



TAKING ADVANTAGE OF STUDENT'S PASSION FOR APPS IN SUSTAINABILITY AND CSR TEACHING

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Main Objective

To analyse the effectiveness of **using apps** in fostering **sustainable behaviour** in students as **future managers, consumers and citizens** in general

Teaching initiative

- **Universe:** 192 undergraduates
 - ✓ 152 from Faculty of Economics & Business Studies (Treatment Group)
 - ✓ 40 from Faculty of Labour Sciences
- **Sample size:** 126 surveys
- **Data collection:** October – December 2017
- **Pre-tests:**
 - ✓ 1st test: experts (September 2017)
 - ✓ 2nd test: undergraduates (September 2017)
- **Information analysis:** IBM SPSS 24.0



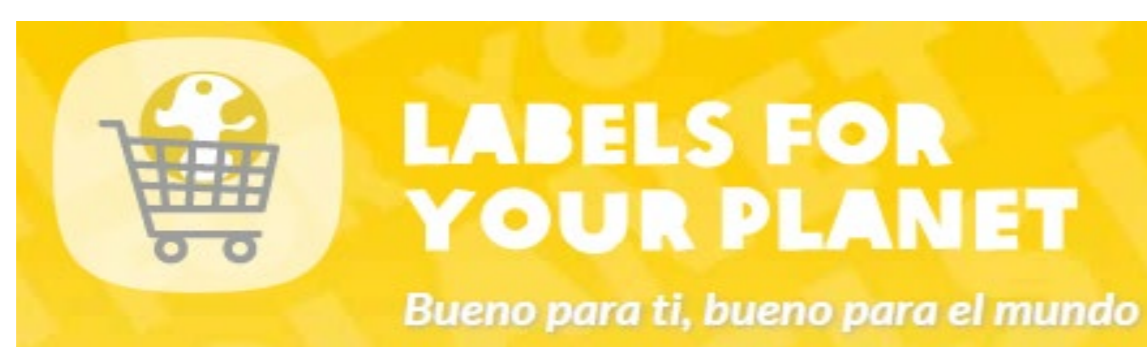
MANAGEMENT COURSES (first day of class) *Universidad de León*

Professor: How many of you had an Smartphone?

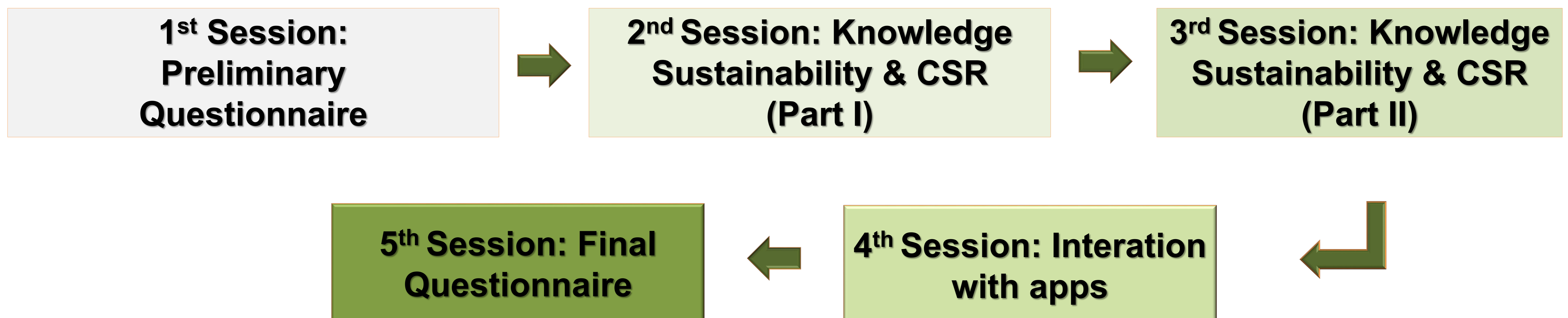
Students: Everyone!!

Professor: How many of you use mobile applications (apps) in your daily life?

Students: Everyone!!



Development of the initiative



Main results

Comparative analysis pre- and post-training – **TOTAL SAMPLE** [a]

	TOTAL	CONSUMPTION	LIFE	MANAGEMENT
Pre-training (Q1)	113.66	11.28	46.36	56.02
Post-training (Q2)	120.18	14.19	50.31	55.68
Wilcoxon	-6.25**	-7.28**	-5.37**	-0.13

n =106; [a] Mean values are shown; † p < 0.10; * p < 0.05; ** p < 0.01

Conclusions

The combination of **traditional training and digital tools improves students' sustainable behaviour** to a significant extent