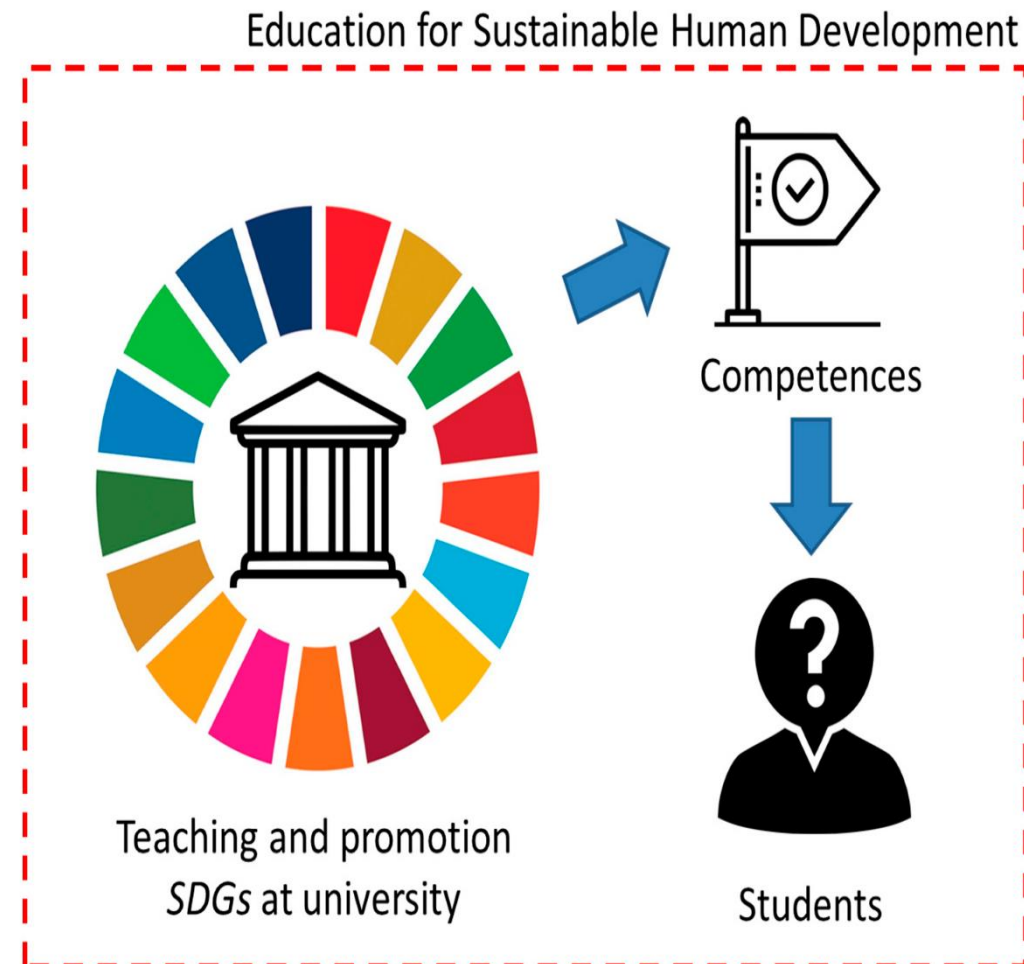


Osviještenost studenata o održivom poslovanju

Prof.dr.sc. Majda Tafra-Vlahović

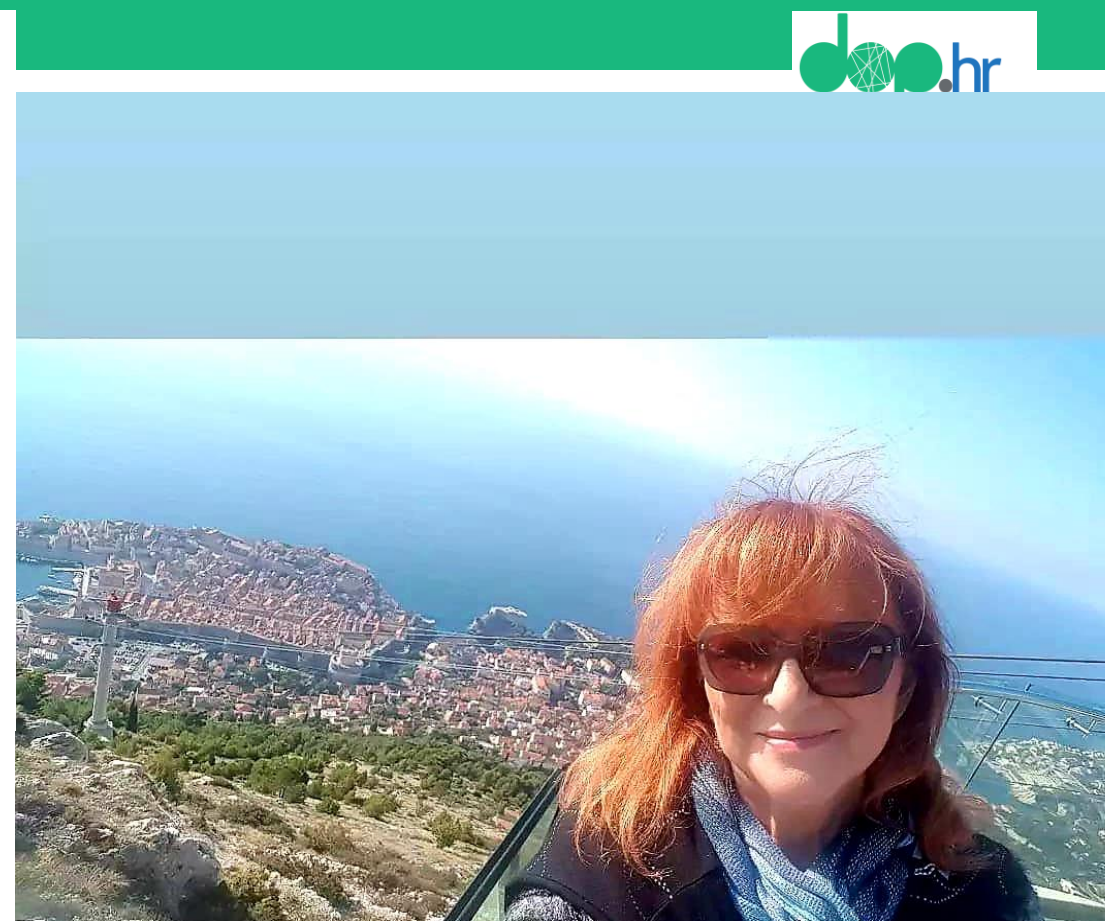


RIT | Croatia

CELEBRATING **25** YEARS

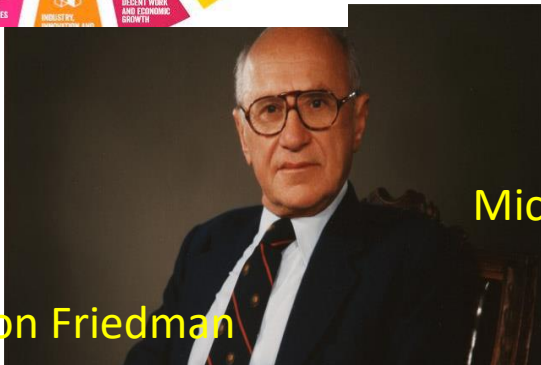


