

2025 Sharing Information on Progress **(SIP) Report**

Chiang Mai University Business
School

September 2025

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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 your organization, including key details and basic institutional data. These elements serve as a starting point for your SIP report, can be copied annually, and typically require minimal updates from year to year.

1. Mission

1.1 CMUBS Mission

Subjects

- Accounting
- Business Administration
- Finance
- Responsible Management Education

Provide supporting context

We commit to produce ethical and socially conscious students and close-to-practice knowledge as well as to provide managerial excellence for business and community.

2. Vision

2.1 CMUBS Visions

Subjects

- Accounting
- Business Administration
- Finance
- Responsible Management Education

Provide supporting context

The Business School of Pride

Chiang Mai University Business School creates pride for those involved in various areas, whether they are faculty personnel, current students, alumni, parents, universities, agencies, public, private, and social organizations that are networked.

3. Graduates

13,505

4. Degrees Offered

- Bachelor of Accounting
- Master of Business Administration in Business Innovation for Executives
- Master of Science Program in Finance
- Bachelor of Business Administration (B.B.A.)
- Master of Business Administration (M.B.A.)
- Doctor of Philosophy (D.Phil.)

5. Faculty & Staff at the University

14000

6. Faculty & Staff at the Institution

124

7. Student Enrollment at the University

40000

8. Total Student Enrollment at the Institution

2864

9. Undergraduate Student Enrollment at the Institution

2405

10. Graduate Student Enrollment at the Institution

456

11. Doctoral Student Enrollment at the Institution

6

12. Certificate, Professional Development, Continuing Education Student Enrollment at the Institution

0



Purpose

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

13. Define Purpose

The definition of the Purpose Principle aligns with CMUBS's identity as our purpose is to deliver responsible business education — grounded in ethics, social conscience, and real-world practice — that fosters inclusive prosperity: enabling communities, individuals, and businesses to thrive together, supported by healthy, resilient ecosystems.

14. Institutional Engagement

76% - 100%



Values

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



15. RME Lead

- Research or issue group, society, or club leading sustainability efforts
- Disciplinary efforts within business school
- Centralized sustainability office

16. Define Values

One of CMUBS' values is to produce graduates with ethics and a social conscience. This illustrates the aligned value between PRME's principles with CMUBS that aim at considering the society at large, together with the knowledge and excellence of an individual.

17. Student Awareness

76% - 100%

18. Student Engagement

76% - 100%



Teach

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



19. Define Teach

At CMUBS, transforming our learning environments means designing curricula and pedagogy that embed responsible management – ethics, sustainability, social responsibility – throughout coursework and learning experiences; using methods such as action learning, community-engaged projects, flipped and collaborative learning; tracking student learning in core competencies (including ethical, social, environmental responsibility); developing faculty capacity for these pedagogies; and ensuring that students apply theory to real-world problems for societal and environmental benefit.

20. Educator Recognition

- Institutional recognition events
- Course evaluation scores
- Publication or research support

21. Barriers to Innovative Curriculum

- Standardized testing expectations
- Time constraints

22. Barriers to Innovative Pedagogy

- Standardized testing pressures

23. Fostering Innovation

A lot

24. Experiential Learning

To a great extent

25. Learning Mindset

A lot

26. Method of Teaching and Learning

In person



Research

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

27. Define Research

At CMUBS, research encompasses both conceptual and empirical studies that focus not only on theory but also on real-world challenges — examining people, organizations, institutions, policies, and environments — to generate insights, innovations, and evidence that inform responsible management education and practice. This includes research that addresses social justice, environmental sustainability, ethics, governance, and inclusive prosperity; works in partnership with communities, businesses, and other stakeholders; and whose findings are integrated into curriculum, service, and strategy for public, private, and societal benefit.

28. 2024 Publications

21

29. Research Barriers

- Data access and management
- Participant recruitment

30. 2024 Publications on Sustainable Development and/or RME

9

31. Research Funding

- National
- International
- Regional
- Local

32. Socializing Research

- Industry and business networks
- Open-access platforms
- Public events and lectures
- Research collaborations
- Social media and digital outreach

- National media
- Local media
- Community organizations



Partner

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

33. Partners, Accreditation Bodies, Associations, etc.

- AACSB (Association to Advance Collegiate Schools of Business)
- Local institutions and associations
- Ministries of Education, Higher Education, or similar national bodies
- AAPBS - A lot
- BGA - A lot

34. Define Partner

We partner with stakeholders across business, government, civil society, and academia nationally and internationally to co-design, co-implement, and co-evaluate education, research, and service initiatives to ensure that our management education is responsible, accountable, context-relevant, and impactful. These partnerships include community enterprises, SMEs, public sector bodies, non-profits, domestic and international Universities, professional associations, as well as industry practitioners.

35. Student Partners

- None



Practice

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

36. Define Practice

At CMUBS, we ensure our own governance and operations uphold the values of ethics, social responsibility, and sustainability. We do this by maintaining transparent decision-making, robust accountability mechanisms, sustainable resource use, inclusive policies for faculty, staff, and students, and continuous monitoring and improvement of our administrative, financial, academic, and operational systems. Our operations mirror the kind of responsible management we teach.

37. RME Practices

- Carbon reduction or offset commitments
- Environmental stewardship policies
- Ethical leadership or good governance policies
- Local staff/student/faculty transportation
- Sustainability strategy or strategic plan (school or university level)



Share

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



38. Define Share

At CMUBS, sharing means openly communicating both successes and failures across the institution – among faculty, staff, students, alumni, partners, and the broader community – to support collective learning, continuous improvement, and mutual accountability. This includes reporting what worked and what didn't in teaching, research, operations, and service; using data (e.g., dashboards, benchmarks) to highlight gaps; reflecting on challenges; learning from them; and adjusting policies, curricula, and practices accordingly so that our values and purpose are better lived out over time.

39. Transparent Engagement

- Annual reports
- Boards and advisory committees
- Community events and consultation forums
- Feedback mechanisms (e.g., surveys, suggestion boxes)
- Partnerships with local organizations
- Public events and panel discussions

40. Transparency Barriers

- Media visibility
- Inconsistent updates

41. Audiences

- 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
- Prospective and current students
- Research and academic networks



SIGNATORY

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