

PRiME

*an initiative of the
United Nations Global Compact*

EAE Business
School
Barcelona

Sharing Information on Progress 2026

EAE Business School

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 EAE Business School, including key details and basic institutional data.

Mission

We are an accessible international Business School that anticipates and adapts to the needs of the business environment through practical programmes that are centred around the students. We develop critical thinking and innovative approaches so that our students can carry out the sustainable transformation of companies.

Vision

To be a benchmark for innovative Business Schools at an international level, training people to lead the transformation of businesses and of society at large.

Strategy

Strategy

EAE Business School Barcelona integrates sustainability and positive societal impact into its institutional strategy and academic mission. The School's mission is to develop critical thinking and innovative approaches that enable students to contribute to the sustainable transformation of companies, while its vision extends this ambition to the transformation of businesses and society at large.

This commitment is translated into the School's strategic planning and, more specifically, through its Sustainability Plan, which provides the framework for organising and implementing sustainability and societal impact initiatives across the institution.

The Sustainability Plan structures EAE Barcelona's approach around three interconnected pillars: People Impulse, focused on responsible talent and the positive contribution of the EAE community; Community Impact, focused on the contribution of the School's people and educational activity to its surrounding ecosystem; and Positive Relations, focused on fostering dialogue and collaboration among relevant social and economic stakeholders to support positive transformation.

These pillars are explicitly connected to the United Nations Sustainable Development Goals (SDGs). SDG 4 – Quality Education acts as a transversal foundation, while the three pillars are particularly linked to SDG 8 – Decent Work and Economic Growth, SDG 11 – Sustainable Cities and Communities, and SDG 9 – Industry, Innovation and Infrastructure, respectively.

Sustainability is therefore approached not as an isolated set of activities, but as an institutional priority that connects education, employability, engagement with the business community, research and knowledge transfer, and the School's contribution to its wider ecosystem.

Strategy Alignment

Strategy Alignment

EAE Business School Barcelona seeks to ensure that its sustainability and societal impact commitments are aligned with its mission, institutional strategy and core academic activities. This alignment is reflected in the connection between the School's strategic priorities, the Sustainability Plan, the SDGs and the different areas through which EAE Barcelona generates impact.

At the academic level, sustainability and responsible management are progressively embedded across the programme portfolio rather than being confined to specialist programmes. Sustainability-related content is incorporated into undergraduate and postgraduate curricula and final projects, alongside dedicated programmes and modules addressing sustainability, ESG and responsible business. Applied learning initiatives further reinforce this alignment by connecting students with real sustainability challenges developed with external organisations.

At the institutional level, the three pillars of the Sustainability Plan are supported by cross-functional working groups, enabling different areas of the School to contribute to shared sustainability objectives. This governance approach helps connect sustainability with academic activity, employability, entrepreneurship, research, stakeholder engagement and institutional operations.

The School has also strengthened the connection between strategy and impact measurement. The Sustainability Plan incorporates activity and outcome indicators, while external frameworks provide complementary mechanisms for assessing and validating progress, including the Positive Impact Rating (PIR), Times Higher Education Impact Rankings and EFMD Business School Impact System (BSIS).

This alignment supports a coherent institutional approach in which sustainability commitments are connected to what the School teaches, how students learn, the knowledge it generates, the organisations and communities with which it engages, and the impact it seeks to create.

Institutional History

EAE's History

EAE Business School was founded in Barcelona in 1958, with a strong commitment to practice-oriented management education and close connections with the business environment. Over more than six decades, the School has progressively expanded its international outlook and its understanding of the role that management education can play in addressing economic, social and environmental challenges.

EAE Barcelona's path towards **Responsible Management Education (RME)** has evolved from individual sustainability and social responsibility initiatives towards a more integrated institutional approach connecting education, research, stakeholder engagement and societal impact.

A significant milestone in this journey came in **2017, when EAE Business School formally joined the Principles for Responsible Management Education (PRME)**. This provided an international framework for advancing sustainability, responsibility and ethics within management education and reinforced the School's commitment to contributing positively to business and society.

In **2021**, EAE Barcelona launched its **Reputation and Stakeholder Impact Plan**, strengthening the institutional focus on stakeholder engagement and impact. During the following years, this approach evolved through corporate social responsibility initiatives and provided the foundations for a more structured framework for sustainability and positive impact.

