

2024 Sharing Information on Progress **(SIP) Report**

Oulu Business School

August 2024

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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.





Purpose

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

Letter of Commitment

Oulu Business School demonstrates its commitment to PRME's Principles through the following letter from senior leadership.



Letter of Commitment

As the Dean of Oulu Business School, I am pleased to reaffirm our institution's dedication to the United Nations' Principles for Responsible Management Education. Through this commitment, we strive to establish ourselves as a leading advocate for sustainable business education in our region. Our efforts not only aim to positively impact the economy and society in Northern Finland but also extend our influence globally through research endeavors.

Aligned with our mission we educate innovative and responsible future leaders and business experts with a global mindset. Collaboration with stakeholders remains integral to our mission, as we actively contribute to the well-being and sustainability of Northern Finland and beyond. We firmly believe in the transformative power of sustainability in shaping the future landscape.

At the Oulu Business School, our core values emphasize equal opportunities, respect for diversity, mutual appreciation, trust, and expertise. In light of our recent mission redefinition, we recognize the imperative to uphold the high standards set forth by PRME. Our commitment to ethics, responsibility, and sustainability is evident in our ongoing efforts to enhance teaching and research initiatives in these domains. For instance, the appointment of a Professor of Business Ethics, José Carlos García-Rosell, in 2023 underscores our dedication to this cause.

We eagerly anticipate advancing on this collective journey towards sustainability, fostering positive change within our institution and broader community.

Oulu Business School

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Janne T. Järvinen
Professor of Management Accounting and Control
Dean
Oulu Business School

Institutional Mission, Vision, and Strategy

The following outlines Oulu Business School's institutional mission, vision, and strategic approach to responsible management education.

Mission, Vision, Strategy or Purpose

Oulu Business School's strategy and mission statement

Relevant Stakeholders

Internal and external stakeholders

Purpose

We excel in research as part of the scientific community to generate business competencies. We educate innovative and responsible future leaders and business experts with a global mindset. We collaborate with stakeholders to contribute to the well-being and sustainability of Northern Finland and society at large.

Strategy_2024_OuluBusinessSchool

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Values

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

RME Leadership Accountability

At Oulu Business School, accountability for responsible management education is structured as follows:

Informal Faculty/Staff Stewardship

RME is a collective effort at OBS

Oulu Business School (OBS) is a research-based institution with a strong emphasis on responsible business. At OBS, teaching content and methods are selected by faculty members in collaboration with the degree programme director. As a result, Responsible Management Education (RME) is integrated across various degree programmes, disciplines, and courses by many of our faculty members.

Responsibility is a central theme in our research in all fields, and it forms the foundation of our educational approach.

Organizational Structure for RME

The following organizational entities at Oulu Business School are responsible for RME:

- ❖ No Entity Yet



Teach

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



RME Elements in Degree Programs

Oulu Business School integrates responsible management education into its degree programs through 2 different approaches:

Guest Speakers and Showcase Events

Course-Level RME Learning Goals



Research

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

RME Elements in Research

Oulu Business School incorporates responsible management education into its research endeavors through 3 different methods:

Research Conferences

Industrial Marketing and Purchasing conference 2024

The conference theme, Regenerating business markets for a better world, invites courageous research that, through the lenses of IMP research tradition, examines business markets in the light of the UN Sustainable Development Goals (SDG). The IMP Group stands for three main features: (1) a dynamic approach to economic exchange, (2) empirically driven research on inter-organizational interactions, and (3) an informal network of researchers forming a vibrant international community (impgroup.org). In addition to regular IMP themes on marketing, purchasing, innovation, technological development and management from an interactive perspective, we encourage authors to address the roles of all market actors in protecting and respecting the environment and the society at large. The 40th IMP conference theme covers papers that focus on market actors' role(s) related to the following under-studied aspects; human rights; poverty; diversity; gender and social equality; inclusion; the sustainable development gaps; the interdependence of the SDG goals; and un-anticipated consequences of good deeds. In addition, we appreciate studies that include less-studied hybrid, micro and small companies, bottom-of-the-pyramid markets, and public-private-NGO-collaborations. Processual studies, papers of a multi-disciplinary and interdisciplinary nature and those developing methodology are also welcome.

Date

August, 2024 - August, 2024

Location

Oulu, Finland

Speakers

see link

[Supporting Links](#)

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PhD-Level RME Courses

Required Research Reporting



Partner

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

Partnership Approaches for RME

Oulu Business School partners with external stakeholders to advance responsible management education through 2 different approaches:

Knowledge Translation and Dissemination

Description of partnering activities that involve informing

Aligned with the mission, vision, and values of Oulu Business School (OBS), and within our multidisciplinary, research-based university context, we actively identify and utilise the numerous opportunities provided by our cross-disciplinary environment. Additionally, through our connections with the business world, we seek to broaden our perspectives on business research and development.

