

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Illinois State University, College of
Business

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 Illinois State University, College of Business, including key details and basic institutional data.

Mission

To prepare students for success in a global business environment by providing excellent instruction and transformative learning opportunities within a diverse and innovative academic community that values excellence in teaching, research and service

Vision

To be the first choice for business education in Illinois and beyond

Strategy

COB Strategic Plan_2023 final with feedback link View document  Download document 

Graduates & Enrollment

2025 Statistics	Number
Graduates	1066
Faculty & Staff at the University	3,589
Faculty & Staff at the Institution	172
Student Enrollment at the University	21,994
Student Enrollment at the Institution	4,230
Undergraduate Attendance	3,952
Masters-Level Postgraduate Attendance	270
Doctoral Student Attendance	0
Certificate, Professional Development, or Continuing Education Attendance	8

Degrees Offered

Bachelor Programs

-  Bachelor of Science (B.Sc. or B.S.)
-  Bachelor of Arts (B.A.)

Masters Programs

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



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

- ❖ Centralized sustainability office
- ❖ Interdisciplinary efforts across parent organization
- ❖ Interdisciplinary efforts across business school
- ❖ Senior leadership office
- ❖ Disciplinary efforts within business school



Teach

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



Barriers to Innovative Curriculum

In 2025, Illinois State University, College of Business identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Assessment challenges
- ❖ Budgetary limitations
- ❖ Change fatigue
- ❖ Faculty expertise gaps
- ❖ Faculty resistance
- ❖ Learning curve for faculty
- ❖ Resource allocation challenges
- ❖ Overloaded faculty
- ❖ Time constraints

Barriers to Innovative Pedagogy

In 2025, Illinois State University, College of Business identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Change resistance
- ❖ Collaboration barriers
- ❖ Institutional culture
- ❖ Learning curve for faculty
- ❖ Overloaded faculty
- ❖ Resource constraints
- ❖ Technology gaps
- ❖ Risk aversion



Research

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

Research vs Research for RME/Sustainable Development

50 Peer-reviewed articles were published by Illinois State University, College of Business from this past calendar year.

vs

14 Peer-reviewed articles were published by Illinois State University, College of Business from this past calendar year in support of RME.

Research Funding

In 2025, Illinois State University, College of Business was awarded funding for research that is:



International



Local

Socializing Research

In 2025, Illinois State University, College of Business contributed research findings to:

- ❖ Public events and lectures
- ❖ Research collaborations
- ❖ Open-access platforms
- ❖ National media
- ❖ Government and policy makers

Publications Related to RME and/or Sustainability

The effectiveness of using visible disabilities in brand ads: when and why it works

| [DOI](#)

Authors: Sphurti Sewak, Assistant Professor of Marketing, Illinois State University | Jayati Sinha, Associate Professor of Marketing, Florida International University

Date of publication: January, 2026

Department: Marketing

This research examines how and when intersectional inclusive advertising featuring models with and without visible disabilities influences consumer–brand relationships (CBRs). Across four online experiments and a post-test, the findings show that ads depicting a mix of disabled and nondisabled

models generate stronger CBRs than ads featuring only nondisabled models. These positive effects are driven by perceived brand inclusivity, which serves as the underlying mechanism linking intersectional portrayals to favorable brand outcomes. However, the effects are weakened among individuals with high social dominance orientation, highlighting an important boundary condition. The results remain robust after accounting for alternative explanations and are supported by evidence confirming the authenticity of the advertising stimuli. This research advances the literature on intersectionality and inclusive advertising by providing the first empirical evidence on the effectiveness of intersectional portrayals of visible disability. It also offers practical guidance for marketers seeking to foster stronger consumer connections through authentic and inclusive advertising, while demonstrating how such portrayals can challenge conventional advertising norms and contribute to greater social inclusion of people with disabilities.



The Effect of Libertarian Beliefs on Consumer Attitudes Toward Driving Controls

| [DOI](#)

Authors: Todd C. Haderlie Jr., Assistant Professor of Marketing, University of North Florida | Sphurti Sewak, Assistant Professor of Marketing, Illinois State University | Peter R. Dickson, Professor of Marketing, Florida International University

Date of publication: February, 2026

Department: Marketing

The effect of consumer moral beliefs such as libertarianism on attitudes toward regulation is an important and relevant question, heightened by the fact that attitudes toward the right of authorities to regulate and enforce public health behavior appear to be in flux. We apply the theory of reasoned action to hypothesize that personal outcome expectations influence attitudes toward reckless driving controls. Our unique theoretical contribution is to add not normative influence but norms as a complementary psychological antecedent to attitude. Two surveys (one with experimental manipulation) are undertaken to test the integrity of our measures and our hypotheses. Three of the four dimensions of the “libertarianism” norm that we empirically identified (and confirmed in replication) explained 20–25% of overall attitudes to forty reckless driving control (RDC) concepts. This was a far greater influence than the rationally based antecedent, self-reported reckless driving behavior. Future research that differentiates between the vehicle taking control and authorities taking control through “big brother” tracking of careless behavior is discussed.



