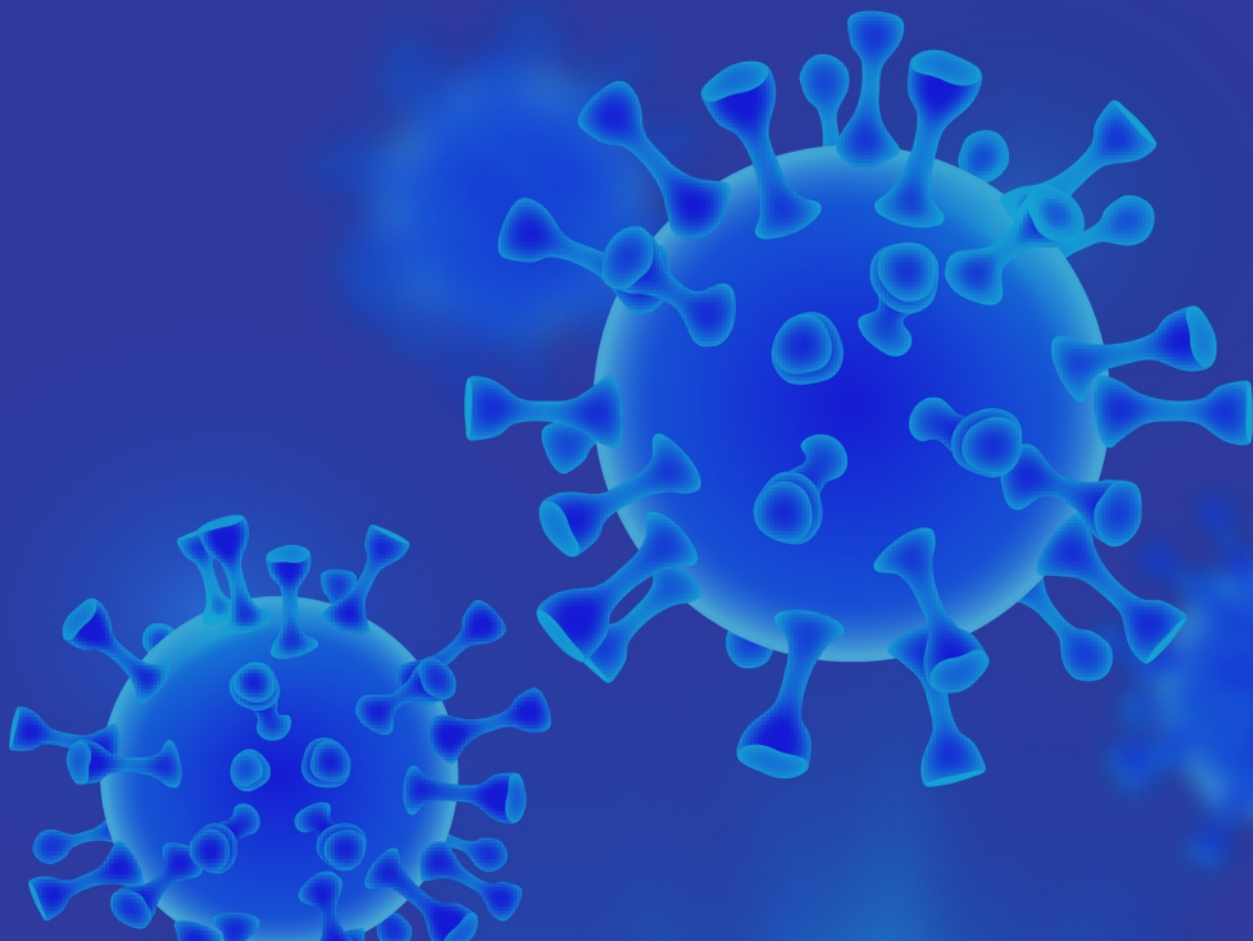




KOZMINSKI UNIVERSITY

# KOZMINSKI UNIVERSITY VS. COVID-19

R E P O R T





**Dear Sir or Madam,**

The time of the coronavirus is a huge test for everyone. Organizations must drastically switch to a new way of functioning, change their strategies, adapt to new challenges, thinking about how to survive, learn how to operate in new conditions and undergo rapid evolution most often through digital transformation.

