

Sharing Information on Progress 2026

Sasin School of Management

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 Sasin School of Management, including key details and basic institutional data.

Mission

Mission

inspire, connect, transform for a better, smarter sustainable world

Vision

Vision

To be a leading global management school for tomorrow's world

Strategy Alignment

Strategic Alignment

We believe that our mission to *inspire. connect. transform for a better, smarter, sustainable world* starts from within. Sasin's focus also means that we celebrate diversity of viewpoints, backgrounds, and experiences as an integral part of our success. From day one of the MBA & EMBA journey, we instill the fundamentals of mindful, purposeful, and values-based business leadership into the curriculum of our incoming students.

All Sasin MBA students are required to take one experiential Action Learning Lab. Sasin's Action Learning Labs offer students the opportunity to work in diverse, often multi-cultural teams, on unstructured, complex, practical problems to discover clear, action-oriented results. Startup company partners provide real-world challenges for students to work hands-on to implement solutions and reflect on the results.

We believe Sasin's societal impact lies in cultivating future leaders equipped with the right mindset to navigate an increasingly complex world. Situated in Thailand, at the heart of Southeast Asia, a region facing numerous societal challenges, Sasin is committed to being an active contributor to meaningful and sustainable solutions.

Mentioned in our mission, Sasin sees the need of deepening the discussion of Strategic Area 3: "Impact Stewardship" in everything we do – curriculum, research, outreach. While nowadays every school discusses sustainability as one of the main agendas, Sasin must differentiate and find a unique position and expertise.

Institutional History

History of Sasin

Sasin School of Management was established in 1982 as a collaboration between Chulalongkorn University, Northwestern University's Kellogg School of Management, and the University of Pennsylvania's Wharton School.

As the first school in Thailand to earn international accreditations, Sasin maintains the highest standards of excellence in teaching, research, curriculum development, and learner success. Sasin's mission is to *inspire.connect.transform for a better, smarter, sustainable world*. This philosophy is reflected in our innovative leadership programs emphasizing sustainability through an entrepreneurial mindset. Sasin is the first higher educational institution in Thailand to embrace a comprehensive policy on Inclusion, Diversity, Equity, and Access to Learning (IDEALS).

Graduates & Enrollment

2025 Statistics	Number
Graduates	140
Faculty & Staff at the University	8066
Faculty & Staff at the Institution	165
Student Enrollment at the University	41611
Student Enrollment at the Institution	391
Undergraduate Attendance	0
Masters-Level Postgraduate Attendance	368
Doctoral Student Attendance	23
Certificate, Professional Development, or Continuing Education Attendance	0

Degrees Offered

Masters Programs

-  Master of Business Administration (M.B.A.)
-  Master of Science (M.Sc. or M.S.)

Doctoral Programs

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

Masters Degree Programmes

-  MBA
-  EMBA

Postgraduate Degree Programmes

-  Doctoral Program



Purpose

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



Definition of Purpose

To inspire, connect, transform future leaders for a better, smarter, sustainable world

Institutional Engagement

51% - 75% of faculty at Sasin School of Management 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.



Who Champions Responsible Management Education at Our Institution

- ❖ Interdisciplinary efforts across business school
- ❖ Individual leader

Student Awareness

26% - 50% of students at Sasin School of Management are aware that we are a PRME Signatory Member.

Student Engagement

0% - 25% of students at Sasin School of Management actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.



Teach

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



Educator Recognition

At Sasin School of Management, we recognize educators for quality of teaching in the following ways:

- ❖ Annual teaching excellence awards
- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration

Barriers to Innovative Curriculum

In 2025, Sasin School of Management identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Collaboration barriers
- ❖ Compliance and legal concerns
- ❖ History and institutional tradition
- ❖ Time constraints

Barriers to Innovative Pedagogy

In 2025, Sasin School of Management identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Administrative hurdles
- ❖ Change resistance
- ❖ Technology gaps



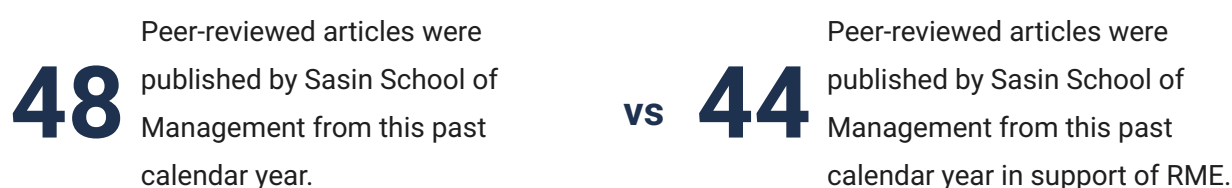
Research

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

How We Define Research

Sasin's research intent is to focus on rigorous applied research in core business disciplines and establish a special focus area: sustainability and entrepreneurship. We are creating an original and highly relevant body of research that spans the area of 'sustainability through entrepreneurial mindset'. Joining the PRME network enables us to align our objectives and set a clear direction on research impact - achieving SDGs by leveraging business and management expertise through creating intellectual contributions.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, Sasin School of Management was awarded funding for research that is:



