

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Oulu Business School

October 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 Oulu Business School, including key details and basic institutional data.

Mission

The mission of Oulu Business School is threefold:

We excel in research as a 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 our stakeholders to contribute to the well-being and sustainability of Northern Finland and society at large.

Vision

As an internationally established business school, Oulu Business School's vision is to make a positive impact on society through high quality research and education.

Strategy

Strategy_OuluBusinessSchool

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Strategy Alignment

Strategy alignment

The University of Oulu and its faculties are committed in their strategy to promote the UN Sustainable Development Goals. Sustainability and responsibility are promoted through education, research, societal interaction and campus operations. Oulu Business School has a member in the working group for sustainability and responsibility that coordinates the multidisciplinary actions of the university. In addition, the University's working group for sustainability and responsibility in education is chaired by an OBS faculty member.

The themes of sustainable development and the common good cut across OBS' strategic priorities. For example, OBS' strategic focus themes in research include responsibility and sustainability in business relationships, digitalizing services, and brands, as well as sustainable accounting, economics, and finance.

Our multidisciplinary initiatives include circular economy and sustainable innovations in networks; resilience in networks and organizations; future energy business and green transition as well as renewable energy and energy markets. High-quality research also forms the base of quality of education in the faculty. To further develop our quality of education, we continue to utilize the AACSB Accreditation-related tools and methods, as stated in OBS' strategy.

Institutional History

Oulu Business School's path towards adopting RME and joining PRME

OBS joined EFMD in 2008 and AACSB International in 2010. Both organizations have had significant impact on OBS strategy and actions in the areas of ethics, sustainability and responsibility. These include redesigning the education portfolio and curricula, in research focus areas, as well as e.g., the faculty qualifications requirements, related to AACSB accreditation. Oulu Business School joined the GRLI in 2010 and in 2018, we officially became a signatory member of the United Nations-supported PRME initiative.

Through these international networks, we have found new partners to collaborate in responsibility and sustainability related research and education topics. This has also increased the amount of responsibility and sustainability related research in our school. We have integrated many GRLI activities into the normal operations of our school including degree programmes, as well as, e.g., organized the GRLI annual conference, a leadership forum, and GRLI innovation cohort activities in Oulu.

OBS has included the Globally Responsible Business (GRB) M.Sc. course as compulsory part of all M.Sc. programmes since 2015, being a pioneer in Finland in this area. Furthermore, OBS has developed the Sulitest.org regional questions concerning the Nordic countries, and the test is a mandatory part of the GRB course since 2015, respectively.

The number of responsibility and sustainability related journal articles has increased over the past five years at the Oulu Business School. Currently we conduct responsibility related research in all our research units, and in cooperation with other domestic and international institutions. A few examples of the current research projects are ethical aspects in corporate governance (led by Prof. Juha-Pekka Kallunki), carbon accounting issues related research (led by Prof. Janne Järvinen) as well as research on sustainable branding in the industrial markets (led by Prof. Saila Saraniemi).

Annual report 2025

<https://unioulu.sharepoint.com/sites/Liitetiedostot-Attachments/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FLiitetiedostot%2DAttachments%2FShared%20Documents%2FTiedekunnat%5Fyksik%C3%B6t%5Fryhm%C3%A4t%2FKaupparkeakoulu%2FOBS%20Annual%20Reports%2FOBS%20Annual%20Report%202025%2Epdf&parent=%2Fsites%2FLiitetiedostot%2DAttachments%2FShared%20Documents%2FTiedekunnat%5Fyksik%C3%B6t%5Fryhm%C3%A4t%2FKaupparkeakoulu%2FOBS%20Annual%20Reports&p=true&ga=1>

Graduates & Enrollment

2025 Statistics	Number
Graduates	405
Faculty & Staff at the University	4300
Faculty & Staff at the Institution	120
Student Enrollment at the University	14800
Student Enrollment at the Institution	1500

Degrees Offered

Bachelor Programs

 Bachelor of Science (B.Sc. or B.S.)

Masters Programs

 Master of Science (M.Sc. or M.S.)

Doctoral Programs

 Doctor of Philosophy (Ph.D.)



Purpose

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



Letter of Commitment

Oulu, October 1st, 2026

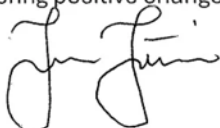
Letter of Commitment

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. By embracing the PRME principles, we weave responsibility and sustainability into all our activities and aim to position ourselves as a leader in sustainable business education.

Aligned with our mission we educate innovative and responsible future leaders and business experts with a global mindset. Through our high-quality research and education, we seek to be an internationally established business school that creates a positive impact on society. The unstable global situation and growing polarization pose challenges to responsible management and education. This further highlights the importance of the PRME principles, and the Oulu Business School remains committed to advancing them.

Our commitment to ethics, responsibility, and sustainability is evident in our ongoing efforts to enhance teaching and research initiatives in these domains. For instance, our newly renewed master's programmes – the Master's in Sustainable Marketing and the Master's in Responsible Economics and Finance – offer training with a focus on the sustainability aspects of business, equipping future professionals with the skills to succeed in the future business life.

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



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UNIVERSITY
OF OULU

OULU BUSINESS
SCHOOL
UNIVERSITY
OF OULU

AACSB
ACCREDITED



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 parent organization
- ❖ Individual leader



Teach

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



Courses that support RME

Oulu Business School reports 1 course in 2025 that support responsible management education and sustainable development goals.

Sustainable Banking and Financial Economics | BO00AR11

After completing the course the student understands the main roles and functions of banks and financial markets in the financial transmission processes and recognizes the forms of Alternative Finance (AltFi) and the basic ideas and role of Decentralized Finance (DeFi) and cryptocurrencies, digital banking, disruption and financial intermediation. He/she is also familiar with the recent steps in the regulation of traditional banks, the role of direct and indirect financing channels in the value creation through sustainable finance, and differences in the function of stakeholder and shareholder banks. The student also recognizes the role of ESG and other sustainability related information and approaches to banking and other forms of financing real investments. In addition, the role of central banking and monetary policy and forms of conventional and unconventional monetary policy actions are clear to him/her. The student also understands the idea of Central Bank Digital Currency (CBDC) and its role in monetary policy, and more generally the main principles of the role of central banks in green transition and fight against climate change and biodiversity loss.





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

113	Peer-reviewed articles were published by Oulu Business School from this past calendar year.	vs	87	Peer-reviewed articles were published by Oulu Business School from this past calendar year in support of RME.
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Research Funding

In 2025, Oulu Business School was awarded funding for research that is:



Regional



National



International

Socializing Research

In 2025, Oulu Business School contributed research findings to:

- ❖ Industry and business networks
- ❖ Open-access platforms
- ❖ Social media and digital outreach
- ❖ National media
- ❖ Local media



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)
- ❖ GRLI (Globally Responsible Leadership Initiative)

Student Organization Partnerships

- ❖ None



Practice

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

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Action Plan on Sustainability and Responsibility
- ❖ Equality and Diversity Action Plan



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

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

- ❖ Annual reports
- ❖ Open faculty and student meetings and town halls
- ❖ Public events and panel discussions
- ❖ Publicly accessible sustainability data and dashboards

Communication Audiences

Oulu Business School communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Faculty and staff
- ❖ Prospective and current students
- ❖ Research and academic networks

SIGNATORY

Oulu Business School



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