You can react defensively or offensively to the situation. Defensive means a "wait" approach – minimizing actions and activities, "sheltering" in a small bay, rolling up the sails and waiting for the storm to pass, though the sky is overwhelming the horizon and nothing indicates the end of the storm and a return to the "old world".

The offensive approach is "dancing in the rain" – accepting the new reality and trying to actively respond in such a way that not only fulfills the promises to its stakeholders, but definitely exceeds them, trying to use this unique, extremely difficult period as an opportunity to build a new identity, so crucial in the new reality.

For the Kozminski University, COVID-19 is the main driver for creating a "new school for new times". The whole team of employees – both scientific, didactic and administrative – got involved in the broadly understood digital change with great power.





The change, which in the pandemic times also means great help for students, the business community, high school students and teachers, public institutions, hospitals and other members of the KU community – including graduates and seniors.

This help meant a profound transformation of many school activities. This change, although it has digitization in its denominator, is also a return to the roots of KU, which are, among others: proactive attitude, energy and spirit of action, innovation, professionalism, care for the community, entrepreneurship.

This report provides an overview of the many activities that members of the KU community have undertaken in recent weeks. Although originally this material was supposed to have an internal character, it is worth presenting the directions of our activities and various ideas, most often appearing from the bottom up, as an inspiration for many other organizations. The essence of this report is to show how a pandemic crisis can be used to generate enormous energy hidden in a team forming an organization, and how that energy can be used simply to do something good for people.

Although the digital transformation is for many a response to COVID-19, it is worth remembering that you cannot implement a digital change without an appropriate organizational culture, team involved and widely understood support.

**Prof. Witold T. Bielecki**  
Rector

**Prof. Grzegorz Mazurek**  
Rector Elect





# Digital transformation of teaching in the era of a pandemic

## **Kozminski University has moved to remote education.**

9000 students of Kozminski University continue their education online. In two weeks the university has transferred over 90 percent of the bachelor's and master's degree courses conducted in Polish, 98 percent of those conducted in English, and 100 percent of the MBA programs to a virtual environment. The university supports its entire environment online – teachers, high school students, seniors and all those interested in enriching their knowledge or if they are in need of any support or assistance.

It took the university only 48 hours to train the lecturers. All this was done in order to remotely maintain the existing teaching standards. For lecturers who cannot give lectures and courses from the comforts of their homes, there are teaching rooms available at the university with equipment for conducting online classes. The basic platform for remote education at Kozminski University is Microsoft Teams. In the period 16-29 March, the university conducted on average 132 classes every day.

# Research and experts' activity in the media

## COVID-19 – challenge for managers

Research project by Prof. Krzysztof Oblój and the Department of Strategy is a long-term research program, which aim is to systematically analyze how Polish managers are dealing with the coronavirus. Research teams analyze threat assessments for companies and the first actions undertaken by people working in managerial positions in response to the COVID-19 pandemic. The respondents are represented by 1000 of KU's MBA graduates. Results of the study will show a picture of how threats, reactions and moods are changing in Polish companies. The respondents received a questionnaire, in which they answered, e.g., the following questions:

- When did you feel the first effects of the pandemic?
- What were the first disruptions in everyday work?
- What were the first actions you took?

They were also asked to provide a qualitative assessment, e.g., to describe which disruption turned out to be the most important and which was less severe for their business in the last two weeks, and why. They will also assess the effectiveness of their own crisis response and the overall level of coping with the pandemic.

The first report of the research conducted on 100 managers has been published recently ([pdf](#) – in Polish). The study will be repeated and reported periodically until the end of the pandemic.

