

PRiME

*an initiative of the
United Nations Global Compact*



Sharing Information on Progress 2026

Chiang Mai University Business
School

September 2026

Table of Contents

1. About PRME	3
2. About SDGs	5
3. Getting Started	6
4. Purpose	8
5. Values	10
6. Teach	12
7. Research	14
8. Partner	16
9. Practice	18
10. Share	20

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 Chiang Mai University Business School, including key details and basic institutional data.

Graduates & Enrollment

2025 Statistics	Number
Graduates	14,793
Faculty & Staff at the University	15,077
Faculty & Staff at the Institution	131
Student Enrollment at the University	42,439
Student Enrollment at the Institution	2,925
Undergraduate Attendance	2,439
Masters-Level Postgraduate Attendance	481
Doctoral Student Attendance	5
Certificate, Professional Development, or Continuing Education Attendance	0

Degrees Offered

Bachelor Programs

- ☒ Bachelor of Business Administration (B.B.A.)
 ☐ Bachelor of Accounting

Masters Programs

- ☒ Master of Business Administration (M.B.A.)
☐ Master of Business Administration in Business Innovation for Executives
☐ Master of Science Program in Finance

Doctoral Programs

- ☐ Doctor of Philosophy (D.Phil.)



Purpose

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

Definition of Purpose

CMUBS holds the purpose close to the PRME Principle. Our education focuses on inclusive prosperity, social responsibility, and community engagement.

Institutional Engagement

51% - 75% of faculty at Chiang Mai University 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

CMUBS holds a belief similar to the Values Principle. Our core activities contribute to society and the planet.

Who Champions Responsible Management Education at Our Institution

- ❖ No dedicated leadership
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Disciplinary efforts within business school

Student Awareness

26% - 50% of students at Chiang Mai University Business School are aware that we are a PRME Signatory Member.

Student Engagement

51% - 75% of students at Chiang Mai University 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

Learning at CMUBS involves close engagement with responsible management concepts and practices through the focus on ethical practices and social responsibility.

Educator Recognition

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

- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Institutional recognition events
- ❖ Professional development opportunities
- ❖ Publication or research support

Barriers to Innovative Curriculum

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

- ❖ Administrative resistance
- ❖ Learning curve for faculty
- ❖ Overloaded faculty

Barriers to Innovative Pedagogy

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

- ❖ Administrative hurdles
- ❖ Overloaded faculty



Research

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

How We Define Research

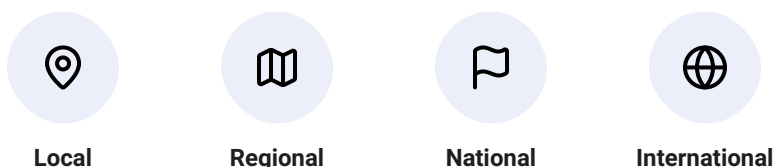
Research at CMUBS involves people, such as customers, employees, employers, and stakeholders as a whole. The research is also concerned with organizations at the local, national, and international levels. The goal remains responsible and considerate management.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, Chiang Mai University Business School was awarded funding for research that is:



Socializing Research

In 2025, Chiang Mai University Business School contributed research findings to:

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



Partner

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

How We Define Partner

CMUBS always finds the way to engage with local and national business, government, civil society, and academia through course design, curriculum development, extracurricular activities, and research.

Institutional Partnerships

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

Student Organization Partnerships

- ❖ None



Practice

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

How We Define Practice

CMUBS runs with the principles of responsible and accountable management in mind. We continuously ensure that our practices incorporate social responsibility and engagement.

Institutional Policies and 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.



How We Define Share

The Share Principle of PRME aligns with CMUBS. We tell our partners, both academic institutions and organizations, about what we accomplished, what we failed at, and what we learned to ensure learning within our community.

Engagement Opportunities

Chiang Mai University 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)
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions

Communication Audiences

Chiang Mai University 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
- ❖ 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

Communication Barriers

Chiang Mai University Business School faces the following barriers in transparent communications:



**Audience
reach**



SIGNATORY

Chiang Mai University Business School



Address

239 Huay Keaw Road, Tambon Suthep, Muang District, Chiang Mai,
50200



Website

<https://www.cmubs.cmu.ac.th/en/>