

ANALIZA DRUŽBENO ODGOVORNEGA POSLOVANJA V JAVNEM SEKTORJU

UČNI NAČRT PREDMETA/COURSE SYLLABUS

Predmet:	Analiza družbeno odgovornega poslovanja v javnem sektorju
Course title:	Analysis of the Social Responsibility Performance in the Public Sector
Članica nosilka/UL Member:	UL FU

Študijski programi in stopnja	Študijska smer	Letnik	Semestri	Izbirnost
Skupni doktorski študijski program UPRAVLJANJE IN EKONOMIKA JAVNEGA SEKTORJA , tretja stopnja, za pridobitev doktorata znanosti (od študijskega leta 2026/2027 dalje)	Ekonomski (modul)	2. letnik	Celoletni	izbirni
Skupni doktorski študijski program UPRAVLJANJE IN EKONOMIKA JAVNEGA SEKTORJA , tretja stopnja, za pridobitev doktorata znanosti (od študijskega leta 2026/2027 dalje)	Javno upravljanje (modul)	2. letnik	Celoletni	izbirni

Univerzitetna koda predmeta/University course code:	0060751
Koda učne enote na članici/UL Member course code:	3024

Predavanja /Lectures	Seminar /Seminar	Vaje /Tutorials	Klinične vaje /Clinical tutorials	Druge oblike študija /Other forms of study	Samostojno delo /Individual student work	ECTS
20	20	0	0	20	90	5

Nosilec predmeta/Lecturer: Jana Katunar, Dejan Miljenović

Vrsta predmeta/Course type: izbirni/elective

Jeziki/Languages:

Predavanja/Lectures:	Angleščina, Drugo
Vaje/Tutorial:	

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Prerequisites:

Splošni pogoji za vpis v program.

Vsebina:

Content (Syllabus outline):

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| <ol style="list-style-type: none">1. Trajnostni management – modeli za uporabo v javnem sektorju2. Prenos kazalnikov uspešnosti trajnosti v vrednotenje javne učinkovitosti | <ol style="list-style-type: none">1. Sustainability management – models for application in the public sector2. Transferring sustainability performance indicators to public efficiency evaluation |
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3. Teorija deležnikov – matrika in preslikava skupin javnega interesa 4. Triple bottom line koncept družbeno odgovornega javnega delovanja - ekonomski, okoljski in socialni vidik. 5. Digitalizacija informacijskega sistema deležnikov 6. Umetna inteligenca v trajnosti in odgovornosti javnega sektorja (sistemi za podporo odločanju na osnovi umetne inteligence, algoritmično upravljanje, preglednost, pristranskost in etična tveganja pri družbeno odgovornem javnem delovanju). 7. Digitalne platforme, odprti podatki in mednarodno primerjalno vrednotenje delovanja javnega sektorja - digitalne javne storitve, odprti vladni podatki, primerljivost med državami, mednarodni kazalniki (OECD, Svetovna banka, EU). 8. Globalne perspektive o trajnostnem javnem upravljanju in širjenju politik - internacionalizacija standardov trajnosti, prenos politik, primerjalna analiza modelov družbeno odgovornega javnega sektorja. 9. Analitika trajnostne učinkovitosti in uspešnosti javnega sektorja 10. Izpeljani modeli vrednosti deležnikov v javnem sektorju 11. Upravljanje družbenih učinkov in upravljanje v javnem sektorju	3. Stakeholder theory – matrix and mapping groups of public interest 4. <i>Triple bottom line</i> concept of Socially responsible public performance - economic, environmental and social aspect. 5. Digitalization of Stakeholders Informations System 6. Artificial intelligence in public sector sustainability and accountability (AI-based decision support systems, algorithmic governance, transparency, bias and ethical risks in socially responsible public performance). 7. Digital platforms, open data and international benchmarking of public sector performance - digital public services, open government data, cross-country comparability, international indicators (OECD, World Bank, EU). 8. Global perspectives on sustainable public governance and policy diffusion – internationalisation of sustainability standards, policy transfer, comparative analysis of socially responsible public sector models). 9. Analytics of public sector sustainable efficiency and effectiveness 10. Derivative models of stakeholder value in the public sector 11. Social Impact Management and Governance in the Public Sector
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Temeljna literatura in viri/Readings:

