

2025 Sharing Information on Progress **(SIP) Report**

Graduate School of Business,
Universiti Sains Malaysia

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“ The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.

SUSTAINABLE DEVELOPMENT GOALS





Getting Started

This section provides foundational information about Graduate School of Business, Universiti Sains Malaysia, including key details and basic institutional data.

Mission

GSB STRIVES TO NURTURE RESPONSIBLE BUSINESS LEADERS WITH THE RELEVANT KNOWLEDGE AND SKILLS NEEDED TO DRIVE BUSINESS SUSTAINABILITY.

The Graduate School of Business, Universiti Sains Malaysia, exists to nurture responsible and forward-looking business leaders equipped with the knowledge, skills, and ethical judgement needed to drive business sustainability in a complex and evolving global environment. Our mission is to deliver rigorous and relevant postgraduate education that integrates responsible management, sustainability thinking, and real-world engagement across teaching, research, and practice. Through close collaboration with industry and society, GSB seeks to empower learners and scholars to create long-term economic value while advancing social well-being and environmental stewardship, ensuring that business serves as a positive force for sustainable development.

Vision

TO BE A REPUTABLE BUSINESS SCHOOL FOR A SUSTAINABLE TOMORROW

The Graduate School of Business, Universiti Sains Malaysia, aspires to be a reputable and trusted business school that contributes to a sustainable tomorrow by developing responsible leaders, advancing impactful scholarship, and engaging meaningfully with society. Guided by a strong ethical foundation, GSB views business education as a force for long-term value creation, one that equips leaders to balance economic performance with social responsibility and environmental stewardship. Through the integration of sustainability across teaching, research, and industry engagement, and through continuous innovation and global collaboration, GSB is committed to shaping graduates who lead with integrity, resilience, and a deep responsibility toward future generations.

Institutional History

Institutional History

The GSB evolved from the University's long-standing engagement with management education and its responsiveness to industrial and societal needs. Postgraduate business education at USM began with the introduction of the MBA programme in 1992, followed by the DBA in 1998. These programmes complemented earlier undergraduate and doctoral offerings in management and accountancy, laying a strong academic foundation for advanced business education.

As industry demand shifted toward flexible and practice-oriented learning, USM introduced online MBA programmes in 2006 and an international business variant in 2007. The establishment of the Advanced Management Centre marked a transitional phase that consolidated postgraduate programme delivery and strengthened engagement with industry. Following a formal review by the University Senate, the Graduate School of Business was officially launched in 2008, with approval from the Ministry of Higher Education, to serve as a dedicated bridge between academia and professional practice.

In 2014, GSB became a signatory to the Principles for Responsible Management Education (PRME), marking a significant milestone in the School's institutional journey toward embedding responsibility, ethics, and sustainability within business education. This strategic orientation was further consolidated through the achievement of AACSB accreditation in 2023, reflecting GSB's continued advancement in academic quality, governance, and international standing.

Graduates & Enrollment

2024 Statistics	Number
Graduates	237
Faculty & Staff at the University	9448
Faculty & Staff at the Institution	39
Student Enrollment at the University	39663
Student Enrollment at the Institution	899
Undergraduate Attendance	0
Masters-Level Postgraduate Attendance	604
Doctoral Student Attendance	295
Certificate, Professional Development, or Continuing Education Attendance	0

Degrees Offered

Masters Programs

 Master of Business Administration (M.B.A.)

Doctoral Programs

 Doctor of Business Administration (D.B.A.)

 Doctor of Philosophy (Ph.D.)



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Letter of Commitment



Our Ref.: USM/GSB/D/2025/Pelbagai
Date : 29th December 2025

Pusat Pengajian Siswazah Perniagaan
Graduate School of Business

Universiti Sains Malaysia
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DEAN'S LETTER OF COMMITMENT TO THE PRME PRINCIPLES

As Dean of the Graduate School of Business, Universiti Sains Malaysia, I affirm the School's sustained commitment to the Principles for Responsible Management Education (PRME) and the values they represent. These principles provide an important compass for our efforts to educate business leaders who are capable of responding thoughtfully and responsibly to complex social, environmental, and economic challenges.

