurer oder tatsächlich leistbar?	Hannah Schatz	2023
	Nachhaltige Entwicklung des Tourismus in Entwicklungsländern	Angelika Reinhardt	2023
	Pro-poor Tourism: Tourismus als Instrument zur Armutsbekämpfung	Chiara Despotovic	2023
	Soziokulturelle Auswirkungen touristischer Urlaubsaktivitäten hinsichtlich ausgewählter Menschenrechtsartikel	Maria Beier	2022
	Slum Tourismus: TouristInnen, Slum-BewohnerInnen und Tour-AnbieterInnen im ethischen Dilemma	Ines Ennsberger	2022
	Sanfter Tourismus: Eine Analyse über die Nachfragebereitschaft von ÖsterreicherInnen, nachhaltige Verkehrsmittel für Inlandreisen zu verwenden	Lisa Kebritsch	2022
	Die Umsetzung der Ökologischen Nachhaltigkeit innerhalb des Personalmanagements am Beispiel der Wiener Hotellerie	Astrid Klaßes	2022
	Slumtourismus als Entwicklungsmöglichkeit für Slums oder Ausbeutung der Einheimischen, am Beispiel der Favelas in Rio de Janeiro	Sandra Miko	2022
	Kreislaufwirtschaftliche Vorgehensweisen als Teil der Unternehmensphilosophie im gastronomischen Betrieb in Österreich	Benjamin Prag	2022
	Nachhaltige Tourismusentwicklung als Gegenkonzept zu Massentourismus, untersucht am Beispiel von Lunz am See	Alexandra Simetzberger	2022
	Bewusstsein für Umweltbelastungen durch Langstreckenflüge, diskutiert am Beispiel junger in Österreich lebender Menschen im Alter von 18-35.	Lea Tomaszkievicz	2022

Annex 4: PRME-related academic publications

Department	Publication
Department of Communication	<p><u>Peer-reviewed journal articles</u></p> <p>Russmann, U. & Hess, A. (2023). The Management of Uncivil and Hateful User Comments in Austrian News Media. <i>Journalism Practice</i>, 1-20</p> <p><u>Further publications</u></p> <p>Bourdin, D., Greslehner, L., Pezenka, I. (2023) Perception and Processing of 'Green' Cues in Fashion Online Stores: An Eye Tracking Experiment. European Marketing Academy (EMAC) Regional Conference, 27 - 29 September 2023, Piraeus, Greece</p> <p>Bourdin, D., Pezenka, I., Reiter, G. (2022) Visualization and Framing of Numerical Information in 'Green' Brand Messages. American Marketing Association (AMA) Global Marketing Special Interest Group Conference, 31 May - 2 June 2022, Chania, Greece</p> <p>Kolar, G., Pittner, M. (2023) Sustainability-oriented target groups and the effect of the locus of control on their word-of-mouth communication 21. Eawop Congress, 24.-27.05.2023</p> <p>Russmann U., Pezenka I., Ortiz D. (2022) Zukunft verantwortungsvoll gestalten: Eine Einleitung. In Rußmann, U., Aubke, F., Ortiz, D., Pezenka, I., Schulz, A.C., Schweiger, C. (eds.) Zukunft verantwortungsvoll gestalten – Forschungsforum der österreichischen Fachhochschulen 2021, Springer: 1-8</p> <p>Tavernaro-Haidarian, L. (2023) Ubuntu and Sustainable Development: Mobilizing Capacity, In Nnodim, P., Okigbo, A. (eds.), Ubuntu, A Comparative Study, Leuven: KU Leuven University Press</p> <p>Weismayer, C., Pezenka, I., Ladurner, K. (2023) Social Media-Based Tourist Flow Weighting. In Ferrer-Rosell, B, Massimo, D., Berezina, K. (eds.) Information and Communication Technologies in Tourism 2023 (pp. 172-176). Springer International Publishing</p> <p>Weismayer, C., Pezenka, I., Ladurner, K. (2023). Social Media-Based Tourist Flow Weighting. In B. Ferrer-Rosell, D. Massimo & K. Berezina (eds), Information and Communication Technologies in Tourism 2023 (pp. 172-176). Springer International Publishing</p>