# POLISH BUSINESS DURING THE PANDEMIC

## I RESEARCH REPORT

– Prof. Krzysztof Oblój with his team





KOZMINSKI EXPERTS

### **COVID-19 – misinformation online**

Research project by Prof. Dariusz Jemielniak and Leon Ciechanowski from the Department of Management in Network Society is aimed at understanding the types of most widespread COVID-19 online misinformation, its patterns and super spreaders.

The project is focused on building a knowledge base concerning open collaboration to see how similar cultural and organizational processes are enacted in anti-scientific groups, as well as groups unknowingly spreading misinformation. The project will seek answers to questions like:

- Who shares COVID-19 misinformation and what is a known demographic profile of a typical person?
- Which social network groups are most commonly sharing COVID-19 misinformation?
- What characterizes misinformation that is most viral (sentiment, style, etc.) and the spreading accounts?

### **Kozminski experts**

As part of our “Kozminski Experts” initiative, we have published four videos covering COVID-19's impact on various industries. They show our experts' (Prof. Jacek Tomkiewicz, Helena Chmielewska-Szłajfer, Ph.D. and Błażej Podgórski, Ph.D.) answers to questions like:

- Is COVID-19 a crisis or business opportunity?
- How does it impact the global economy and entrepreneurs?

Until the end of April 2020, the videos have had over 5 thousand displays.

### **Sharing knowledge in the media about the pandemic and its consequences**

Our academic staff actively participates in media debates, during which they share their knowledge, comment on the current situation and predict the possible consequences of the pandemic.

Over the past two months, experts from our university gave tens of interviews for many Polish media channels. We were present in every possible mass media – from the press and radio, through television and the Internet, to online video and audio podcasts. It was possible thanks to the mobilization of all our faculty members.

Our professors' opinions could be read among others, in all the prestigious national daily newspapers (including Rzeczpospolita, Dziennik Gazeta Prawna, Gazeta Wyborcza, and Puls Biznesu); heard through radio broadcasts in the largest national radio stations, i.e. TOK FM, Radio ZET or RMF FM and seen on the leading TV stations: TVN and Polsat.



Prof. Aleksandra Przegalińska for TVN



Prof. Grzegorz Mazurek for Polsat



Prof. Aneta Hryckiewicz for Biznes24



Prof. Dariusz Jemielniak for Polsat



Prof. Jan Wawrzyniak for TVN24



Prof. Marcin Piątkowski for TVN24

R E P O R T



Prof. Grzegorz W. Kolodko for the China Daily



Błażej Podgórski, Ph.D. for Strefa Biznesu



Waldemar Karpa, Ph.D. for Rzeczpospolita



Anna Pałyga for the PWN publishing house

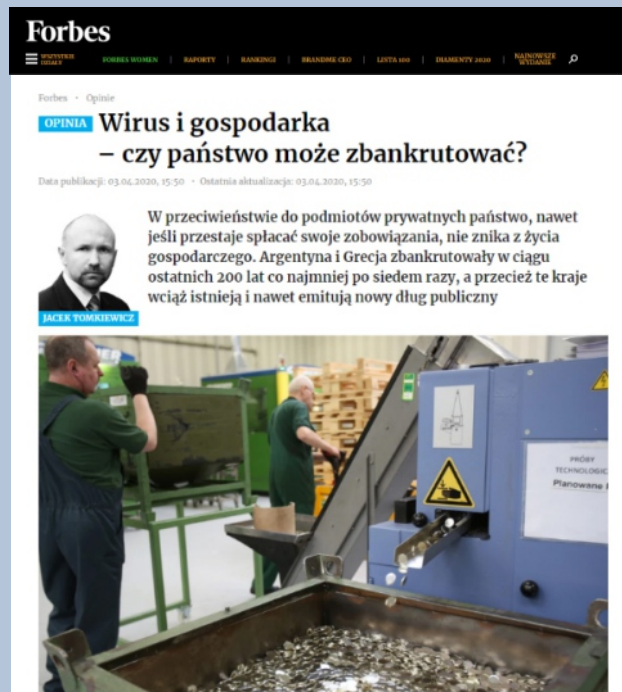
The value of these materials expressed in the form of an advertising equivalent is **over 17 million PLN** (almost 4 million EUR)

- In March and April, our experts spoke in 3.5 thousand printed press and Internet articles as well as radio and television programs.
- Over 20 faculty members from the economics, finance, management and law field got engaged in media activity.
- We were available for the media 7 days a week, 24 hours a day
- On average, our employees gave 2 interviews a day.
- We gave our comments about the arising problems of economical, business, law, technological and social nature.