At GSB, responsibility and sustainability are reflected across our academic and institutional practices. Our programmes emphasise ethical judgement, sustainability thinking, and responsible decision-making. Our scholarly work increasingly engages with issues of long-term value creation and societal relevance. At the institutional level, our governance and operational practices seek to reflect integrity, accountability, and stewardship. Our students, drawn from diverse professional and cultural backgrounds, play an active role in shaping and strengthening this shared commitment.

This letter represents more than an expression of support. It signals a continued resolve to embed responsible management principles within our strategic priorities, quality assurance processes, partnerships, and learning environment. In doing so, GSB reaffirms its role as a postgraduate business school committed to advancing responsible leadership, inclusive development, and sustainable futures through education, research, and engagement.

Yours sincerely,

(ASSOCIATE PROF. DR. FATHYAH HASHIM)

Dean

Graduate School of Business

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Definition of Purpose

GSB advances responsible management education to develop business leaders who create sustainable value for organisations, society, the economy, and the environment.

Institutional Engagement

76% - 100%

of faculty at Graduate School of Business, Universiti Sains Malaysia actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.

How We Define Values

GSB places responsibility, integrity, and accountability at the core of its teaching, research, and engagement, recognising the obligations of business to society, the economy, and the environment.

Who Champions Responsible Management Education at Our Institution

- ❖ Senior leadership office
- ❖ Interdisciplinary efforts across business school
- ❖ Interdisciplinary efforts across parent organization
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Centralized sustainability office
- ❖ Disciplinary efforts within business school
- ❖ Individual leader
- ❖ Student contributor

Student Voices

The following narratives demonstrate how Graduate School of Business, Universiti Sains Malaysia has influenced students' academic journey and personal growth.

Student Testimonial (Teoh Kheng Swee)

As an engineer who has since moved into a managerial position, my experience in the MBA programme at GSB was both enriching and professionally rewarding. The programme offered a strong balance between academic rigour and practical application, allowing me to integrate learning seamlessly into my work environment. The supportive learning structure and exposure to peers from diverse industries enhanced my critical thinking and managerial perspective. Motivated by this positive experience, I decided to further my studies by continuing into the DBA programme at GSB.

Teoh Kheng Swee (MBA, Class of 2022)

Student Testimonial (Vive Supramaniam)

The Online MBA programme at GSB allowed me to balance my professional responsibilities with postgraduate studies effectively. The courses are well structured, practical, and highly relevant to real business challenges. Through interactive online sessions, case discussions, and group projects, I was able to apply what I learned directly in my workplace while gaining diverse perspectives from classmates with different industry backgrounds. Building on this positive learning experience, I have chosen to continue my academic journey at GSB by enrolling in the Online DBA programme.

Vive Supramaniam (Online MBA, Class of 2018)

Student Testimonial (Yeoh)

As an entrepreneur, the MBA programme at GSB provided valuable insights that strengthened both my strategic thinking and day-to-day business decision-making. The programme combines academic depth with practical relevance, allowing me to apply concepts directly to my venture. Engaging discussions, case studies, and interaction with peers from diverse industries broadened my perspective and enhanced my ability to manage growth and uncertainty. Overall, the MBA experience at GSB has been helpful in supporting my development as a business owner and an engineer.

Yeoh Jun Jie (MBA, Class of 2025)

Student Awareness

76% - 100%

of students at Graduate School of Business, Universiti Sains Malaysia are aware that we are a PRME Signatory Member.

Student Engagement

76% - 100%

of students at Graduate School of Business, Universiti Sains Malaysia actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Values Voices

A word from Dr Hong

From the economics perspective, I value how GSB supports the integration of sustainability and responsible decision-making into core business education. The school encourages faculty to move beyond short-term efficiency and cost-based analysis by considering long-term value creation, ethical implications, and broader societal impacts. I appreciate GSB's commitment to creating an environment where analytical frameworks are aligned with responsible management and sustainable development.

