

Lecturer Pairing

Lecturer Pairing 1

Lecturer A) William Scarf, Wolverhampton University, United Kingdom.

Corporate Social Responsibility, personal ethics, and the Finnish Red Cross

For the Red Cross, as a charitable organisation, CSR is central to the organisation's identity. Allocation of scarce human and medical resources publicly indicate the personal ethical standards of doctors and their teams. The dilemma of bribery for charities will be investigated, when the Red Cross needs access to dangerous parts of the world. Consistently high integrity is essential for the credibility of the Red Cross in financial relationships with governments medical teams and individual donors.

Lecturer B) Micaela Lopes, Instituto Politécnico de Setúbal, Portugal.

The principle of good faith in business relationships

The principle of good faith is not only an ethical and moral principle, but essentially as a guiding legal principle in business relationships in international context. The three lectures will contribute to clarify the role of the good faith principle when creating a marketing and communication plan and will contribute to aiding student understand of the different legal and cultural issues.

Lecturer Pairing 2

Lecturer A) Peter Frambach, Zuyd University, The Netherlands

Knowledge and skills game

The ethics game will revolve around a number of questions related to participants' skills, knowledge, culture, finance, surprise, happiness, creativity, language and sports.

While playing the game the host (the lecturer) not only asks the questions but also gets to discuss the answers and all sorts of related issues, leading to many new insights for the players. Lots of cultural and ethical details also become apparent as the game progresses. The comments of the players also determine what the discussion will center on.

Lecturer B) Robert Sroka, Kozminski University, Poland.

The role of business in building inclusive societies – an ethical perspective

The Finnish Red Cross rightly pointed out that loneliness is one of the most significant problems in Finnish society. This issue affects not only the Finnish society but also almost all contemporary societies. Loneliness is not only social problem but also much more an ethical problem. French philosopher Paul Ricoeur defined ethics as: aiming at the good life with and for others, in just institutions. Ricoeur in his definition of ethics indicates social aspect of ethics. Without others it is very difficult to achieve happiness. Therefore societies should create inclusive mechanisms allows building strong relationships, especially with those who have problem with social relationships (lonely). Business should play a major role in building the inclusive society.

Lecturer Pairing 3

Lecturer A) Rick Maijer, Zuyd University, The Netherlands.

Current Proposal: **The ethics of lobbying in the EU.**

Is lobbying at all ethical? Large companies dominate it and therefore it is perceived that there is an imbalance in interest representation, one could argue at that this is at the expense of consumers.

Lecturer B) Michael Carlton, Sheffield Hallam University, United Kingdom.

Altruism and Egoism: The pull of doing the right thing & Exploring complex issues with Systems Thinking

Lectures will explore how the concepts of egoism and altruism can help to explain individuals' ethical decision making. The lectures provide background on how volunteers and would-be volunteer workers make difficult (ethical) decisions when deciding whether to volunteer and in what capacity. This will help to inform any marketing or communications plan. Further lectures will focus on the organisational and managerial perspective. Lectures will review the argument that if we are to successfully manage complex global issues there is a need for government, business and civil society to work together and use "joined-up" thinking.

Lecturer Pairing 4

Lecturer A) Barbara Weitz, Hochschule für Technik und Wirtschaft des Saarlandes, Germany.

Reviewing non profit goals & profit organisations CSR and legal constraints

An overview and definitions of non-profits and their goals while reviewing profit organisations goals and CSR followed by financial and technical support as well as the involvement of company employees as volunteers. Legal issues in relation to youth volunteers and the legal aspects will be reviewed.

Lecturer B) Jamie Rundle, Sheffield Hallam University, United Kingdom.

Exploring business ethics through the operations management lens

Firms increasingly place considerable importance on 'doing the right thing' for their stakeholders, yet the role of operations management (OM) is often downplayed in contemporary management thinking. OM-related activities - such as supply chain management, process improvement, quality thinking, performance measurement, efficiency, and disaster management – are often inherent to the integrity of organisational responsibility. The lectures will explore how OM thinking is transforming private, public and third-sector organisations. In particular, the lectures encourages a shift away from the out-dated and corrosive tendency to focus on poorly-defined, meaningless performance measures, as well as the destructive desire to financially reward managers for short-term performance.

Lecturer Pairing 5

Lecturer A) Frans Keulers, Zuyd Hogeschool, The Netherlands.

The choice between studying/pleasure and volunteering

The Red Cross has to face the dilemma of running an organization using volunteers or making the organization more efficient by using some market conform instruments (e.g. financially rewarding services).

In relation to CSR the question could be raised whether the Red Cross is managing all its stakeholders efficiently, employees, volunteers and clients are their first concern but schools, chamber of commerce, local business could all become useful partners in solving their problems. Some of these stakeholders have similar problems and could benefit from shared solution.

Lecturer B) Alex Dimitriadis, Southampton Solent University, United Kingdom.

Socially Responsible Investment (SRI) appraisal criteria & lessons learned from isolation in aiding the Red Cross.

Have students understand how the sponsors of a non-profit project apprehend its performance. Seafarers' isolation and current efforts made to overcome it as well as examples of healthy and active youth suffering from isolation should help students empathise with the elderly and the examples presented should be a source of inspiration for developing Finnish Red Cross Friend Visitor activities

Lecture Pairing 6

Lecturer A) Maria Lourdes Garcia Salmones Fernandez, UNIVERSIDAD EUROPEA DE MADRID, Spain.

Inspiring people to volunteer for and collaborate with NPOs, important elements to consider.

Non-profits organizations (NPOs) are a fundamental part of our communities providing a variety of services that may not otherwise be available. NPOs charge little or nothing for their services, and therefore require funds from governments, philanthropic funds, and public donations or through volunteer work to provide those services. Although the benefits of collaborating and volunteering are at great extent proven by research, it is often quite challenging for NGOs to obtain either those funds or volunteers willing to help. What are the factors that influence the personal decision to become involved or collaborate with NGOs?

Lecturer B) Dr. Robert Baker, Sheffield Hallam University, United Kingdom

Decision-making heuristics in resource allocation in the Finnish Red Cross: rational irrationality in deciding who gets what

An interactive lecture exploring how Fisher's (1998) six values concerning priority setting might affect resource allocation in an international aid effort. An interactive lecture building on Rokeach's (1973) work on terminal and instrumental values and Lindfelt's (2004) examination of ethics in Finnish business.

Lecturer Pairing 7

Lecturer A) Michael Janesch, HTW Berlin, Germany.

Contract Law and Ethics: Running a Business – The impact of Rules of Fairness on Contract Law

The course will analyse the history and concept of Human Rights as well as equity (meaning fairness) and their impact on contract law. It will also show that contract law itself has developed over centuries detailed rules for fair and equitable behaviour, which limit the scope of freedom of contract.

Lecturer B) Ton Van Baaden, Saxion University, The Netherlands.

The essence of HR Management & Volunteer Management.

The course will review the essence of HR management, volunteer management and a third part will be a discussion in how far these two themes can be integrated.