Prof. Aneta Hryckiewicz for Forbes



Prof. Jacek Tomkiewicz for Forbes



Karolina Małagocka for Forbes

During the pandemic, we initiated a project in the Polish edition of Forbes.pl under the slogan: **Forbes. Business. Dilemmas**. As part of it, our employees write texts in which they share their expert knowledge, indicating the dilemmas that the Polish economy will face due to the pandemic.

Here are examples of publications that have appeared so far in Forbes.pl:

- **Prof. Jacek Tomkiewicz** on increasing public debt and combating the effects of COVID-19
- **Prof. Aneta Hryckiewicz** on possible crisis scenarios caused by the pandemic
- **Karolina Małagocka** about the need to secure critical infrastructure in hospitals

## Online initiative

### ”Academic toolbox”

A popularizing publication focused on the functioning of universities in a remote system, tools and solutions applicable in the time of the pandemic available in free e-periodical made by PWN publishing house for scientists, educationists and Ph.D. students.

### Hackathon #ideaHACK

Kozminski University was a substantive partner of the interdisciplinary online hackathon #ideaHACK. The aim of the initiative was to create solutions to combat the effects of COVID-19 in teams consisting of, among others, students, scientists, innovators, and programmers. Kozminski University students also participated in this initiative.

Every team was able to benefit from the support of business and industry mentors, among whom was our expert Prof. Aleksandra Przegalińska, Head of the Management & Artificial Intelligence program at KU.

The initiative has shown that effective cooperation is possible in the virtual world and, despite difficult conditions, it should not be abandoned. It translates into an increased sense of social trust, represents the best way to exchange knowledge and experience, and certainly without innovation reaching these goals would be impossible.



**idea  
HACK**

+



KOZMINSKI UNIVERSITY

Take part in the **#ideaHACK**  
**interdisciplinary virtual hackathon**  
and get involved in the fight against the virus

April 24-27<sup>th</sup> 2020 | [ideaHACK.org](https://ideaHACK.org)



#stayathome

join our

↑ online courses



KOZMINSKI UNIVERSITY



# Online lectures for high schools, students and all interested people

## ”Kozminski online for schools” and ”Stay at home and join our online courses”

Since the first days of the pandemic we have been organizing online courses, conducted both in Polish and English by our lecturers to help high schools students in preparing for the high school exams and passing their subjects. The topics, among other, include AI, Big Data, management, law, investments and finances, creativity and innovations. These diverse courses have given the opportunity of self-development to every person at any age. Every week, we are organizing two or three such meetings. In March and April 2020, 17 courses conducted in Polish gathered 1100 participants, and 10 held in English summed up to 385 guests. The maximum amount of 240 participants was obtained at the lecture on psychology of money. Among participants of the online lectures there were candidates from Poland and abroad (e.g.: Italy, France, UK, Ukraine and many more).

Discovery of Entrepreneurial Opportunities: creative inspiration or thorough analysis?

#stayathome  
join our  
↑ online courses



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## Online lectures

### ”Social Studies online at Kozminski University”

In the same formula we are currently organizing a more specific series of courses directed to high school students, and also supporting teachers in conducting classes on social studies and preparing their pupils for their final high school exams. In April 2020, we have conducted 8 meetings on, e.g., labor law, human rights and non-governmental organizations. 210 high school students have already benefited from these courses.

