

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Graduate School of Business,
Universiti Sains Malaysia

September 2026

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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.





Getting Started

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

Mission

TO ADVANCE KNOWLEDGE AND NURTURE RESPONSIBLE LEADERS TO DRIVE BUSINESS SUSTAINABILITY

The Graduate School of Business (GSB), Universiti Sains Malaysia, is committed to advancing knowledge and nurturing responsible and forward-looking business leaders who are equipped with the knowledge, skills, and ethical judgement needed to drive business sustainability in a complex and evolving global environment. In line with this mission, GSB advances relevant and impactful knowledge through postgraduate education, research, and engagement with industry and society. Responsible management and sustainability are integrated across teaching, research, and practice to prepare leaders who can address contemporary business and societal challenges. Through these efforts, GSB seeks to contribute to long-term economic value creation, social well-being, and environmental stewardship, while strengthening the role of business as a positive force for sustainable development.

Vision

TO BE A REPUTABLE BUSINESS SCHOOL FOR A SUSTAINABLE TOMORROW

The Graduate School of Business (GSB), Universiti Sains Malaysia, aspires to be a reputable and trusted business school recognised for its contribution to a sustainable tomorrow. GSB envisions a future in which business education and scholarship contribute meaningfully to long-term economic prosperity, social well-being, and environmental stewardship. Guided by a strong ethical foundation, GSB seeks to develop responsible and forward-looking leaders who are equipped to navigate complex business challenges while considering their broader responsibilities to society and the environment. Through sustainability-oriented education, impactful scholarship, meaningful industry and societal engagement, continuous innovation, and global collaboration, GSB strives to strengthen its contribution to business and society and to shape leaders who act with integrity and responsibility towards present and 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

2025 Statistics	Number
Graduates	124
Faculty & Staff at the University	10088
Faculty & Staff at the Institution	38
Student Enrollment at the University	41176
Student Enrollment at the Institution	852
Undergraduate Attendance	0

2025 Statistics	Number
Masters-Level Postgraduate Attendance	556
Doctoral Student Attendance	296
Certificate, Professional Development, or Continuing Education Attendance	0

Degrees Offered

Masters Programs

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

Doctoral Programs

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



Purpose

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

Definition of Purpose

GSB advances knowledge and responsible management education to nurture business leaders who drive business sustainability and 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.

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Sustainability in Practice at GSB

Sustainability is embedded in the strategic direction and institutional practices of the Graduate School of Business (GSB), Universiti Sains Malaysia. Consistent with its mission to advance knowledge and nurture responsible leaders to drive business sustainability, GSB seeks to translate its sustainability commitment into its academic activities, research, engagement and day-to-day operations.

A significant development in this journey is the establishment of the Business Sustainability Hub@GSB, launched on 26 June 2026 as a flagship programme of GSB. The Hub provides a strategic platform connecting academia, industry, policymakers and communities to advance sustainability through impactful research, industry collaboration, executive education, knowledge exchange and community engagement. Its interconnected pillars also incorporate HIJAU@GSB, which promotes sustainable workplace practices through GSB's Green Office initiative.

At the operational level, GSB translates this commitment into practice through its sustainability focus areas, encompassing green procurement, waste management, resource efficiency, health and safety, and staff and community engagement. Together, these initiatives encourage responsible resource use, environmental stewardship, stakeholder participation and a sustainability-oriented organisational culture.

Through the Business Sustainability Hub@GSB and its sustainability initiatives, GSB demonstrates an integrated approach in which sustainability is not only addressed through education and research but is also embedded in institutional practices and engagement with industry and society.



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 responsibilities of business towards society, the economy, and the environment.

Who Champions Responsible Management Education at Our Institution

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

Student Voices

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

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 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 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 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.

Celebrating Values Through Community Engagement

GSB celebrates the values of social responsibility, inclusion, and care for the community through initiatives such as the School Assistance Programme. Led by GSB in collaboration with its alumni, staff, and students, the programme provided school uniforms, bags, books, stationery, and financial literacy activities to 30 underprivileged primary school students from several schools in Penang. Since its inception, the programme has supported 240 students, reflecting GSB's commitment to widening educational opportunities and translating its values into meaningful community action. The initiative also contributes to SDGs 1, 4, 10 and 17.