In **2023**, EAE Barcelona launched its **Sustainability Plan**, marking an important transition from individual initiatives towards a more coordinated institutional approach. The Plan progressively organised the School's activities around three interconnected pillars – **People Impulse, Community Impact and Positive Relations** – linking institutional initiatives with the United Nations Sustainable Development Goals and establishing **SDG 4 – Quality Education** as a transversal foundation. This framework enabled sustainability and positive impact to become increasingly connected with academic activity, research and knowledge transfer, employability, entrepreneurship, institutional practices and engagement with external stakeholders.

<https://www.eaebarcelona.com/es/estrategia-y-sostenibilidad>

During this period, EAE Barcelona also strengthened the integration of sustainability and responsible management into the **student learning experience**. Sustainability and ESG-related topics have progressively been incorporated across undergraduate and postgraduate education and final projects, complemented by applied learning experiences in which students address real-world sustainability challenges in collaboration with companies and other organisations.

At the same time, the School progressively strengthened its approach to **research and knowledge transfer**, connecting academic and applied research with sustainability and societal challenges. Research addressing areas such as gender equality, sustainable finance, climate adaptation, digital transformation and responsible innovation has contributed to extending the School's RME commitment beyond teaching and into knowledge creation and engagement with business and society.

The School's approach has also evolved towards greater **impact measurement and external assessment**. Participation in the **Positive Impact Rating (PIR)** has provided student-based perspectives on EAE Barcelona's contribution to positive impact and responsible management education. The School also began participating in the **Times Higher Education Impact Rankings**, providing an additional external framework through which to assess its contribution to the Sustainable Development Goals.

2025 represented an important stage in the consolidation of this approach. Following its assessment through **EFMD's Business School Impact System (BSIS)** in 2024, EAE Barcelona was awarded the **BSIS label in January 2025**, providing a comprehensive external assessment of the School's impact across seven dimensions and strengthening its approach to understanding and monitoring its contribution to its local and wider ecosystem.

Also in **2025**, **EAE Barcelona's International MBA achieved EFMD Programme Accreditation**, reinforcing the integration of responsible management, sustainability, learning outcomes, stakeholder engagement and continuous improvement within one of the School's flagship programmes.

In the same year, EAE Barcelona obtained the **Recognition of High Quality in Assurance of Learning** through the **AACSB Assurance of Learning Certificate**. This milestone supported the School's continued development of a systematic approach to defining, assessing and improving student learning outcomes, strengthening the connection between curriculum design, learning assurance and continuous improvement.

<https://www.eaebarcelona.com/en/recognition-and-certifications>

By **2026**, the Sustainability Plan had entered a further stage of consolidation, with increased attention to coherence between institutional initiatives, monitoring progress and developing more systematic approaches to impact measurement. Internal activity and outcome indicators are increasingly complemented by external frameworks such as PIR, THE Impact Rankings and BSIS, enabling the School to examine its progress from different perspectives.

Today, EAE Business School Barcelona's RME journey reflects an evolution from individual initiatives towards greater institutional integration and, increasingly, towards systematic measurement of learning, outcomes and impact. The School recognises this as an ongoing process, with further opportunities to strengthen the alignment of objectives and indicators across organisational areas and to enhance its capacity to demonstrate the impact generated through education, research, partnerships and institutional practice.

Graduates & Enrollment

2025 Statistics	Number
Graduates	2365

Degrees Offered

Bachelor Programs

-  Bachelor of Business Administration (B.B.A.)

Masters Programs

-  Master of Science (M.Sc. or M.S.)
-  Master of Business Administration (M.B.A.)
-  Master in Management
-  Master in International Business
-  Master in Sustainable Planning and Management of Tourism
-  Master in Marketing & Sales
-  Master in Supply Chain Management
-  Master in Project Management
-  Master in Finance
-  Master in Digital Marketing & Growth Hacking
-  Master in Big Data & Analytics

Additional

-  Executive MBA
-  Bachelor of Marketing and Digital Communication

Undergraduate Degree Programmes

-  Bachelor in Administration & Management
-  Bachelor in Marketing & Digital Communication

Masters Degree Programmes



MBA



Master in Management



Purpose

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

Definition of Purpose

At EAE Business School Barcelona, Purpose means using education, knowledge and engagement to develop responsible leaders who can contribute to the sustainable transformation of organisations and society. It connects our mission with positive societal impact, ensuring that responsible management informs our institutional direction and the value we seek to create.

