

PRiME

*an initiative of the
United Nations Global Compact*



Sharing Information on Progress 2026

Poznan University of Economics
and Business

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About Poznan University of Economics and Business

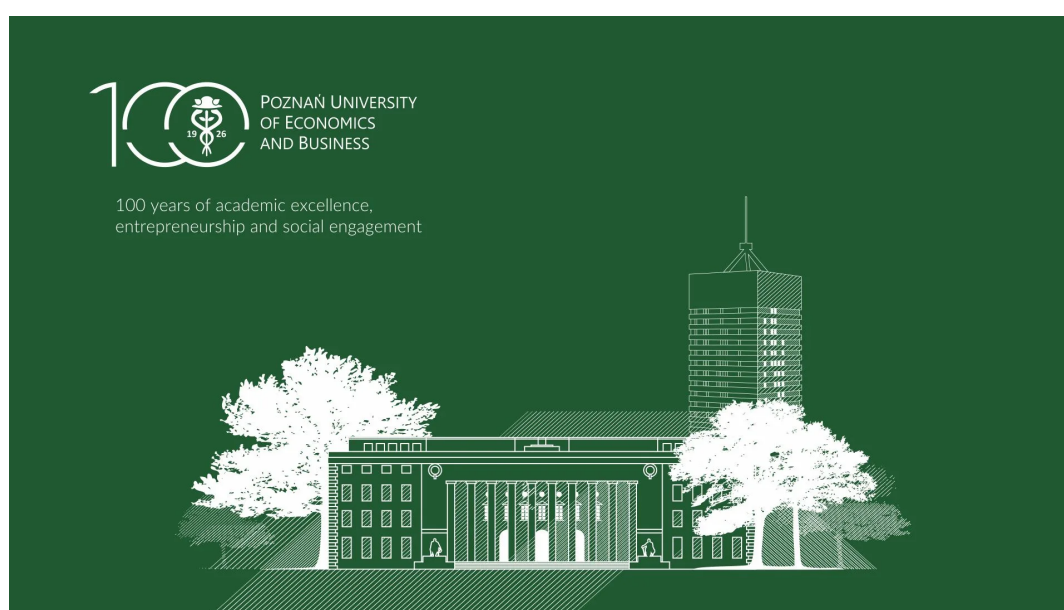
Founded in 1926 by entrepreneurs, Poznań University of Economics and Business (PUEB) is one of Poland's oldest and leading universities of economics and business. Located in the heart of Poznań, a dynamic and internationally connected city, PUEB has a long-standing tradition of academic excellence, entrepreneurship, and engagement with society.

The University specialises in economics, management, finance, accounting, international business, and related disciplines. Its educational offer reflects global models of managerial education, contemporary economic thought, and the evolving needs of business and public institutions. PUEB educates future business leaders, highly qualified managers, economic experts, and professionals for enterprises, public administration, and the wider socio-economic environment.

PUEB combines a strong academic foundation with a practical orientation. Study programmes help students understand complex economic realities, apply modern analytical and managerial tools, and make responsible decisions in changing market conditions. Teaching is enriched by business practitioners, executives, and experts, including through the PUEB Partner Club, which strengthens dialogue between academia and practice.

The University's reputation is confirmed by national rankings, international accreditations, and professional recognitions, including BSIS, AMBA, IQA CEEMAN, ACCA, CIMA, CFA Institute, CEPI, and the HR Excellence in Research distinction awarded by the European Commission.

Guided by the values of openness, reliability, responsibility, and ethical conduct, PUEB develops knowledge and competencies essential for building a sustainable, innovative, and inclusive economy. Its commitment to responsible management education is reflected in teaching, research, partnerships, and institutional engagement. Through cooperation with business, public institutions, and society, the University supports responsible leadership and contributes to addressing contemporary economic, social, and environmental challenges.



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

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

Mission

Our mission is to drive social responsibility by developing future-oriented knowledge, attitudes and transversal competencies, while supporting our surroundings to co-create a sustainable and innovative economy.

Our mission statement means that:

- We cultivate the traditions of the University, founded in 1926 by entrepreneurs,
- We conduct research in the fields of sustainable and resilient economies, business and technological innovation, responsible production and consumption, and inclusive society,
- We develop competencies in analytical, creative, and critical thinking skills, as well as communication, teamwork, leadership, ethics, and social responsibility,
- We provide and co-create expertise and solutions for the private sector, public sector, and social organizations,
- We build a community of people and values by integrating science, business, and society.