Hong Meen Chee, PhD.

A word from Deputy Dean Research

As a faculty member at the GSB, I value the school's consistent commitment to advancing sustainability and responsible management education. GSB provides a supportive environment that encourages us to integrate ethical reasoning, sustainability perspectives, and real-world relevance into our teaching and research. The school's initiatives and strategic direction have strengthened our ability to engage students meaningfully while contributing to broader societal and environmental goals. I appreciate GSB's efforts in fostering a culture of responsibility, collaboration, and continuous improvement, which enable faculty to align academic excellence with positive impact.

Assoc. Prof. Dr. Teoh Ai Ping

A word from Deputy Dean Academic

As Deputy Dean (Academic), I see GSB's values reflected in how we design curricula, support faculty, and engage our postgraduate students. Responsibility, integrity and accountability guide our academic decisions, ensuring that sustainability and ethical considerations are embedded across teaching and learning. These values shape not only what we teach, but how we prepare students to become responsible leaders who contribute positively to organisations, society and the environment.

Assoc. Prof. Dr. Yulita Hanum

Celebrating Values

The following demonstrates ways in which our institution celebrates values in various specializations.

Educational Support Initiative 2025 for
Underprivileged Primary School Students in Penang

[View document](#)  [Download document](#) 

Embedding Responsibility in Innovation and
Entrepreneurship

[View document](#)  [Download document](#) 

Cultivating Empathy and Social Responsibility
through Elderly Care Outreach

[View document](#)  [Download document](#) 



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.

How We Define Teach

GSB delivers practice-oriented business education by integrating responsible management, sustainability, and ethical decision-making into its postgraduate curriculum, pedagogy, and experiential learning.

Educator Recognition

At Graduate School of Business, Universiti Sains Malaysia, we recognize educators for quality of teaching in the following ways:

- ❖ Course evaluation scores
- ❖ Institutional recognition events
- ❖ Publication or research support
- ❖ Student-nominated teaching awards
- ❖ Faculty promotion and tenure consideration

Teaching Voices

The following statements demonstrate ways in which educators at Graduate School of Business, Universiti Sains Malaysia support sustainability and responsible management in their classrooms.

Experiential Learning (Dr Chin)

At the GSB, experiential learning is embedded within sustainability-related courses to strengthen the connection between theory and practice. Through field visits to organisations involved in waste management, recycling, and marine conservation, students apply classroom concepts to real-world environmental challenges. These learning experiences enhance critical thinking, systems awareness, and a sense of responsibility, preparing students to make informed and sustainable management decisions in complex global contexts.

Dr. Chin Phaik Nie, 10 Jan 2025

Industry in the Classroom

Industry in the Classroom enriches postgraduate learning by integrating industry expertise into academic teaching. Through practitioner-led sessions, students gain practical insights that strengthen critical thinking and responsible leadership in digitally driven business contexts.

Dr. Karpal, 20 Dec 2025

💡 Fostering Innovation



To a great extent

Teaching and learning at our institution strongly foster innovation.

💡 Experiential Learning



To a great extent

Teaching and learning at our institution strongly encourage experiential learning.

💡 Learning Mindset



To a great extent

Teaching and learning at our institution strongly promote a lifelong learning mindset.

💡 Method of Teaching and Learning



Hybrid

Combination of in-person and virtual learning methods.

Barriers to Innovative Curriculum

In 2024, Graduate School of Business, Universiti Sains Malaysia identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Assessment challenges
- ❖ Budgetary limitations
- ❖ Change fatigue
- ❖ Faculty resistance
- ❖ Time constraints
- ❖ Resource allocation challenges
- ❖ Outdated infrastructure

Barriers to Innovative Pedagogy

In 2024, Graduate School of Business, Universiti Sains Malaysia identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Budget constraints
- ❖ Change resistance
- ❖ Classroom infrastructure limitations
- ❖ Faculty resistance
- ❖ Resource constraints
- ❖ Time constraints
- ❖ Technology gaps



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

How We Define Research

GSB conducts rigorous and practice-relevant research on business, organisations, and markets to advance responsible management, sustainability, and evidence-based decision-making.