1. Wasilczuk, J. E. (2025) Entrepreneurship in the Digital and Sustainable Era, Edward Elgar Publishing Ltd., Cheltenham, UK
2. Al-Sartawi, A., & Ghura, H. (Eds.). (2025). Artificial Intelligence, Sustainable Technologies, and Business Innovation: Opportunities and Challenges of Digital Transformation (Vol. 1171). Springer Nature.
3. Tropeano, T., Bellazzecca, E., Bengo, I. (2024) "Exploring the functions and role of social impact measurement in enhancing the social value of public-private partnerships: A systematic literature review", Public Policy and Administration, Vol. 40, No. 4., <https://doi.org/10.1177/09520767241238644>
4. Davenport, Thomas. (2018). The AI Advantage: How to Put the Artificial Intelligence Revolution to Work. 10.7551/mitpress/11781.001.0001.
5. Elkington, J. (1997) Cannibals with Forks: The Triple Bottom Line of 21st Century Business, Oxford: Capstone Publishing Limited, doi: <https://doi.org/10.5860/choice.36-3997>.
6. Esty, D. C., Winston, A. S. (2006) Green to gold, New Haven and London: Yale University Press, available at: <https://yalebooks.yale.edu/book/9780300119978/green-gold>.
7. Freeman, R. E. (1984) Strategic Management: A Stakeholder Approach, Marshfield: Pitman Publishing Inc, doi: <https://doi.org/10.1017/cbo9781139192675.003>.
8. Figge, F., Hahn, T. (2002) "Sustainable Value Added". In 10th International Conference of the Greening of Industry Network, June 2002, Göteborg, Sweden: School of Economics and Commercial Law at Göteborg University and the Centre for Environment and Sustainability at Chalmers University of Technology, pp. 1-25.

9. Pelozo, J. (2009) "The Challenge of Measuring Financial Impacts From Investments in Corporate Social Performance. Journal of Management", Vol. 35, No. 6, pp. 1518-1541, doi: <https://doi.org/10.1177/0149206309335188>.
10. Petrini, M., Pozzebon, M. (2009) "Managing sustainability with the support of business intelligence: Integrating socio-environmental indicators and organisational context", Journal of Strategic Information Systems, Vol. 18, No. 4, pp. 178-191, doi: <https://doi.org/10.1016/j.jsis.2009.06.001>.
11. Pollit, C. (2016) Advanced Introduction to Public Management and Administration, Elgar Advanced Introductions.
12. Ongaro, E., Van Thiel, S. (Eds.) (2017) The Palgrave Handbook of Public Administration and Management in Europe, Palgrave Macmillan UK
13. Znanstveni članki

Cilji in kompetence:

Študenti bodo:

- pridobili znanje o teoretičnih vidikih delovanja javnega sektorja v pogojih trajnostnega razvoja,
- razumeli koncept družbeno odgovornega poslovanja, ki je uporaben za javni sektor,
- obvladali analitične metode, ki izhajajo iz koncepta „Triple bottom line“,
- sposobni uporabiti metode vrednotenja ugleda javnog sektorja.
- kritično analizirati in empirično oceniti vlogo digitalizacije in umetne inteligence pri krepitvi družbeno odgovorne uspešnosti, preglednosti in odgovornosti v javnem sektorju,
- sposobni analizirati in oblikovati okvire za upravljanje družbenega vpliva za organizacije javnega sektorja, pri čemer povezati upravljanje deležnikov, analitiko uspešnosti in odgovornost.

