

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Jyväskylä University School of
Business and Economics

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 Jyväskylä University School of Business and Economics, including key details and basic institutional data.

Mission

JSBE – Contributing to Competitive, Digital, and Sustainable Transformation in Business and Economy

Vision

Vision 2035: JSBE is an internationally recognised business school acknowledged for contributing to competitive, digital, and sustainable transformation in business and economy. By 2035, JSBE aims to be accredited by AACSB, AMBA, BGA, and EQUIS.

Strategy Alignment

Strategic alignment

JSBE's strategic priorities for 2025–2028 strongly align with advancing **sustainable development**, the **common good**, and **quality education** through several integrated approaches:

1. Advancing Sustainable Development

JSBE embeds sustainability across its mission, research, and education:

Sustainable Business and Economy is one of JSBE's strategic focus areas. JSBE has been a global pioneer in integrating sustainability into business education since the 1980s and it offers internationally recognized Master's degree programs like Corporate Environmental Management and Responsible Management and Business of Sport. Our faculty and staff also actively contributes to and participate in JYU Wisdom which is the University's Resource Wisdom research community. JSBE publishes the *Electronic Journal of Business Ethics and Organization Studies*.

JSBE's commitments and partnerships highlight sustainability. We are an institutional partner of Responsible Research in Business & Management (RRBM) and a signatory member of the Principles for Responsible Management Education (PRME). We align our research and courses with the UN Sustainable Development Goals (SDGs) and collect data on the alignment annually.

2. Serving the Common Good

JSBE's mission emphasizes societal impact and ethical responsibility: "Contributing to competitive, digital, and sustainable transformation in business and economy." We focus on combining theory and practice to serve business, public organizations, and society. Based on data from Overton.io, our intellectual contributions are widely used by policymakers both domestically and internationally. JSBE has strong ties with local and national stakeholders, including alumni, businesses, and public institutions. We promote Science for Policy impact, organize stakeholder events and encourage open science and sharing of research data.

JSBE's core values are openness, trust, quality, and integrity. We promote ecological, social, cultural, and economic sustainability in all operations.

3. Promoting Quality Education

JSBE is committed to delivering high-impact, inclusive, and future-oriented education. JSBE offers a wide range of programs from Bachelor to Executive MBA, including five international Master's degree programs and a new Bachelor's in Business Innovation and Sustainability (launching 2025). We emphasize interdisciplinary learning, digital skills, ethics, and employability.

JSBE's approach is student-centered. We focus on flexible learning paths, technology-enhanced learning, and student wellbeing. We have a high international student intake and provide support for integration into Finnish society. We also promote student mobility and global exposure.

JSBE's strategic Indicators track student progression, job placement (including international graduates in Finland), and feedback on wellbeing and learning outcomes. University level Education Council and JSBE's Education Committee focus on continuous improvement of our educational offering.

Graduates & Enrollment

2025 Statistics	Number
Graduates	474



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

- ❖ Disciplinary efforts within business school
- ❖ Interdisciplinary efforts across business school
- ❖ Interdisciplinary efforts across parent organization



Research

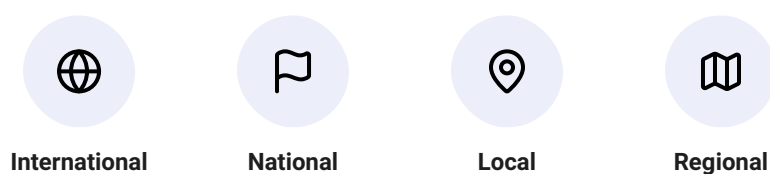
We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, Jyväskylä University School of Business and Economics was awarded funding for research that is:



Socializing Research

In 2025, Jyväskylä University School of Business and Economics contributed research findings to:

- ❖ National media
- ❖ Open-access platforms
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ Social media and digital outreach



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)
- ❖ AMBA (Association of MBAs)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Positive Impact Rating (PIR)
- ❖ Responsible Research in Business & Management (RRBM)
- ❖ University Councils
- ❖ GRLI (Globally Responsible Leadership Initiative)

Student Organization Partnerships

- ❖ PRME Students
- ❖ None



Practice

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

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Buildings/real estate
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Curriculum guidelines
- ❖ Environmental stewardship policies
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Greenhouse gas emissions
- ❖ Responsible procurement policies
- ❖ Travel guides

Policy Documents Related to RME and/or Sustainability

campus-development-programme

View document  Download document 



Share

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



Engagement Opportunities

Jyväskylä University School of Business and Economics 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
- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

Jyväskylä University School of Business and Economics communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities
- ❖ Faculty and staff
- ❖ Government and policy makers
- ❖ Media and public relations channels
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Research and academic networks

SIGNATORY

Jyväskylä University School of Business and Economics



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