Research vs Research for RME/Sustainable Development

142 Peer-reviewed articles were published by Graduate School of Business, Universiti Sains Malaysia from this past calendar year.

vs **142** Peer-reviewed articles were published by Graduate School of Business, Universiti Sains Malaysia from this past calendar year in support of RME.

Research Funding

In 2024, Graduate School of Business, Universiti Sains Malaysia was awarded funding for research that is:



International

National

Local

Socializing Research

In 2024, Graduate School of Business, Universiti Sains Malaysia contributed research findings to:

- ❖ International media
- ❖ National media
- ❖ Open-access platforms
- ❖ Research collaborations
- ❖ Social media and digital outreach

Research Projects

In 2024, Graduate School of Business, Universiti Sains Malaysia reported 1 research project that implemented responsible or sustainable activities.

Sustainable development practices as a mediator: linking entrepreneurial orientation to SME business performance

Period Covering: December, 2023 - August, 2024

Department: Business Administration

Although sustainable development is increasingly prioritised, many entrepreneurs remain skeptical about the appropriateness of sustainable practices for small and medium enterprises (SMEs), questioning the value of adopting green initiatives. Grounded in the resource-based view, this study investigates the mediating role of sustainable development practices in linking entrepreneurial and international orientations and business performance in SMEs. Data were gathered from 105 SME owners and senior managers across multiple sectors using the drop-off and pick-up method and analysed using partial least squares (PLS) path modelling. The findings reveal that sustainable practices play a critical mediating role in enhancing business performance. Specifically, entrepreneurial orientation positively influences business performance indirectly through engagement in sustainable development practices, while international orientation does not produce a similar effect. This highlights the importance of aligning entrepreneurial traits, such as innovation, proactiveness, and risk-taking, with sustainability-oriented strategies. Additionally, the model's predictive capability was assessed, and the study provides both theoretical insights into the mediating mechanisms of sustainability and practical recommendations for SMEs aiming to adopt sustainable business practices.



Research Barriers

In 2024, Graduate School of Business, Universiti Sains Malaysia identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Data access and management
- ❖ Funding challenges
- ❖ Technology and resource access
- ❖ Time constraints



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

How We Define Partner

GSB collaborates with industry, government, academia, and the wider community to co-create knowledge, enhance learning, and advance responsible and sustainable management practice.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ Quacquarelli Symonds (QS)
- ❖ The Alliance on Business Education and Scholarship for Tomorrow (ABEST21)

Student Organization Partnerships

- ❖ GSB Alumni Club
- ❖ GSB Postgraduate Club

Partnerships

The following provides more details on 2 key partnerships at Graduate School of Business, Universiti Sains Malaysia.

THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW

The GSB engages with ABEST21 as part of its commitment to benchmarking academic quality and advancing sustainability-oriented business education. Through ABEST21 membership and accreditation processes, GSB aligns its programmes with international standards that emphasise continuous improvement, ethical management, and societal relevance.

Association to Advance Collegiate Schools of Business

GSB works closely with AACSB to strengthen academic quality, assurance of learning, and continuous improvement in business education. Through alignment with AACSB standards, GSB enhances curriculum relevance, faculty development, research impact, and governance practices, ensuring that its programmes remain rigorous, globally benchmarked, and responsive to the evolving needs of industry and society.

Partner Voices

The following statement from our partners demonstrates ways in which our collaborations at Graduate School of Business, Universiti Sains Malaysia support sustainability and responsible management education.

Voice from Postgraduate Club

As an advisor to the Postgraduate Club, I have observed strong collaboration between postgraduate students and the GSB in advancing sustainability initiatives. Through activities such as beach clean-ups, mangrove planting, and community-based environmental programmes, students work closely with GSB to translate sustainability values into action. These partnerships not only strengthen student engagement and environmental awareness but also reflect GSB's commitment to working alongside its postgraduate community as active partners in promoting responsible management and environmental stewardship.