**SOCIAL STUDIES AT KOZMINSKI**  
– workshops for high schools

**April 1-30<sup>th</sup> 2020**

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EFMD EQUIS ACCREDITED AACSB ACCREDITED ASSOCIATION OF AMBA ACCREDITED Business School Rankings

KU Legal Clinic

**Online workshops for high school students**

**April 27<sup>th</sup> - June 1<sup>st</sup> 2020**

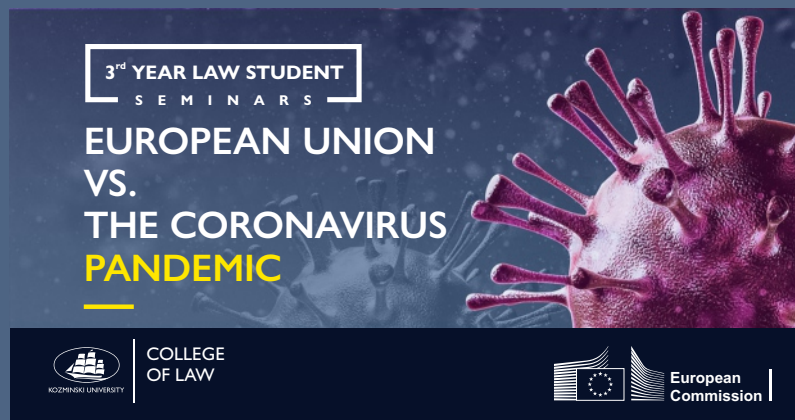
KOZMINSKI UNIVERSITY

EFMD EQUIS ACCREDITED AACSB ACCREDITED ASSOCIATION OF AMBA ACCREDITED Business School Rankings

### Online classes run by the KU Legal Clinic

A cycle of 6 workshops initiated by law students from our Student Legal Clinic with the goal of supporting high school students in their preparation for their final high school exams, and getting them familiar with actual law issues connected with the everyday life of a teenager: dealing with hate in the Internet, getting their first job or how to run a business. The workshops will be organized once a week starting from the end of April.





## Online lectures

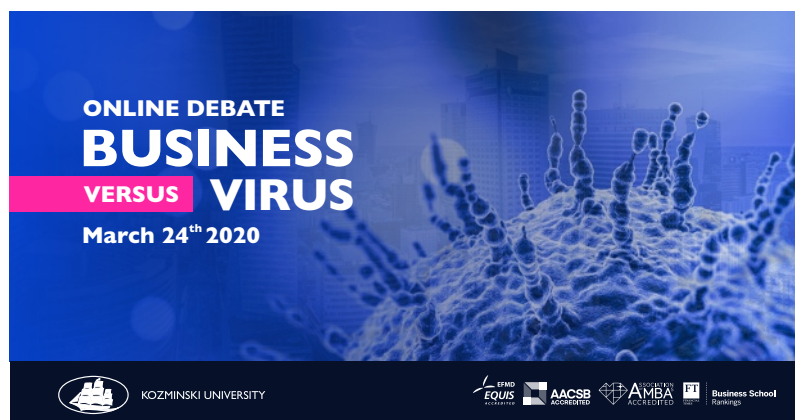
### Online seminars "EU and fighting against coronavirus pandemic"

The KU Department of International Law and EU Law together with third-year students of the College of Law, and with the support of the European Commission Representation in Poland are organizing a series of discussion panels focused on crisis management in the EU, health policy, freedom of movement or economic assistance for EU countries. We have had almost 300 participants, and have successfully organized 7 events.

# Online debates and panel discussions

### "Business contra virus"

Debate on challenges, threats and the future of the Polish and global economy in the face of the coronavirus pandemic. The discussion organized on our Facebook attended by Prof. Jacek Tomkiewicz from the Department of Economics and Błażej Podgórski, Ph.D. from the Department of Finance has reached 8100 people and 380 participants watched the entire debate. They asked several dozen questions connected to business and everyday issues: investments, mortgages and the current labor market. We are planning a second debate with the same experts. Our university will also continue this cycle, expanding it with topics related to marketing, society and psychology in the pandemic time, and health economics. They will be organized in May and also led by our experts.