Embedding Responsibility in Innovation and Entrepreneurship

GSB celebrates the values of creativity, collaboration, and responsible development through its engagement with younger learners and the wider community. Through an Innovation and Entrepreneurship Workshop with Tenby School Penang, participants engaged in design thinking, marketing role-plays, teamwork, and presentation activities to develop and communicate innovative ideas. The initiative reflects GSB's commitment to sharing knowledge beyond the university and nurturing creativity, teamwork, and confidence among future generations.

Experiential Learning for Responsible Management Education

GSB embeds sustainability and environmental responsibility into the student learning experience through experiential activities. As part of the Natural Resources and Environmental Management course, students participated in field visits involving waste management, recycling, marine conservation, and biodiversity protection. These experiences connected classroom learning with real-world environmental practices and strengthened students' understanding of sustainable resource management and environmental stewardship.

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USM SDG

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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 across 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.

Industry in the Classroom

Industry in the Classroom allows us to connect what students learn academically with the realities of contemporary business practice. By engaging directly with practitioners, students are exposed to different perspectives and real-world challenges that encourage critical thinking and responsible decision-making.

Dr. Karpal Singh Dara Singh

Experiential Learning

I believe students learn sustainability most effectively when they have opportunities to experience how it is practised beyond the classroom. Through field visits to organisations involved in waste management, recycling, and marine conservation, students connect academic concepts with real-world environmental challenges and practices. These experiences encourage them to think critically about the complexities of sustainable resource management and to consider the responsibilities of managers in balancing business, societal, and environmental needs. Experiential learning therefore provides an important bridge between knowledge and responsible management practice.

Dr. Chin Phaik Nie

Barriers to Innovative Curriculum

In 2025, 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 2025, 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
- ❖ Time constraints
- ❖ Technology gaps
- ❖ Resource constraints

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Field Trips Enhance Sustainability Learning

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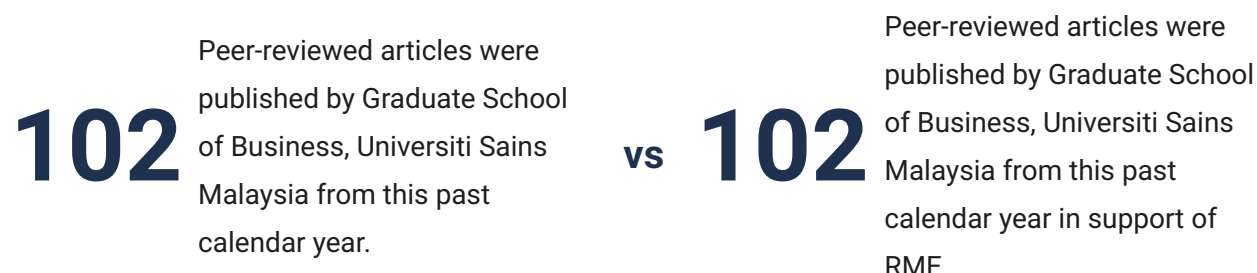
Research

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

How We Define Research

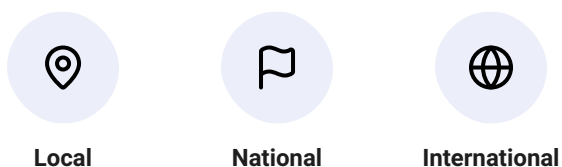
GSB conducts rigorous and practice-relevant research on business, organisations, and markets to advance knowledge and contribute to responsible management, business sustainability, and evidence-based decision-making.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, Graduate School of Business, Universiti Sains Malaysia was awarded funding for research that is:



Socializing Research

In 2025, 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 Barriers

In 2025, 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
- ❖ Time constraints
- ❖ Technology and resource access



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 management and sustainable business practices.

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.

Association to Advance Collegiate Schools of Business

GSB's engagement with AACSB supports the School's commitment to academic quality, assurance of learning, and continuous improvement in business education. Through alignment with AACSB standards, GSB continuously strengthens curriculum relevance, faculty development, research impact, and governance practices. This engagement supports GSB in maintaining rigorous and internationally benchmarked programmes that respond to the evolving needs of business and society.