In line with our mission, we are committed to promoting positive societal impact in all our activities. Our faculty members are actively engaged in multidisciplinary research related to healthcare, technology, energy and green transition, resilience, and the circular economy. This research often involves external partners from the business sector, public sector, or other research institutions.

Our faculty members also serve on company boards and hold other positions of trust in both the business community and academia. Moreover, we are active participants in [the European University of Cities in Post-Industrial Transition \(UNIC\)](#), an alliance of ten universities dedicated to fostering inclusive societies through teaching, research, and community engagement.

Our knowledge dissemination extends to the policy level as well. According to an Overton analysis based on 564 out of 782 OBS publications from 2020-2024 with DOI identifiers obtained from the OuluCris research information system, 39 publications have been cited in policy documents across 15 countries and 30 different sources.

Collaborative Problem Solving

Description of partnering activities that involve problem-solving

Our faculty members are engaged in numerous research and R&D&I projects in collaboration with external partners from the business and public sectors. In addition, we collaborate with external partners in our education to contribute to the well-being and sustainability of Northern Finland and society at large.

A few examples of recent or ongoing research projects include:

- The Business Finland co-innovation project, [Green Factory towards Carbon Neutral Production \(GREEF\)](#), which aims to help companies reduce the environmental impact of their operations and products, while accelerating progress towards low-carbon and export growth targets. Work package 1, 'Green Factory from a Branding Perspective', is led by Professor Saila Saraniemi.
- The Academy of Finland project, [Carbon Accounting and Decision-Making \(CARACC\)](#), which maps the carbon accounting practices of major Finnish industrial companies, particularly in heavy industry. This project is led by Professor Janne T. Järvinen.
- [The 6G Flagship](#) is the world's first 6G research programme, dedicated to promoting high-quality 6G research to develop future competencies and create sustainable solutions for society's needs by the 2030s. Professor Petri Ahokangas leads the theme on future digital business and societal impacts of 6G.
- OBS behavioural economics researchers are utilising medical and psychological data from the [Northern Finland Birth Cohort \(NFBC\)](#) to explore e.g., economic risk behaviours.
- The Eudaimonia Institute-funded project, [Work and AI in Transformation for Systemic Opportunities in Healthcare Networks \(WATSON\)](#), led by Professors Tuija Mainela and Pia Hurmelinna-Laukkanen, seeks to understand how healthcare, as part of society, is evolving and how individuals' efforts contribute to systemic-level change.
- The Inorganic Circular Economy Research Community, [InStreams Hub](#), at the University of Oulu, focuses on cross-disciplinary inorganic materials research, engineering, and the management and utilisation of inorganic side streams. OBS researchers focusing on circular economy issues are active participants in the Hub's research
- R&D&I projects in areas such as mining, energy, and smart cities

Additionally, we have joint professorships or endowed professorships with external partners, such as the Brand Marketing Professorship (Prof. Saila Saraniemi), Business Ethics Professorship (Prof. José Carlos García-Rosell), and Financial Economics Professorship (Prof. Juha-Pekka Junntila). The common goal of these professorships is to advance the skills and knowledge of future professionals through education and research, contributing to the well-being and sustainability of Northern Finland and society at large.

In education, we collaborate with external stakeholders through guest lectures, business case problem-solving, internships, and organisation visits. Business case problem-solving, in particular, offers valuable opportunities for both our students and external partners to learn from each other and gain meaningful experience and insights.



Practice

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

RME Policy Implementation

Oulu Business School has implemented 2 policies to support its commitment to responsible management education:

Greenhouse gas emissions

Employee equity, diversity, inclusion

Institutional Aspiration Targets

Oulu Business School has set aspiration targets in 1 different area:

- ❖ GHG Emission Targets



Share

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

Performance Disclosure and Transparency

Regarding transparency in RME performance disclosure, Oulu Business School operates with the following approach:

Limited Transparency Disclosure

Disclosure of performance

Yes, we do disclose our performance on policies related to RME, but with limited transparency. We actively share news about our successes through various communication channels. Internally, we also discuss some of the challenges and failures we encounter, but these are not shared externally.

Fostering open communication, mutual appreciation, and trust within our community is one of our core values. We are committed to strengthening the sense of community at OBS, and part of this commitment involves sharing both our successes and failures with one another.

SIGNATORY

Oulu Business School



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