Department of Management	<p><u>Peer-reviewed journal articles</u></p> <p>de los Reyes, G., Scholz, M. (2022) Assessing the Legitimacy of Corporate Political Activity: Uber and the Quest for Responsible Innovation. <i>Journal of Business Ethics</i> 184(1), 51-69</p> <p>Kump, B., Scholz, M. (2022) Organizational Routines as a Source of Ethical Blindness. <i>Organization Theory</i> 3: 1-24</p> <p>Riegler, M.; Burton, A. M.; Scholz, M.; de Melo, K. (2023) Why companies team up for sustainable development: Antecedents of company engagement in business partnerships for sustainability. <i>Business Strategy and the Environment</i>, 1-15</p>

	<p><u>Further publications</u></p> <p>Beschorner, T., Palazzo, G., Scholz, M., Seele, P. (2022) No business can be right in a war that's wrong. swissinfo</p> <p>Burton, A., Eggenweber, K., Rainer, M., Riegler, M. & Scholz, M. (2022) Lieferkettenverantwortung in Österreich. Endbericht: Überblick verschiedener Regulierungsvorhaben zu unternehmerischer Sorgfaltspflicht im Menschenrechtskontext. FIW-Research Report, Bundesministerium für Arbeit und Wirtschaft</p> <p>Busch, A.M., Ortiz, D., Löffler, C. (2022) Zukunft verantwortungsvoll gestalten. Forschung und Praxis an der FHWien der WKW. Nachhaltigkeitsmanagement in österreichischen KMU.</p> <p>Corrales, M., Fenwick, M., Wrba, S. (eds.) Smart Contracts: Technological, Business and Legal Perspectives. Bloomsbury, Hart Publishing</p> <p>Corrales, M., Fenwick, M., Wrba, S. (2021) Introduction: The Technology, Use-Cases and Law of Smart Contracts. In: Corrales, M., Fenwick, M., Wrba, S. (eds.) Smart Contracts: Technological, Business and Legal Perspectives. Bloomsbury, Hart Publishing</p> <p>Corrales, M., Fenwick, M., Wrba, S. (2021) The Uncertain Future of Smart Contracts. In: Corrales, M., Fenwick, M., Wrba, S. (eds.) Smart Contracts: Technological, Business and Legal Perspectives. Bloomsbury, Hart Publishing</p> <p>de los Reyes, G., Scholz, M. (2022) Assessing the legitimacy of corporate political activity: Uber and the quest for responsible innovation. 11th Trans-Atlantic Business Ethics Conference (TABEC)</p> <p>Fenwick, M., Wrba, S. (2022) Artificial Intelligence and Legal Personality. In DiMatteo, L.A., Poncibò, C., Cannarsa (eds.) The Cambridge Handbook on Artificial Intelligence: Global Perspectives on Law and Ethics. Cambridge University Press</p> <p>Geissler, S., Hoffmann, M. (2023) Renovation passport for the renovation wave. OIB aktuell, 3 2023</p> <p>Kruse N., Rainer, M., Schneikart G., Mayrhofer, W. (2023) Replacing cardboard based boxes with a circular economy solution in Austria: A stakeholder framework for impact evaluation of economic, ecologic, and social factors. In Loza, C., Steinbiß, K. (Ed.), Circular economy in the supply chain: A global perspective on challenges, concepts and cases, Springer</p> <p>Ortiz, D. (2022) Nachhaltigkeit braucht Kompetenz/en. COPA-DATA Magazin Information Unlimited</p> <p>Ortiz, D., Ovcharova, N. (2022) Dynamic Capabilities for Sustainability: Developing an Integrative Typology. Academy of Management Proceedings</p> <p>Ortiz, D., Ovcharova, N., Engelmann, A. (2022) Dynamic capabilities for sustainability: Developing an integrative typology. European Academy of Management (EURAM) Annual Conference: Leading Digital Transformation</p> <p>Ortiz, D., Salomon, K. (2022) Educating Future Sustainability Change Agents in Business Schools. Track Chairs at the 9th Responsible Management Education Research Conference: Societal Impact through Entrepreneurship & Innovation</p>