Objectives and competences:

Student will:

- acquire knowledge on theoretical aspects of public sector functioning in sustainable development environment,
- understand the concept of socially responsible performance adjusted for public sector,
- learn to apply analytical methods for assessing the public sector reputation.
- critically analyse and empirically assess the role of digitalisation and artificial intelligence in enhancing socially responsible performance, transparency, and accountability in the public sector,
- be able to analyse and design social impact management frameworks for public sector organisations, linking stakeholder governance, performance analytics and accountability.

Predvideni študijski rezultati:

Študent se bo seznanil z raziskovalnimi koncepti in metodami družbeno odgovornega poslovanja v javnem sektorju. Študent bo sposoben analizirati in naprej razvijati društveno odgovorno poslovanje v javnem sektorju.

Intended learning outcomes:

Student will be fully acquainted with research concepts and methods of social responsibility performance in the public sector. Student will be able to analyse and further develop social responsibility performance in the public sector.

Metode poučevanja in učenja:

1. Predavanja in diskusija.
2. Delo pod vodstvom mentorja.
3. Individualno raziskovanje za izpit.

Learning and teaching methods:

1. Lectures in class room with discussions depending of theme.
2. Tutorials.
3. Individual research for exam.

Načini ocenjevanja:

- Udeležba na predavanjih
- Aktivno sodelovanje v diskusijah
- Naloga
- Ustni izpit

Delež/Weight

- 10,00 %
- 10,00 %
- 30,00 %
- 50,00 %

Assessment:

- Lecture attendance
- Activity
- Essay
- Oral exam

Ocenjevalna lestvica:

opravi z odliko/opravi/ni opravi

Grading system:

passed with distinction/passed/failed

Reference nosilca/Lecturer's references:

1. Ban, D. i Miljenović, D. (2025). Impact of ESG Implementation on Credit Ratings and Financial Performance: A Sustainability Perspective. *Zbornik radova Ekonomskog fakulteta u Rijeci*, 43 (2), 291-312. <https://doi.org/10.18045/zbefri.2025.2.6>
2. Mance, Davor; Miljenović, Dejan; Velić, Ismar, Do Economies Recover Their Fisheries? Evidence of an Environmental Kuznets Curve for Fish Stock Status // *Sustainability*, 17 (2025), 14; 6646, 18. doi: 10.3390/su17146646
3. Lukavac, Marko; Miljenović, Dejan, ECONOMIC (UN)SUSTAINABILITY IN FOOD SUPPLY CHAINS – AN ANALYSIS OF LARGE RETAILERS' MARKUPS IN CROATIA // *Zbornik Veleučilišta u Rijeci / Journal of the Polytechnic of Rijeka*, 13 (2025), 1; 39-57. doi: <https://doi.org/10.31784/zvr.13.1.8>
4. Vito, Diamanta; Miljenović, Dejan, Sustainability effects of strengthening gender equality processes – the case of women empowerment in Albania // *Perspectives on the resilience of economic systems / Drezgić, Saša; Dukić Samaržija, Nikolina; Arbula Blecich, Andrea et al. (ur.). Rijeka: University of Rijeka, Faculty of Economics and Business*, 2025. str. 127-147
5. Lukavac, Marko; Miljenović, Dejan, Sustainability Requirements for Micro and Small Food-Processing Companies // *Sustainable Logistics: How to Address and Overcome the Major Issues and Challenges / Domagala, Joanna ; Górecka, Aleksandra ; Roman, Monika (ur.). New York (NY): Routledge: Taylor & Francis Group*, 2023. str. 157-178 . doi: 10.4324/9781003304364-9
6. Beriša, Bono ; Miljenović, Dejan, Evaluation criteria for Portfolio Greenness” within financial retail products // *ECONOMICS AND BUSINESS OF THE POST COVID-19 WORLD (Research monograph – First Edition)*. Rijeka: Ekonomski fakultet Sveučilišta u Rijeci, 2023. str. 301-315
7. Omazić, Mislav Ante ; Miljenović, Dejan, Social Obligations (CSR) // *Encyclopedia of Sustainable Management*. Cham: Springer, 2023, https://doi.org/10.1007/978-3-030-02006-4_1124-1, 9. doi: 10.1007/978-3-030-02006-4_1124-1
8. Omazić, Mislav Ante ; Miljenović, Dejan, Eco-sustainability Innovations Performance Measurement // *Encyclopedia of Sustainable Management*. Cham: Springer, 2023, https://doi.org/10.1007/978-3-030-02006-4_1100-1, 8. doi: 10.1007/978-3-030-02006-4_1100-1
9. Katunar Jana, member of the project team of the EU-funded project Social Impact Manager (Erasmus). Project duration: May 2023 – April 2026
10. Katunar Jana, programme leader and lecturer of the lifelong learning programme Social Impact Manager at the Faculty of Economics, University of Rijeka
11. Miljenović, Dejan (2019) In Search for Company Sustainable Value. *Zbornik radova međunarodne znanstvene konferencije "Economics of Digital Transformation"*, Drezgić, Saša, Žiković, Saša, Tomljanović, Marko (ur.). Rijeka: University of Rijeka, Faculty of Economics and Business, 2019. str. 195-212
12. Miljenović, Dejan (2018) Testing sustainable value added as an integrative measure of business sustainability* // *Zbornik radova Ekonomskog fakulteta u Rijeci : časopis za ekonomsku teoriju i praksu*, Vol. 36, No. 1, str. 155-181
13. Miljenović, Dejan (2016) Razvoj modela standardnog izvještavanja o društvenoj odgovornosti poduzeća, 2016., doktorska disertacija, Ekonomski fakultet, Rijeka
14. Miljenović, Dejan (2017) Novosti i razlike u smjernicama GRI // *Računovodstvo, revizija i financije*, Vol. 27, No. 4, str. 50-53
15. Miljenović (2016) Dejan Analiza nefinancijskih pokazatelja // *Računovodstvo, revizija i financije*, Vol. 26, No. 8, str. 208-210
16. Miljenović, Dejan Smjernice i standardi nefinancijskog izvještavanja // *Računovodstvo, revizija i financije*, Vol. 26, No. 5, str. 42-48
17. Miljenović, Dejan; Kutnjak, Goran; Jakovac, Pavle (2020) Determiniranje obilježja djelotvornosti javnog sektora i javnog menadžmenta. *Zbornik Veleučilišta u Rijeci / Journal of the Polytechnic of Rijeka*, Vo. 8, No. 1, str. 295-311 doi:10.31784/zvr.8.1.22
18. Miljenović, Dejan; Kutnjak, Goran (2019) Razlike nefinancijskog i integralnog izvještavanja // *TIM4PIN MAGAZIN: Specijalizirani časopis Centra za razvoj javnog i neprofitnog sektora*, 2019 9; 44-51

19. Kutnjak, Goran; Miljenović, Dejan; Obradović, Ana (2018) Dimensioning the context of corporate social responsibility // *XVI International symposium Symorg 2018 "Doing Business in Digital Age : Challenges, Approaches and Solutions"* : Symposium proceedings / Žarkić-Joksimović, N. ; Marinković, S (ur.). Beograd: University of Belgrade, Faculty of Organizational Sciences, Belgrade, Serbia, 2018., str. 692-699
20. Miljenović, Dejan; Kutnjak, Goran (2018) Revidiranje izvještaja integriranoga poslovnog rezultata // *Računovodstvo, revizija i financije*, Vol. 28, No 5, str. 162-167
21. Miljenović, Dejan (2017) Društvena revizija // *TIM4PIN Magazin Časopis Centra za razvoj javnog i neprofitnog sektora*, 2017, No 6, str. 51-55
22. Miljenović, Dejan; Gorše, Mateja (2017) Communication spectrum of corporate social responsibility reporting // *6. Međunarodni znanstveni simpozij Gospodarstvo istočne Hrvatske - vizija i razvoj, 6th International scientific symposium economy of eastern Croatia - vision and growth* / Mašek Tonković, Anka (ur.). Osijek: Sveučilište Josipa Jurja Strossmayera u Osijeku, Ekonomski fakultet u Osijeku, 2017. str. 723-733