

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Grigol Robakidze University
(GRUNI)

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 Grigol Robakidze University (GRUNI), including key details and basic institutional data.

Mission

[Grigol Robakidze University](#) & [GRUNI SDGs Center](#) - Mission

At GRUNI, **we are committed to cultivating a high academic culture and enriching intellectual wealth.** By delivering educational programs grounded in scientific achievements and tailored to student interests, we aim to train generations of competitive specialists in humanitarian, social, management, medical, and other in-demand fields. Our graduates will be equipped to contribute to the country's development and integrate seamlessly into both local and international educational and labor markets.

We endeavor to establish a robust scientific research culture and advance the frontier of knowledge. Our initiatives will support the protection and expansion of human knowledge, foster new ideas, and facilitate their dissemination within the international scientific community. We will strengthen master's and doctoral programs that effectively nurture personnel with deep and broad competencies essential to the innovative development of science and public culture.

We are dedicated to providing high-standard services to society. Leveraging our academic and research expertise, we will address societal needs and promote regional development, particularly in Ajara. Our commitment extends to offering top-tier educational services, specialist training, and professional development, thereby supporting the advancement of our community and country.

GRUNI SDGs Center

Aligned with the university's broader mission, the GRUNI SDGs Center – a joint venture between GRUNI and Libra Alliance—serves as a key driver of sustainability-focused education, research, and outreach. The Center is dedicated to:

- Conducting academic research and implementing practical projects that advance sustainable development;
- Offering educational programs - including certificate courses - to equip individuals with the knowledge and skills required to address sustainability challenges;
- Fostering partnerships with both local and international organizations to support collaborative and impactful initiatives;
- Raising public awareness and encouraging broad-based participation in sustainable development efforts through community engagement and advocacy.

Vision

[Grigol Robakidze University](#) & [GRUNI SDGs Center](#) - Vision

GRUNI's vision is "University Without Borders," which encapsulates its commitment to shaping a new public profile. The university aims to develop educational products in demand in both local and international markets, set high standards for academic services, and assume a leadership role in global university policy.

In alignment with GRUNI's overarching vision, the GRUNI SDGs Center envisions a world where sustainability and responsible leadership are central to education, research, and societal development. The Center aims to foster a culture of awareness, critical thinking, and practical engagement with global challenges, equipping individuals with the knowledge, skills, and mindset to drive positive change. Through innovative teaching, research, and collaboration, the Center aims to empower students, educators, and organizations to make meaningful contributions to sustainable development, creating impact at local, national, and global levels.

Strategy

Strategy_GRUNI SDGs Center

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Strategy Alignment

Strategic Alignment with Sustainable Development, the Common Good, and Quality Education at Grigol Robakidze University

Strategic Alignment with Sustainable Development, the Common Good, and Quality Education at Grigol Robakidze University

Grigol Robakidze University's strategic priorities - cultivating a high academic culture, advancing scientific research, and providing high-standard services to society - are closely aligned with the advancement of sustainable development, the common good, and quality education. Guided by its vision of a "University Without Borders," GRUNI is committed to developing educational and research initiatives that respond to local and international needs while fostering academic excellence, inclusivity, global engagement, and adaptability.

The establishment of the GRUNI SDGs Center marks a significant step toward embedding sustainability in the University's academic and societal mission. The Center advances these priorities through a range of educational, student-centered, creative, and community-oriented initiatives. Its public sustainability lectures and educational outreach have engaged students and young people through interactive sessions addressing climate change, resource depletion, and sustainable practices, contributing to greater sustainability literacy.

The Center also promotes sustainability through creative and participatory formats, including SDGs awareness competitions and public art initiatives. These activities make sustainability more accessible to wider audiences and encourage community engagement. At the same time, the SDGs Storytelling Project extends sustainability education to younger generations through culturally grounded narratives and creative learning. The SDGs Student Club, established in 2025, further strengthens student leadership and hands-on engagement through awareness campaigns, environmental and social initiatives, and project-based learning linked to the SDGs.

At the academic level, the i5 PRME Workshop strengthened faculty capacity in student-centered and sustainability-focused pedagogy, with 45 academic staff receiving official PRME certificates. This commitment is further reflected in GRUNI's new graduate programs in Sustainable Business Management (MA, MBA, and PhD). Developed in 2024, the programs received unconditional accreditation for seven years and will commence in the 2026–2027 academic year. Fully aligned with the Principles for Responsible Management Education (PRME), they are designed to develop graduates' professional competencies, ethical foundations, and leadership capabilities for advancing sustainable development in Georgia and globally.

GRUNI's commitment also extends to international academic engagement and applied sustainability education. Through initiatives such as the SDG Olympiad and its social entrepreneurship workshop with the University of Geneva, students have been encouraged to connect entrepreneurial thinking with social and environmental challenges. The University's participation in international academic platforms, including the Academy of Management Annual Meeting, further contributes to knowledge exchange, research collaboration, and global dialogue on responsible management education and sustainable development.

Together, these initiatives show that GRUNI's strategic priorities align with sustainable development, the common good, and quality education, and are actively translated into academic, student, community, and international practice. By integrating sustainability across these dimensions, GRUNI strengthens its capacity to educate responsible leaders, promote meaningful societal engagement, and help address complex global challenges.