Sustainability Orientation, Sustainability Implementation, and Brand Image in Service Firms

| [DOI](#)

Authors: Sandeep Jagani, Department of Management, College of Business, Illinois State University | Vafa Saboori-Deilami, Browsky School of Business, Dominican University of California, San Rafael, California, USA

Date of publication: June, 2025

Department: Management

This paper uses legitimacy theory and cognitive dissonance theory to explore the relationship between sustainability orientation, sustainability implementation, and brand image in the service sector. Specifically, we examine the mediating role of implementation—the translation of strategic intent into actionable practices—on customers' perceptions. Using multilevel analyses of 31 US service firms and a survey of 6891 customers, we find that sustainability implementation is a strong positive predictor of brand image. However, sustainability orientation alone has a negative direct effect on brand image, suggesting that stated commitments without corresponding action can harm perceptions. Crucially, sustainability implementation positively mediates the relationship between orientation and brand image. This research addresses a key gap in the literature by demonstrating that, in the service sector, genuine action, not just communication of intent, is essential for building a sustainable brand. From a practical standpoint, the findings highlight that strategic intent toward sustainability, while necessary, is insufficient. To avoid greenwashing perceptions, firms must couple their sustainability orientation with effective and visible implementation of environmental and social initiatives.



Perceived Sustainability, Brand Awareness, and Brand Association in the Hotel Sector

Authors: Vafa Saboori-Deilami, Browsky School of Business, Dominican University of California, San Rafael, California, USA | Sandeep Jagani, Department of Management, College of Business, Illinois State University, Normal, IL, USA

Date of publication: November, 2025

Department: Management | Marketing

Hotels increasingly weave sustainability promises to their guests. Yet empirical clarity is lacking on how guests' perceptions of such initiatives cascade through the brand-equity chain. Leveraging hierarchy-of-effects logic—suggesting a progression from awareness to affect to behavior—and associative-network theory, which explains how brand knowledge is structured in memory, this paper conceptualizes Perceived Sustainability. It theorizes its relationships with Brand Awareness and Brand Association. This study will use survey data from U.S. hotel guests. This study proposes that Perceived Sustainability directly enhances Brand Association, boosts Brand Awareness, that Brand Awareness itself strengthens Brand Association while partially mediating the Perceived Sustainability to Brand Association path, and that high Brand Awareness amplifies the Perceived Sustainability to Brand Association effect. The framework advances sustainability branding scholarship by mapping this proposed psychological sequence and offers hoteliers actionable insights for potentially embedding eco-signals into memory and meaning structures.



An examination of digital accessibility within social media platforms: problems for vulnerable consumers and policy implications

| [DOI](#)

Authors: Mary Anne Raymond | Hillary Smith | Les Carlson | Aditya Gupta

Date of publication: January, 2025

Department: Marketing

Social media has transformed how people communicate, access information, and shop. Despite widespread use of social media, digital content remains inaccessible for blind and/or deaf consumers because of missing or inaccurate accessibility features, such as alt text and closed captioning, and/or providers using automated technology to add such features. Findings from the authors' descriptive study show many posts across social media platforms lack or have inaccurate accessibility features. Interviews and focus groups with blind and/or deaf consumers illustrated multiple challenges accessing digital content, resulting in lost opportunities for both these consumers and organizations while emphasizing the need for public policy.





Partner

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

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ Second Nature

Student Organization Partnerships

- ❖ None



Practice

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

How We Define Practice

As highlighted in our University Sustainability Strategic Plan and emphasized throughout campus, putting sustainability into practice at Illinois State University means: fostering a culture of sustainability through leadership, commitments, engagement, and traditions; finding solutions through diverse, interdisciplinary collaborating, teaching, research, and innovation; and integrating accessible environmental stewardship into campus operations.

Institutional Policies and Practices

- ❖ AASHE STARS report
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Zero-waste guides
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Greenhouse gas emissions
- ❖ Professional training opportunities
- ❖ USGBC building guides



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

The University has a goal of amplifying sustainability communication efforts across the campus through various mediums. This is being achieved through providing centralized communication resources and tools to support sustainability; utilizing a network of campus communication professionals to encourage communication about sustainability; highlighting sustainability practices and values in ISU marketing images and materials; and increasing awareness of professional sustainability organizations and reporting systems such as AASHE and STARS throughout campus.

Engagement Opportunities

Illinois State University, College of Business 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
- ❖ Annual reports
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Partnerships with local organizations
- ❖ Sustainability-focused research and collaboration Opportunities
- ❖ Public events and panel discussions
- ❖ Student and staff volunteer programs

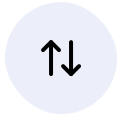
Communication Audiences

Illinois State University, College of Business communicates its policies and progress on sustainable development and responsibility with:

- ❖ Boards and advisory committees
- ❖ Research and academic networks
- ❖ Faculty and staff
- ❖ Media and public relations channels
- ❖ Prospective and current students

Communication Barriers

Illinois State University, College of Business faces the following barriers in transparent communications:



**Inconsistent
updates**



**Ownership
issues**



**Transparency
hesitation**

SIGNATORY

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