**Institution
Specific**



National

Socializing Research

In 2025, Sasin School of Management contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ International media
- ❖ National media
- ❖ Open-access platforms
- ❖ Public events and lectures
- ❖ Research collaborations
- ❖ Social media and digital outreach

Research Projects

In 2025, Sasin School of Management reported 1 research project that implemented responsible or sustainable activities.

Advancing Sustainability Through Applied Research

Period Covering: October, 2025 - September, 2027

Department: Management

Sasin faculty Nophea Sasaki, Professor of ESG and Sustainability at Sasin, has been a key contributor to the School's applied research in sustainability, carbon management, and digital innovation. His work brings together ESG, net-zero strategies, nature-based solutions, and technologies such as AI, IoT, blockchain, and digital MRV to address real sustainability challenges faced by organisations, industries, and communities.



Industrial Symbiosis for Low-Carbon Transformation

In 2026, Professor Nophea examined how industrial symbiosis can support low-carbon transformation in Thailand's Eastern Economic Corridor. Using Thai Eastern Group Holdings as a case, the research explored how biogas production, wastewater recycling, and organic-waste valorisation can reduce emissions while improving resource efficiency and operational performance. It also considered traceable sourcing, smallholder participation, and governance mechanisms that help sustain the model.

RabbitESG: AI-Assisted Sustainability Intelligence

RabbitESG is an applied research and innovation initiative developed by Professor Nophea, Eain Dray Aung, and the Sasin ESG Group. The platform uses AI to support ESG assessment and reporting, identify evidence gaps, and help organisations make sense of complex sustainability standards and regulations. Its human-governed, AI-assisted approach places responsible oversight alongside technological innovation. The project received a Gold Medal at IPITEx 2026 and was later showcased at Chula Demo Day 2026.

Krumap: Digital Carbon MRV and Climate-Smart Agriculture

Krumap applies AI, remote sensing, IoT, blockchain, field data, and governance rules to digital monitoring, reporting, and verification of carbon projects. The platform supports carbon accounting, traceability, climate-smart agriculture, and compliance with emerging sustainability requirements such as EUDR and CSRD. Krumap reached the semi-finals of the Bangkok Business Challenge 2025 and received a Silver Medal at IPITEx 2026.

Professor Nophea captures the purpose of this work clearly: *“The awards validate our approach of translating rigorous research into deployable digital systems-bridging ESG, agriculture, and urban nature with localized data and AI.”* Together, these projects show how Sasin is moving sustainability research beyond academic publication into practical tools, tested solutions, and real-world applications that support more transparent, accountable, and sustainable decision-making.



Research Presentations Related to RME and/or Sustainability

In 2025, Sasin School of Management gave 2 research presentations related to RME and/or sustainability.

Towards agri-food industry sustainability: Addressing agricultural technology adoption challenges through innovation

| [DOI](#)

Authors: Harry J Cavite

Date of publication: July, 2024

Department: Business Administration

Agriculture is a key economic driver but also a significant contributor to environmental challenges. Despite promotion, uptake of agricultural technologies remains low due to various challenges. This study explores challenges and solutions in the adoption of agricultural technology in Thailand, emphasising its positive impact on agri-food sector sustainability. We developed a conceptual framework based on technology adoption literature review. Employing multiple case studies, our research uncovers challenges not only at the farmer level but also within the agricultural ecosystem level. Addressing these challenges requires comprehensive changes in physical, digital, and legal infrastructure. Solutions include reshaping farmer mindsets and enhancing awareness of technology benefits. Despite limitations to the agri-food industry in Thailand, the study offers valuable insights for technology providers and policymakers, contributing to the literature on technology adoption by smallholder farmers. Our findings emphasise the need for sustainability strategies in the agri-food sector through greater technology uptake to enhance environmental sustainability.