Dr. Karpal, Postgraduate Club Advisor



Practice

We adopt responsible and accountable management principles in our own governance and operations.

How We Define Practice

GSB applies responsible, ethical, and accountable management principles within its governance, decision-making, and operational practices to ensure institutional integrity and sustainability.

Institutional Policies and Practices

- ❖ Ethical leadership or good governance policies
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Accreditation body recommendation documents
- ❖ Ethical data sourcing guides
- ❖ Responsible procurement policies
- ❖ Ministry of education recommendation documents

Policy Documents Related to RME and/or Sustainability

Sustainability_Policy_2024_-19032024_1140

[View document](#)

[Download document](#) 

Practice Awards

In 2024, Graduate School of Business, Universiti Sains Malaysia received 1 award for responsible and/or sustainable practices.

Times Higher Education Impact Rankings 2025, ranked 14th in the World

Granter: Times Higher Education

Grantee: Universiti Sains Malaysia

Award Description:

Times Higher Education Impact Rankings 2025, which ranks 2,526 universities from 130 countries or territories based on their progress towards the United Nations' Sustainable Development Goals (SDGs).

Practice Voices

The following statement from stakeholders at Graduate School of Business, Universiti Sains Malaysia demonstrates our commitment to sustainable and responsible practices.

Green Office

From an operational perspective, the GSB aligns its day-to-day practices with USM's Sustainability Policy through the implementation of a Green Office approach. Our focus on resource efficiency, waste reduction, and environmentally responsible workplace practices supports sustainable operations across the school. These initiatives allow us to translate sustainability commitments into everyday actions, ensuring that GSB practices what it promotes in responsible management education.

Green Office Advisor, Assoc. Prof. Dr. Teoh Ai Ping



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

How We Define Share

GSB promotes a culture of openness and collective learning by sharing knowledge, experiences, and lessons learned with academic, industry, and societal stakeholders to continuously improve responsible management education and practice.

Engagement Opportunities

Graduate School of Business, Universiti Sains Malaysia offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities
- ❖ Public events and panel discussions
- ❖ Partnerships with local organizations
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Community events and consultation forums

Communication Audiences

Graduate School of Business, Universiti Sains Malaysia communicates its policies and progress on sustainable development and responsibility with:

- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Faculty and staff
- ❖ Prospective and current students
- ❖ Research and academic networks
- ❖ Non-governmental organizations (NGOs)

Sharing Voices

The following statements from stakeholders at Graduate School of Business, Universiti Sains Malaysia demonstrate our commitment to sharing and learning from sustainability and responsible management practices.

GSB BUSINESS SEMINAR 2025

The GSB Business Seminar serves as an important platform for knowledge sharing and collective learning within our postgraduate community. By bringing together academic perspectives and industry insights on topics such as AI-driven transformation, leadership, and academic integrity, the seminar encourages meaningful dialogue that enriches both teaching and research. I value how this annual event creates space for critical reflection, interdisciplinary exchange, and the sharing of emerging ideas, while actively engaging postgraduate students in scholarly and professional conversations. Such initiatives reflect GSB's commitment to fostering an open learning culture that supports responsible management education and continuous academic development.

Dr. Ali Vafaei Zadeh, 4 Dec 2025

GSB Knowledge Sharing

The 'Canva for Everyone' programme was a valuable knowledge-sharing initiative that enhanced our digital capabilities and encouraged more innovative approaches to teaching and learning. It provided a practical space for exchanging ideas on how digital tools can improve engagement while supporting sustainable and inclusive education. Such initiatives strengthen our collective learning culture and support GSB's commitment to continuous improvement.

Dr. Karpal, 15 Oct 2025

Communication Barriers

Graduate School of Business, Universiti Sains Malaysia faces the following barriers in transparent communications:



Data privacy
regulations

Ownership
issues

Inconsistent
updates

SIGNATORY

Graduate School of Business, Universiti Sains Malaysia



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