Vision

The Poznań University of Economics and Business combines tradition with modernity and is one of the leading universities of economics in Central and Eastern Europe. It creates space for discussion and initiatives and actively supports the economic and social development of the region in alignment with sustainable development goals.

Strategy

Strategy PUEB 2025-2028

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Strategy Alignment

PUEB Strategy Alignment

Our institution's strategic priorities are deeply aligned with advancing sustainable development, the common good, and quality education.

The mission of Poznań University of Economics and Business (PUEB) explicitly emphasizes social responsibility, future-oriented knowledge, and the development of transversal competencies. By integrating tradition with modernity, we aim to co-create a sustainable and innovative economy together with our stakeholders.

Our strategic objectives directly support sustainable development and the common good. We commit to:

- Conducting high-quality research that addresses societal and economic challenges, with a strong focus on sustainable and resilient economies, responsible production and consumption, and inclusive societies.
- Ensuring a modern teaching process that equips students not only with analytical and practical skills but also with competencies in ethics, leadership, and social responsibility, thus raising future leaders who are capable of driving positive change.
- Fostering national and international relations to strengthen our social impact and to collaborate with businesses, public administration, NGOs, and alumni networks in building knowledge-based, responsible solutions.
- Empowering the academic community by nurturing socially responsible initiatives, improving working and learning conditions, and cultivating a culture rooted in PUEB's core values: competence, openness, responsibility, and ethics.

Our supporting actions demonstrate concrete steps towards sustainability, such as reducing energy consumption, purchasing green energy, implementing pro-environmental solutions, and enhancing accessibility for people with disabilities. These actions ensure that sustainability is embedded in both our academic mission and our daily operations.

Through these priorities, PUEB not only delivers quality education but also actively contributes to the United Nations Sustainable Development Goals (SDGs) by promoting sustainability, social well-being, and responsible management education.

Graduates & Enrollment

2025 Statistics	Number
Graduates	3470
Faculty & Staff at the Institution	869
Student Enrollment at the Institution	9917
Undergraduate Attendance	5118
Masters-Level Postgraduate Attendance	2801
Doctoral Student Attendance	78

2025 Statistics	Number
Certificate, Professional Development, or Continuing Education Attendance	1920

Degrees Offered

Bachelor Programs

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

Masters Programs

-  Master of Business Administration (M.B.A.)

Doctoral Programs

-  Doctor of Business Administration (D.B.A.)

Additional

-  Executive Education Programs



Purpose

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

Definition of Purpose

At PUEB, Purpose means advancing social responsibility by developing future-oriented knowledge, values, and competencies. We integrate science, business, and society to co-create sustainable and innovative solutions, cultivating graduates who act with ethics and leadership to support inclusive prosperity and the sustainable development of our region and beyond.

Institutional Engagement

51% - 75% of faculty at Poznan University of Economics and Business 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 PUEB, Values mean being competent and reliable, open to others and the changing world, responsible for education, research, and the environment, bold in thinking, and ethical in actions - always fostering knowledge, human potential, societal well-being, and the common good.

Who Champions Responsible Management Education at Our Institution

- ❖ Responsible Management Education at PUEB is championed by the Rector's Representative for University Social Responsibility and the Rector's Committee for University Social Responsibility, chaired by the Representative.

Student Voices

The following narrative demonstrates how Poznan University of Economics and Business has influenced students' academic journey and personal growth.

PhD Student Voice - Maria Kubala

In 2025, my academic work strongly aligned with the principles of responsible management, especially through my research (financed by National Science Centre - NCN Preludium 23 - 2024/53/N/HS4/02278) on ESG practices in multinational enterprises. As the principal investigator of the project "The role of multinational enterprises in adopting ESG practices in host markets – the case of Polish firms investing abroad", I explore how firms transfer responsible and sustainable practices across borders, contributing to a deeper understanding of how business can generate value not only economically but also socially and environmentally .

My engagement in international and national conferences further strengthened this perspective. Presenting research on ESG adoption and headquarters–subsidiary relationships at events such as the EIBA Conference and the Polish Economists Congress allowed me to critically reflect on how organizational structures influence responsible business conduct .