Assessing changes in mangrove forest cover and carbon stocks in the Lower Mekong Region using Google Earth Engine

| [DOI](#)

Authors: Nophea Sasaki

Date of publication: February, 2024

Department: Business Administration

The Lower Mekong Region (LMR) faces significant loss of mangrove forests, yet limited studies have explored this decline in the region. Here, we employ Google Earth Engine and Landsat satellite imagery to assess changes in mangrove forest cover across Myanmar, Thailand, Vietnam, and Cambodia between 1989 and 2020, with a five-year interval. Accordingly, we estimated carbon stock changes due to changes of forest cover. Our analysis yielded an overall average accuracy of 92.10% and an average kappa coefficient of 0.89 across the four countries. The findings reveal a 0.9% increase in mangrove area in Myanmar, 2.5% in Thailand, and 1.3% in Cambodia, while Vietnam experienced a 0.2% loss annually between 1989 and 2020. Carbon stocks in mangrove forests were estimated at 577.0 Tg of carbon or TgC, 250.0 TgC, 61.6 TgC, and 269.0 TgC in 1989 for Myanmar, Thailand, Cambodia, and Vietnam respectively, and increased to 736.0 TgC, 443.0 TgC, 86.7 TgC, and 254 TgC in 2020. Increase in mangrove areas resulted in carbon removals of 42.8 TgCO₂ year⁻¹ over the same period above. Depending on policies in these respective countries, such carbon removals could be used to claim for result-based payment under the REDD + scheme of the United Nations Framework Convention on Climate Change.



Research Barriers

In 2025, Sasin School of Management identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Data access and management
- ❖ Funding challenges
- ❖ Publishing barriers



Partner

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

How We Define Partner

At Sasin, we engage with industry partners and businesses both nationally and internationally, providing opportunities for our faculty to collaborate with external stakeholders to research and solve real-world economic, social and environmental problems, and undertake research that informs relevant teaching practices.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Financial Times
- ❖ Graduate Management Admission Council (GMAC)
- ❖ Network for Business Sustainability (NBS)
- ❖ Positive Impact Rating (PIR)
- ❖ Quacquarelli Symonds (QS)
- ❖ Responsible Research in Business & Management (RRBM)
- ❖ Times Higher Education (THE)
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ United Nations organs other than the UN Global Compact

Student Organization Partnerships

- ❖ Net Impact

Partnerships

The following provides more details on 3 key partnerships at Sasin School of Management.

Association to Advance Collegiate Schools of Business

Sasin School of Management has recently earned reaccreditation from AACSB International, the longest-serving business school accreditation body the world. In 2010, Sasin became the first business school in Thailand to earn AACSB accreditation. This was followed by our first reaccreditation in 2015, the second reaccreditation in 2020, and now our third reaccreditation this year.

EFMD Quality Improvement System

Sasin became the first business school in Thailand to achieve prestigious EQUIS (EFMD Quality Improvement System) accreditation by the EFMD in 2011

Positive Impact Rating

Sasin has been recognized for its societal impact and commitment to sustainability as part of the seventh edition of the **Positive Impact Rating (PIR)**, launched today at the PIR Summit 2026. The PIR is a unique rating created by students designed to capture how students perceive their schools' positive impact on the world. This marks the third consecutive year that Sasin has achieved a Level 4 Transforming School rating.

Sasin is one of the 87 rated business schools from 32 countries included in this year's edition. The 2026 PIR collected more than 20,000 complete student responses from 90 participating schools, with the official rating based on 19,789 valid student responses.

Sasin achieved Level 4, making it a Transforming business school within the PIR framework. A Transforming school is defined by PIR as having "positive impact culture, governance, and systems, with visible results in many impact dimensions (scoring 7.4- 8.7)."



Practice

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

How We Define Practice

It often seems that business as practiced and business as taught in business schools have drifted apart. Blending sustainability and an entrepreneurial mindset through action learning projects creates the opportunity for business schools to take a thought leadership role in molding the future of business as practiced. At Sasin, Action Learning Labs are required of every MBA candidate, offering the opportunity to work in diverse, often multicultural teams, on unstructured, complex, practical problems to discover clear, action-oriented results. Corporate partners provide real-world challenges for students to work hands-on to implement solutions and reflect on the results. We currently offer a range of Action Learning Labs in areas such as management consulting, sustainability, and entrepreneurship.

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Curriculum guidelines
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)



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

At Sasin we strive to create a sustained dialogue around the topic of sustainability with other management institutions and relevant stakeholders. We strive to do this locally, using our facilities and resources to organize conferences. Furthermore, we send members of our community to international conferences in order to share our sustainable vision and to gain further insights into sustainability and learn from our peer institutions.

Engagement Opportunities

Sasin School of Management offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Boards and advisory committees
- ❖ Partnerships with local organizations

Communication Audiences

Sasin School of Management communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Boards and advisory committees
- ❖ Chamber of commerce and local communities
- ❖ Faculty and staff
- ❖ Media and public relations channels
- ❖ Research and academic networks

Communication Barriers

Sasin School of Management faces the following barriers in transparent communications:



**Data privacy
regulations**



**Engagement
gaps**



**Feedback
loops**



SIGNATORY

Sasin School of Management



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