The Alliance on Business Education and Scholarship for Tomorrow (ABEST21)

GSB engages with ABEST21 as part of its commitment to international collaboration, academic quality, and sustainability-oriented business education. Through its membership and engagement with the ABEST21 network, GSB participates in benchmarking, peer learning, and knowledge exchange with business schools across different institutional and national contexts. This engagement supports continuous improvement and strengthens GSB's efforts to advance responsible, ethical, and socially relevant management education.

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 witnessed the strong collaboration between our postgraduate students and GSB in advancing sustainability initiatives. Through activities such as beach clean-ups, mangrove planting, and community-based environmental programmes, students work alongside the School to translate sustainability values into meaningful action. These initiatives not only strengthen student engagement and environmental awareness but also provide opportunities for students to contribute directly to the wider community. This collaboration reflects GSB's commitment to engaging its postgraduate students as active partners in promoting responsible management and environmental stewardship.

Dr. Karpal Singh Dara Singh, Postgraduate Club Advisor

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Strengthening Responsible Management Education
through Global Partnership

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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 across its governance, decision-making, and operational practices to promote institutional integrity and sustainability.

Institutional Policies and Practices

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

Policy Documents Related to RME and/or Sustainability

Sustainability_Policy_2024-_19032024_1140

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Practice Awards

In 2025, Graduate School of Business, Universiti Sains Malaysia received 1 award for responsible and/or sustainable practices.



USM was ranked fifth globally in the Times Higher Education (THE) Sustainability Impact Ratings 2026

Granter: Times Higher Education

Grantee: Universiti Sains Malaysia

Award Description:

Times Higher Education (THE) Sustainability Impact Ratings 2026 assess universities worldwide on their contributions to sustainable development, using the United Nations Sustainable Development Goals (SDGs) as the framework. The ratings consider universities' contributions through research, stewardship, outreach and teaching, providing an indication of their broader social and environmental impact.

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, GSB aligns its day-to-day practices with USM's Sustainability Policy through the implementation of a Green Office approach. The school promotes resource efficiency, waste reduction, and environmentally responsible workplace practices to support more sustainable operations. Through these initiatives, GSB translates its sustainability commitments into everyday organisational practices, demonstrating how the principles promoted through responsible management education are also reflected in the school's own operations.

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:

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

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
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Research and academic networks

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.

International Knowledge Exchange

International academic mobility provides an important avenue for GSB to extend knowledge sharing beyond the school and strengthen connections with the global academic community. The visit of Prof. Dr. Habil. Karácsony Péter from Óbuda University, Hungary, under the Pannónia Scholarship Mobility Programme provided opportunities for academic exchange and dialogue with GSB faculty and postgraduate students.

Through interactions around teaching, research, and innovation, the visit facilitated the sharing of academic perspectives, experiences, and emerging ideas across institutional and national contexts. Such exchanges contribute to an open and collaborative academic environment in which knowledge is not only generated within GSB but also shared, discussed, and enriched through engagement with international scholars.

This initiative reflects GSB's commitment to the PRME Share Principle by promoting knowledge exchange, collective learning, and international academic collaboration in support of responsible management education.

Dr Chin Phaik Nie

GSB Business Seminar

The GSB Business Seminar serves as an important platform for knowledge sharing and collective learning within the postgraduate community. By bringing together academic perspectives and industry insights on contemporary topics such as AI-driven transformation, leadership, and academic integrity, the seminar facilitates meaningful dialogue and the exchange of knowledge and emerging ideas. This annual event provides opportunities for critical reflection, interdisciplinary exchange, and engagement between academics, practitioners, and postgraduate students. Through such initiatives, GSB fosters an open and collaborative learning culture that supports responsible management education, knowledge sharing, and continuous academic and professional development.

Ts. Dr. Ali Vafaei Zadeh

Communication Barriers

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



**Ownership
issues**



**Inconsistent
updates**



**Data privacy
regulations**

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Sharing Knowledge through International Academic
Engagement

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SIGNATORY

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