An important dimension of my academic journey has also been my teaching activity. In 2025, I conducted courses at both Bachelor's and Master's levels, including *Enterprise Strategies in International Business in the Face of Civilizational Challenges*, *Change Management*, *Globalization and Regionalization in the World Economy*, and *International Competitiveness and Economic Policy*. Through these courses, I incorporated topics such as sustainability, responsible leadership, and the socio-economic consequences of business decisions. This allowed me to translate Responsible

Management Education principles into classroom practice by encouraging students to critically assess global challenges, reflect on ethical dilemmas, and understand the role of business in addressing societal issues.

Moreover, my publication (<https://doi.org/10.58691/man/200056>) on employees' perspectives on CSR and ESG concepts contributed to understanding how responsibility is perceived within organizations, highlighting the human dimension of responsible management .

Beyond academic achievements, Responsible Management Education has significantly influenced my personal growth. It has strengthened my awareness of the broader impact of business decisions on diverse stakeholders and reinforced my commitment to conducting research and teaching that address real societal challenges. It has also shaped my identity as a future academic, encouraging me to promote ethical thinking, sustainability, and inclusiveness in both research and education.

Overall, Responsible Management Education has transformed my academic path into one that is purpose-driven, interdisciplinary, and socially engaged, while also fostering my development as a responsible researcher and educator.

Maria Kubala

Student Engagement

26% - 50% of students at Poznan University of Economics and Business 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 PUEB, Teach means developing analytical, creative and critical thinking, communication, teamwork, leadership, ethics and social responsibility. Through eduSPACE, introduced during Teaching Days, we promote sustainable, personalized, adaptive, collaborative and engaging teaching, integrating responsible management education with contemporary societal and environmental challenges.

Educator Recognition

At Poznan University of Economics and Business, we recognize educators for quality of teaching in the following ways:

- ❖ Student-nominated teaching awards



Research

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

How We Define Research

At PUEB, Research means conducting high-quality studies that advance knowledge and strengthen the economy and society, with particular focus on sustainable and resilient economies, business and technological innovation, responsible production and consumption, and inclusive society, while informing responsible management education and practice.

Research vs Research for RME/Sustainable Development



Research Funding

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



Socializing Research

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

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

Research Barriers

In 2025, Poznan University of Economics and Business identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Data access and management
- ❖ Funding challenges
- ❖ Institutional policies and bureaucracy
- ❖ Technology and resource access



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 PUEB, Partner means building purposeful cooperation with business, public administration, NGOs, alumni, and academic partners to co-create expertise, solutions, and initiatives that support a sustainable and innovative economy, strengthen social impact, and integrate science, business, and society in line with our mission and values.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AMBA (Association of MBAs)
- ❖ CEEMAN (Central and East European Management Development Association)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Local institutions and associations
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ University Councils
- ❖ ACCA (Association of Chartered Certified Accountants) - for Accounting and Finance in Business master program, ACCA Accounting and Financial Management specialization
- ❖ CEPI (European Association of Real Estate Professions) - for Management program, Investment and Real Estate Management specialization
- ❖ CFA Institute - for the bachelor program of Finance
- ❖ CIMA (Chartered Institute of Management Accountants) for the executive education program "CIMA Diploma in Management Accounting"
- ❖ HR Excellence in Research

Student Organization Partnerships

- ❖ Enactus
- ❖ Erasmus Student Network



Practice

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

How We Define Practice

At PUEB, Practice means embedding responsibility, ethics, openness, and sustainability in governance and daily operations, including responsible data-driven management, pro-environmental and accessibility solutions, efficient digital processes, and a supportive academic community that acts in line with PUEB's values and sustainable development commitments.

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Buildings/real estate
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Environmental stewardship policies
- ❖ Ethical data sourcing guides
- ❖ Ethical leadership or good governance policies
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Greenhouse gas emissions
- ❖ Ministry of education recommendation documents
- ❖ Open-access guides
- ❖ Professional training opportunities
- ❖ Responsible procurement policies
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)

Policy Documents Related to RME and/or Sustainability

International Student Guide_EN

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 PUEB, Share means openly communicating knowledge, evidence, achievements, and lessons learned to support collective learning, transparency, and continuous improvement, while strengthening cooperation within the academic community and with external stakeholders in line with our values, mission, and social impact ambitions.

Engagement Opportunities

Poznan University of Economics and 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
- ❖ 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
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

Poznan University of Economics and Business 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
- ❖ University councils (KRASP, KRUE)



SIGNATORY

Poznan University of Economics and Business



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