**Sveučilište
Sjever**





Okvir



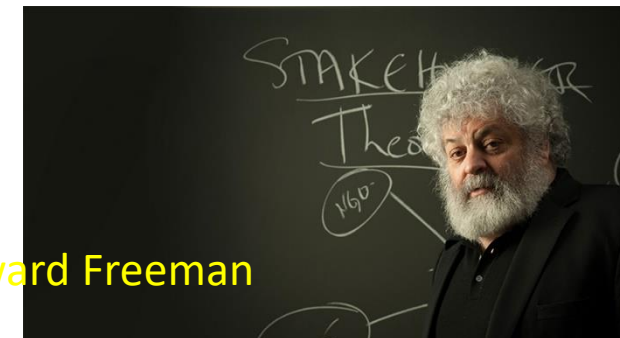
Milton Friedman



Michael Porter



Prof Jeffrey
SACHS



Edward Freeman



Naomi
Klein



Al Gore



Prince
Charles





Tko?



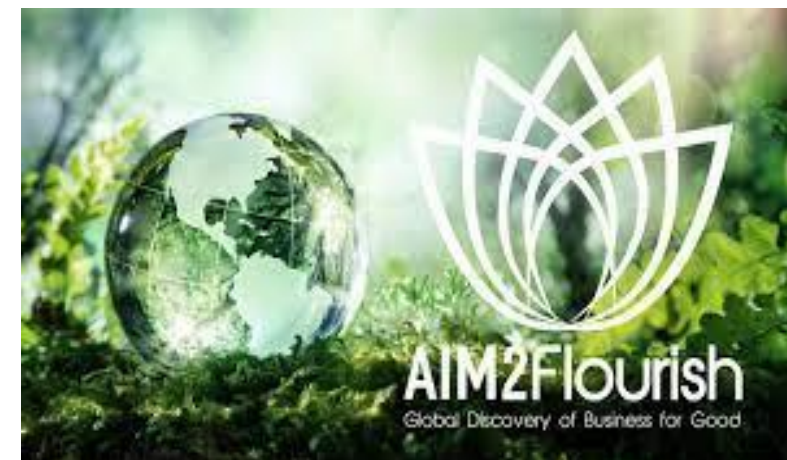


Kako?