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Kozminski Foundation



NACJONALNA BIURO WOLNOSPRAWY



Microsoft

## Support for Kozminski' community

### ”Ask an expert”: support for entrepreneurs

The mission of the platform is free, simple and quick access to reliable information, fundamental to the stability of business entrepreneurs. It enables virtual meetings with experts in the areas such as labor, civil and commercial law, change management, digital transformation, finance, company liquidity and debt, bankruptcy, restructuring and taxes. We have organized 27 meetings so far and assisted 300 entrepreneurs.

### Among our experts there are:



**Prof. Dorota Dobija**



**Iwona Cieślak, Ph.D.**



**Prof. Paweł Mielczar**



**Anna Kieszowska-Grudny, Ph.D.**



**Prof. Paweł Korzyński**



**Błażej Podgórski, Ph.D.**



## PSYCHOLOGICAL COUNSELING

for KU students and employees



KOZMINSKI UNIVERSITY



Business School Rankings

### Online support

#### Psychologic support for KU students and employees

Since the end of March, we have been offering psychological support to KU students and employees. Advise is provided by two specialists available via phone or the Microsoft Teams app: a psychologist and an adviser.

The most frequently raised issues are:

- decrease in mood
- loneliness
- anxiety and fear of the future
- stress and depression caused by the unpredictable situation
- overwhelming caused by the accumulation of various problems (isolation, flood of information about COVID-19, family relationships)
- the overload of duties and difficulties with home office

In the past two months 45 students and employees have benefited from this kind of help.

## SUPPORT

- SEE MORE, DO MORE



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SUSTAINABLE DEVELOPMENT GOALS

#### Facebook group: Support – see more, do more

A Facebook group created by our students, thanks to which the KU community can support each other in these difficult times. The group acts as an announcement forum for online events or a free space where all stakeholders of the university can share their thoughts. It currently (May, 2020) has 204 members itd., which can always count on each other.



### **Easter Breakfast**

We organized an online Easter Breakfast for students and employees of KU in order to strengthen even further the bond of our community, especially for those who felt lonely, because they did not have the opportunity to see their family. The meeting was attended by 56 students and 26 employees.

### **Employee trainings**

Our Human Resource Department organized additional training in connection with the pandemic, focusing on remote work, labor law and crisis management. The trainings were conducted as part of an EU-funded program – Academy 4.0:

- "Home office – a guide for employees necessary to work from home": attended by 61 employees
- "Employer in a crisis": attended by 28 employees

KU faculty and administrative staff can participate in online sport trainings. On average they are attended by 35 employees.

### **Online webinar: "Remote work in practice. Effective home office"**

Career Development and Alumni Relations Office at KU organizes a series of online webinars for alumni and other members of Kozminski University community. Until the end of April 2020, 150 participants joined the webinars.

### **Support for seniors**

Our university offers support for working and retired university seniors and other employees at risk of the COVID-19, who do not have access to daily care of their relatives. Request forms for assistance in necessary purchases, like food and medicines, are received via a special phone number and e-mail address. Already 30 seniors and pensioners from our university benefited from this action.

### **Online support**





## Online support

### Face masks for students

Due to the restrictions imposed by the Polish government, from 16th of April we are all obliged to wear masks that will properly cover our faces.

Kozminski International Society distributed over 70 free face masks to Kozminski University international students as part of the "Students Help Students" action.



# CSR support for the society

## Fundraising for medical staff: "Masks for heroes"

The university supports fundraising, under which basic personal protection products for medical staff e.g. masks and coveralls and disinfectants, will be purchased for Polish hospitals.



## Fundraising for a respirator

The Kozminski Foundation is organizing a fund raiser for a respirator, which will be bought for a hospital in Warsaw located near our university. We would like to contribute to the quick recovery of people affected by the coronavirus infection. In the first days of the campaign, over 100 members of the KU community had been involved in the project.



**Business School**  
Rankings

**KOZMINSKI UNIVERSITY**

57/59 Jagiellonska St., 03-301 Warsaw, POLAND

tel. +48 22 519 21 00, [akademia@kozminski.edu.pl](mailto:akademia@kozminski.edu.pl)

[kozminski.edu.pl](http://kozminski.edu.pl)

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