Institutional Engagement

51% - 75% of faculty at EAE Business School 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.



How We Define Values

At EAE Business School Barcelona, Values means embedding responsibility, integrity, sustainability and positive impact into our institutional culture and decision-making. These principles guide how we educate, collaborate and engage with our stakeholders, helping ensure that our actions contribute responsibly to organisations, society and the wider environment.

Who Champions Responsible Management Education at Our Institution

- ❖ Interdisciplinary efforts across business school
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Senior leadership office
- ❖ Student contributor

Student Awareness

0% - 25% of students at EAE Business School are aware that we are a PRME Signatory Member.

Student Engagement

76% - 100% of students at EAE Business School 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.



How We Define Teach

At EAE Business School Barcelona, Teach means developing responsible leaders who can integrate sustainability, ethics and societal impact into business decision-making. We combine knowledge with applied learning and real-world challenges, enabling students to critically assess the consequences of managerial decisions and contribute to the sustainable transformation of organisations and society.

Educator Recognition

At EAE Business School, we recognize educators for quality of teaching in the following ways:

- ❖ Professional development opportunities
- ❖ Publication or research support
- ❖ Student-nominated teaching awards

Barriers to Innovative Curriculum

In 2025, EAE Business School identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Accreditation constraints
- ❖ Assessment challenges
- ❖ Compliance and legal concerns
- ❖ Time constraints

Barriers to Innovative Pedagogy

In 2025, EAE Business School identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Collaboration barriers
- ❖ Learning curve for faculty
- ❖ Measurement difficulties



Research

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

How We Define Research

At EAE Business School Barcelona, Research means generating and sharing rigorous, relevant knowledge that addresses business and societal challenges. Through academic and applied research, we seek to advance responsible management, inform evidence-based decision-making and translate knowledge into practical contributions to sustainability and positive societal impact.

Research vs Research for RME/Sustainable Development



Research Funding

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



**Institution
Specific**

Socializing Research

In 2025, EAE Business School contributed research findings to:

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

Research Presentations Related to RME and/or Sustainability

In 2025, EAE Business School gave 1 research presentation related to RME and/or sustainability.

Circular Economy for Strategic Management in the Copper Mining Industry | [DOI](#)

Authors: Muñoz Lagos, A.P. | Seguí-Amórtegui, L. | Vargas-Norambuena, J.P.

Date of publication: July, 2025

Department: Management

This study examines the awareness and implementation of Circular Economy (CE) principles within Chile's mining sector, which represents the world's leading copper producer. We employed a mixed-methods approach, combining quantitative surveys with qualitative semi-structured interviews, to evaluate perceptions and implementation levels of CE practices across diverse organizational contexts. Our findings reveal a pronounced knowledge gap: while 73.3% of mining professionals reported familiarity with CE concepts, only 57.3% could provide accurate definitions. State-owned mining companies demonstrated substantially higher CE implementation rates, with 36.5% participating in eco-industrial collaborations and 51% conducting environmental audits, compared to their private counterparts. Small enterprises (1–100 employees) exhibited particularly limited engagement, as demonstrated by 71.8% lacking established sustainability reporting mechanisms. A considerable implementation gap was also identified; although 94.8% of respondents considered CE principles integral to business ethics and 89.6% recognized CE as essential for securing a social license to operate, only 20.8% reported that their organizations maintained dedicated CE units. The research presents actionable recommendations for policymakers, including targeted financial incentives and training programs for small- and medium-sized enterprises (SMEs) in mining services, the establishment of standardized CE performance metrics for the sector, and the integration of CE principles into strategic management education to accelerate sustainable transformation within Chile's critical mining industry. © 2025 by the authors.