UNIVERSITY OF CAMBRIDGE

INSTITUTE FOR
SUSTAINABILITY LEADERSHIP



HR PSOR

Akcijsko istraživanje: cilj, pitanja, hipoteze

- *Učinak nastave u visokoškolskim institucijama poslovnog smjera i njihova uloga u djelovanju na osviještenost i razumijevanje važnosti održivosti kod budućih menadžera i lidera u privatnom sektoru*
- Osviještenost?
 - U porastu
 - Nedovoljno stimulirana/servisirana
 - Parcijalni umjesto holističkog pristupa



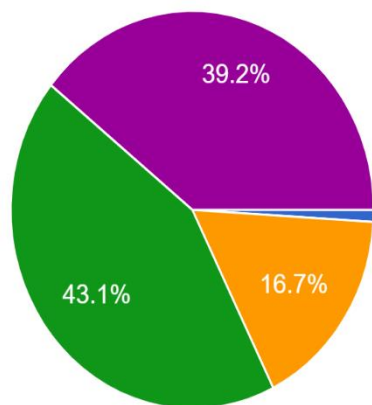
Metodologija

- Desk research
- Uzorak 100+
- Anketni upitnik (MPC+OQ)
- Diskusijske tribine/forumi
- Promatranje
(nastavnik/istraživač)



45. All business students should study business ethics

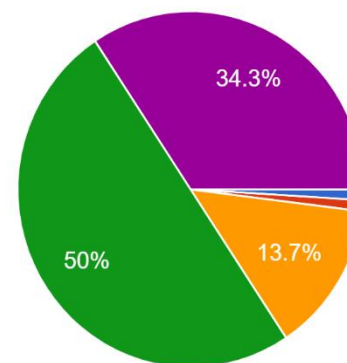
102 responses



● Strongly disagree
● Disagree
● Neutral
● Agree
● Strongly agree

46. All business students should study environmental sustainability

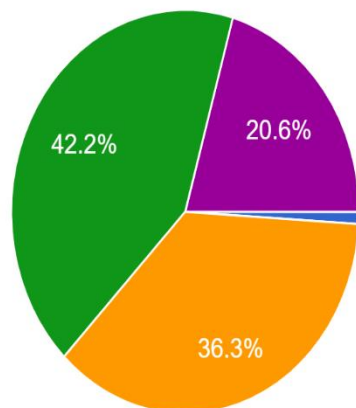
102 responses



● Strongly disagree
● Disagree
● Neutral
● Agree
● Strongly agree

48. All business students should study CSR

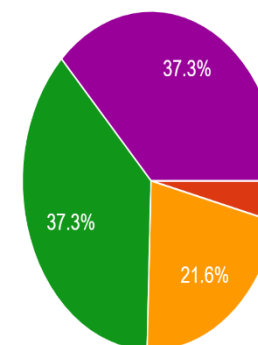
102 responses



● Strongly disagree
● Disagree
● Neutral
● Agree
● Strongly agree

51. My business school should bring in ethics and corporate responsibility experts and leaders as quest speakers

102 responses



● Strongly disagree
● Disagree
● Neutral
● Agree
● Strongly agree

- In my opinion, Apple is not being arrogant because they want to report their CSR practice by internationally agreed reporting guidelines. Apple is a huge company and everything they do is public. Of course, Apple is not the only one who is exploiting children and underpaying workers. Humans are to blame because we don't care and we would still use Apple products even though we know the whole story. Zara is also doing the same thing and nobody cares. They have many stores all over the world and their clothes are very popular although it is produced in all sorts of ways.
- In my opinion, Apple is being 100% arrogant. I think it is not okay for such a huge firm to do something like this. They are earning billions of dollars and are not treating their workers properly. They are using child labor in China and their workers are working more than they should. Such a huge company does not deserve to earn that much and still act like that. Because they have huge profit they should be able to afford having production in the US or at least pay workers in China a decent salary. Their behavior should be acknowledged and reported. There are guidelines and those guidelines should be respected.



