



CSR: The effects of leadership styles in improving the employee performance and sustainable development in the food processing sector

(Resource ID: 268)

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This teaching resource is allocated to following University:

UC - Universum College

Institution:

Universum College

<http://sustainicum.at/en/modules/view/268.CSR-The-effects-of-leadership-styles-in-improving-the-employee-performance-and-sustainable-development-in-the-food-processing-sector>



Individual work
Group work



Less than 5
students



up to 1 semester
more than 1
semester



Internet
connection
necessary



English, Shqip

Please note: module with excess length - more than
7 lecture units required!



Field research is a vital source of knowledge, as it provides students with first-hand practices of the real world. That is why this learning material aims at providing students with an unconventional platform

of learning about a subject matter. Through field work, students will be able to differentiate between different types of leadership styles and how that affects the overall strategy of the organization. This form of learning will provide students with the necessary tools to critically analyse the subject matter and provide concrete recommendations on how to improve social responsibility within the organization, that is not only beneficial for them but for the community around as well.

According to Kosovo Agency of Statistics, the amount of products imported in Kosovo (2014) was €2,538,232,000, which is the highest ever recorded and which has resulted in €2,213,678,000 trade deficit. Furthermore, around 30% of the total goods imported are food products, which is very troublesome since the land in Kosovo is flat and perfect for growing fruits and vegetables. Even more worrisome is the fact that despite a 10% customs tariff and 16% VAT, the imported food products remain cheaper than local products. With some assistance these products could be produced locally at a price that is lower than foreign competitor, but at the same time generate jobs and improve the welfare of Kosovar citizens. Therefore, in a time when we have continuous global trade homogenization, the protection and/or support of local businesses are not only patriotic, but could also contribute to the development of the local economy as a whole. Moreover, the support of local businesses keeps the earnings within the country and contributes to the development of entrepreneurship and job creation.

Faced with an incredible regional competition, local producers have decided to work together for a common goal – that is to establish a better relationship with the community in order to win favours and lobby for better governmental policies regarding their endeavours. In order to improve their performance concerning CSR, leaders of the food sector have contacted Universum College to conduct a field study regarding the products and services they offer in order to become more socially responsible not only to their clients, but to the society and environment as well.

You have been chosen to conduct a field study at X company, where you will spend 3 full working days at the organization of your choosing. You will observe closely the daily activities of the organization and learn more about their strategic initiatives. During this period you are to work with the marketing and public relations office in order to study and examine the shortcomings of the organization. Furthermore, you are to conduct a

country wide survey in order to develop a general understanding of consumers' opinion regarding x company. In the end of the field research, you are to produce a report with your findings and the recommendations that the organization could undertake to improve its position concerning their consumers, local community and the environment. The final report will also be presented in front of other students and representatives from x company.

Teaching Tools & Methods



Excursion Mini-project Written material

Integration of Social Stakeholders

Business companies are involved in the seminar as active partners – students have the possibility to get in direct contact with employees in businesses and experience challenges in implementing sustainability management. The stakeholders from the businesses benefit from the collaboration as well as this, they receive external, fresh and creative perspectives on their activities from the students and recommendations about their sustainability management processes.

Strength

- Active learning experience for students
- Mutual learning for students and business stakeholders
- Students think about their own opportunities and responsibility in the context of global change
- Development of critical thinking skills
- Students will learn how to use statistical tools to analyse data.

Weakness

- Confidentiality problems – students may be inclined to disclose information to competitors.
- Stakeholder must agree to discuss their own business plan and real "business life" problems with students.
- Great number of hours needed to successfully finish the report, thus, there is a risk of lack of commitment by students

Learning Outcomes

- LT1: Comprehend the different styles of leadership and how that effects the followers;
- LT2: Differentiate between hands-on leadership, qualitative management and ineffective leadership;
- LT3: Critically analyse different types of authorities (power) and influences that a leader has, and how they use to lead the organization from a CSR point of view;
- LT4: Research independently and write a research-type report.

Relevance for Sustainability

- Encouraging sustainable innovation within the organization
- Community involvement
- Stimulation of local production and reduction of unemployment, thus, increasing social welfare.

Related Teaching Resources

-Students must have successfully passed ECON I and ECON II and Intro to Marketing Intro to Management.. -SPSS or other statistical tools like Excel, Stata, etc.

Preparation Efforts

Medium

Preparation Efforts Description

-Students will partake in 3 lectures of 2hrs each. Furthermore, students will partake in a public lecture by Mr. Agon Gashi and Gazmend Ahmeti, who represent CSR Kosovo.

Access

Free

Assessment

This is a written assignment which totals 35% of the final grade.

Sources and Links

<http://csrkosovo.org/>

<http://www.csreurope.org/>

<https://hbr.org/2005/07/level-5-leadership-the-triumph-of-humility-and-fierce-resolve>

http://www.jimcollins.com/media_topics/level-5.html

http://www.fiq-fci.org/repository/docs/PIKEPAMJET_E_QYTETAREVE_PER_CESHTJET_KRYESORE_T_PAQES_DHE_SIGURISE_NE_KOSOVE_TET2013.pdf

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