Publications Related to RME and/or Sustainability

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Relationship Between Macroeconomic Stability and Private Investment Flows: Evidence from An Emerging Country (Peru, 1991-2022)

| [DOI](#)

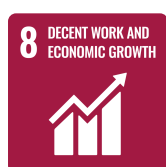
Authors: Asencio, Roger Rurush | Asis, Edwin Ramirez | Cáceres, Jorge Manrique | El-Zein, Samer Ajour

Date of publication: October, 2025

Department: Finance

This study investigates the relationship between macroeconomic stability and private investment flows in Peru between 1991 and 2022. The analysis addresses a key policy question for emerging economies: how fluctuations in growth, inflation, fiscal deficits, and exchange rates influence investor behavior and long-term capital formation. Using annual time-series data from the Central Reserve Bank of Peru, the study applies unit root tests, cointegration analysis, and error correction models (ECM) to examine both short-term adjustments and long-term equilibrium relationships. The methodological choice highlights the advantages of dynamic econometric techniques over

correlational approaches used in prior studies. The findings indicate that GDP growth has a strong positive effect on private investment: a 4% rise in GDP is associated with a 6% increase in private investment. Exchange rate stability also matters, with private investment rising 0.57% for every 1% increase in the exchange rate. In contrast, inflation and large fiscal deficits exert a dampening effect on investment. These results align with Tobin's Q theory of investment, neoclassical perspectives on capital accumulation, and Keynesian arguments about uncertainty. The results underscore those stable macroeconomic conditions, particularly fiscal discipline and controlled inflation, create a favorable climate for entrepreneurs, lenders, and foreign investors. Beyond economics, these findings have implications for accounting and financial reporting, as fiscal credibility and deficit management influence corporate disclosures, investor risk assessments, and capital allocation decisions. Peru's experience demonstrates how macroeconomic stability fosters sustained private investment, with lessons applicable to other emerging economies in Latin America and beyond. © Roger Rurush Asencio et al.



Research Barriers

In 2025, EAE Business School identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Collaboration challenges
- ❖ Funding challenges
- ❖ Time constraints



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 EAE Business School Barcelona, Partner means building purposeful, mutually beneficial relationships with businesses, public institutions, academic partners and civil society. Through collaboration, we connect education and knowledge with real-world challenges, co-create opportunities for responsible management, and strengthen our collective contribution to sustainable development and positive societal impact.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AMBA (Association of MBAs)
- ❖ CLADEA (Consejo Latinoamericano de Escuelas de Administración)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Local institutions and associations
- ❖ Positive Impact Rating (PIR)
- ❖ Quacquarelli Symonds (QS)
- ❖ Times Higher Education (THE)
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ United Nations Global Compact non-business signatory

Student Organization Partnerships

- ❖ AIESEC



Practice

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

How We Define Practice

At EAE Business School Barcelona, Practice means translating our commitments to responsibility, sustainability and positive impact into the way we operate and make decisions. It involves embedding these principles into institutional processes, governance and campus operations, while continuously assessing and improving our practices to align actions with our purpose.

Institutional Policies and Practices

- ❖ AI use guide
- ❖ Accreditation body recommendation documents
- ❖ Campus operations guides
- ❖ Curriculum guidelines
- ❖ Ethical leadership or good governance policies
- ❖ Responsible procurement policies
- ❖ Sustainability strategy or strategic plan (school or university level)

Policy Documents Related to RME and/or Sustainability

Normativa EAE Convivencia y mediación_formato

View document  Download document 

EAEBN-SOP-097 v.1.0 Protocolo para la
prevención detección y actuación contra posibles
situaciones de acoso

View document  Download document 

MEMORIA_ESPAÑOL_VFINAL

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.



How We Define Share

At EAE Business School Barcelona, Share means communicating our commitments, progress and learning on responsible management openly with our stakeholders. It involves fostering dialogue, sharing knowledge and evidence of impact, and creating opportunities for our community and partners to contribute, learn and collaborate towards greater positive societal impact.

Engagement Opportunities

EAE 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:

- ❖ Boards and advisory committees
- ❖ Annual reports
- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Public events and panel discussions
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

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

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

Communication Barriers

EAE Business School faces the following barriers in transparent communications:



**Audience
reach**



**Engagement
gaps**



**Feedback
loops**



**Inconsistent
updates**



SIGNATORY

EAE Business School



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Website

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