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	<p>Riegler, M., Bourdin, D., & Scholz, M. (2022). Marketingethik. In M. S. Aßländer (Ed.), Handbuch Wirtschaftsethik (2nd Ed.) (557-567). Stuttgart: J. B. Metzler.</p> <p>Riegler, M., Burton, A. (2022) Public Health and Multi-Stakeholder Partnerships: Pharmaceutical Company Engagement in COVAX. ISBEE Congress 2022, International Society of Business, Economics, and Ethics, Bilbao (ES), July</p> <p>Riegler, M., Burton, A., Scholz, M. (2022) Antecedents of Business Engagement in Partnerships for Sustainability. ISBEE Congress 2022, International Society of Business, Economics, and Ethics, Bilbao (ES), July</p> <p>Riegler, M., Burton, A., Scholz, M., Jarmai, K. (2022) Antecedents of Business Engagement in Partnerships for Sustainability. Academy of Management Annual Meeting Proceedings</p> <p>Scholz, M. (2022) Wandel der gesellschaftspolitischen Positionierung von Unternehmen. Zivilgesellschaft in Zahlen-Bertelsmann Stiftung by Joris-Johann Lenssen</p> <p>Scholz, M., de los Reyes, G. (2022) Assessing the Legitimacy of Corporate Political Activity: Uber and the Quest for Responsible Innovation. Fifth Annual Forum: Business Ethics in the 6ix, May 16-17</p> <p>Scholz, M., Smith, C., Riegler, M., Burton, A. (2022) Public health and multi-stakeholder partnerships: Pharmaceutical company engagement in COVAX. 11th Trans-Atlantic Business Ethics Conference (TABEC)</p> <p>Scholz, M., Strobl, N., Beschorner, T. (2022) Gesellschaft & Emotion: Was lernen wir aus aktuellen Krisen? 11th Trans-Atlantic Business Ethics Conference (TABEC)</p> <p>Wrbka, S. (2021) A Multilayer Safeguard Mechanism to Optimise the Potential of Smart Contracts in B2C Transactions. In: Corrales, M., Fenwick, M., Wrbka, S. (eds.) Smart Contracts: Technological, Business and Legal Perspectives. Bloomsbury, Hart Publishing</p> <p>Wrbka, S. (2023) Lehrbuch Zivil-, Unternehmens- und Gesellschaftsrecht. 2. Auflage, Linde Verlag</p>
Department of Digital Economy	<p>Mayrhofer W. (2022) (The importance of) Human learning in smart connected cities. In Melis, A., Medas B., Passalacqua M. (Ed.), Approfondimento al Catalogo del Padiglione Italia "Comunità Resilienti" alla Biennale Architettura 2021/ Extended Catalogue of the Italian Pavillion "Resilient Communities" of the Architecture Biennale 2021, Volume 02, D Editore, Roma, 2022</p> <p>Schneikart G., Mayrhofer W., Frysak J., Löffler C. (2023) A returnable transport item to integrate logistics 4.0 and circular economy in pharma supply chains. International Conference on Industrial Logistics, ICIL 2023, Zadar, May 31 – June 02, 2023</p> <p>Schulz, A., Himme, A. (2022). Stock market reactions to downsizing announcements: an analysis through an institutional lens, Socio-Economic Review, Volume 20, Issue 4, Pages 1825–1855.</p>

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