Institutional History

Grigol Robakidze University's Journey Toward Responsible Management Education (RME)

Grigol Robakidze University's Journey Toward Responsible Management Education (RME)

Grigol Robakidze University (GRUNI), founded in 1992 as the private higher education institution “Alma Mater,” has grown into one of Georgia’s innovative, internationally oriented universities. From its earliest years, the University placed strong emphasis on academic freedom, international exchange, and modern teaching and learning approaches. Prominent Georgian intellectuals, including Akaki Bakradze and Marika Lortkipanidze, delivered early lectures. At the same time, the arrival of American and German professors in the mid-1990s further reflected the institution’s commitment to international academic engagement.

In 1995, the institution was renamed in honor of the distinguished Georgian writer Grigol Robakidze. That same year, the University established a pioneering Faculty of Dentistry and introduced advanced simulation laboratories, the first of their kind in Georgia. These early developments demonstrated GRUNI’s broader commitment to educational innovation and modernizing higher education.

Throughout the late 1990s and early 2000s, GRUNI progressively strengthened its participation in international academic networks. The University joined international higher education catalogs, established university clinics, and participated in European Union TEMPUS projects. These initiatives supported the transition to the European Credit Transfer and Accumulation System (ECTS) in 2003 and strengthened the University’s integration into the European higher education space.

At the same time, international academic collaborations - including cooperation with institutions and scholars from the United States, Europe, and Central and Eastern Europe - contributed to the development of an institutional culture emphasizing academic exchange, transparency, civic engagement, and social responsibility. These developments created an important foundation for integrating Responsible Management Education (RME) principles into the University’s academic and institutional activities.

During the 2000s and 2010s, GRUNI expanded its educational, research, and community-oriented activities in areas closely connected with responsibility, ethics, human rights, and sustainable development. Initiatives such as “Youth Against Violence,” human rights education programs supported by the Swiss Embassy, and cooperation with U.S. and European universities strengthened the University’s engagement with socially relevant educational themes.

The University also hosted scientific conferences addressing subjects such as criminology, human rights, public policy, and sustainable energy policy. In parallel, liberal arts-based programs in management and administration, rooted in the St. John's College (USA) curriculum, contributed to an educational approach that connected leadership development with ethical reasoning and civic responsibility.

By the mid-2010s, GRUNI had become an active participant in Erasmus+ and Erasmus Mundus projects, strengthening international mobility and cross-cultural academic exchange. Membership in networks such as NISPACE and the Compostela Group of Universities further expanded the University's international academic engagement and supported its development as a collaborative and values-driven institution.

These developments demonstrate a gradual institutional trajectory: from a pioneering private university focused on educational innovation to a globally connected institution increasingly engaged with ethics, social responsibility, sustainability, and international academic cooperation. This trajectory provided an important foundation for formally adopting Responsible Management Education through the Principles for Responsible Management Education (PRME).

Milestones on the Path to RME

2022–2023 | Establishment of the GRUNI SDGs Center

A major institutional milestone in GRUNI's journey toward RME was establishing the [GRUNI SDGs Center](#). The Center was established as a Joint Venture initiative involving Grigol Robakidze University and [Libra Alliance](#).

The GRUNI SDGs Center plays a central role in advancing sustainability through scholarly research, educational initiatives, and community outreach. Its activities extend beyond knowledge dissemination and seek to foster a culture of sustainability within the academic environment. The Center also provides educational opportunities through a range of courses delivered by experts from leading global universities and international organizations.

The Center's establishment marked an important step toward institutionalizing sustainability within GRUNI's academic and strategic agenda. It provided a dedicated platform for integrating the Sustainable Development Goals (SDGs), responsible leadership, and sustainability-oriented education into the University's activities.

For more information, please visit the following link: <https://gruni.edu.ge/main/news/1696852005>

2024 | PRME Membership

A defining milestone in GRUNI's institutional journey toward Responsible Management Education was its formal engagement with the Principles for Responsible Management Education (PRME) in 2024.

The milestone took place at the Academy of Management (AoM) 2024 Conference in Chicago. Professor Mehdi Majidi, President and Founder of Libra Alliance and Co-founder of the GRUNI SDGs Center, participated in the session "AI is Innovation: Now Educators Need to Focus on Human-ness," where he received the MSR Division's Best PDW Award.

During the same event, Professor Majidi finalized GRUNI's membership approval with the UN PRME Secretariat, making Grigol Robakidze University an official signatory of the United Nations Principles for Responsible Management Education.

GRUNI's accession to PRME formalized and strengthened the University's commitment to responsible management education, sustainability, ethical leadership, and integrating global responsibility-oriented principles into higher education.

For more information, please visit the following link: <https://gruni.edu.ge/main/news/1724421635>

2024 | Expanding Partnerships and Educational Innovation

Following its engagement with PRME, GRUNI continued to strengthen responsible and innovative approaches to teaching and learning through the activities of the GRUNI SDGs Center.

On October 18, 2024, the University hosted an i5 PRME Workshop on the Sustainable Development Goals. The workshop was designed to equip academic staff with modern, student-centered teaching approaches aligned with UN standards.

Certified i5 experts Associate Professors Aurora Díaz-Soloaga and Ekaterina Ivanova facilitated the workshop and introduced participants to the i5 pedagogy developed and endorsed by the global PRME community. The methodology emphasizes five interconnected dimensions: imagination, inclusion, integration, innovation, and impact.

Participants received official 2024 i5 PRME certificates. The initiative strengthened GRUNI's alignment with the Principles for Responsible Management Education and supported the development of innovative, sustainability-oriented teaching practices among academic staff.

For more information, please visit the following link: <https://gruni.edu.ge/main/news/1729406384>

2025 | Launch of Innovative Graduate Programs

In 2025, the GRUNI SDGs Center played a leading role in the conceptualization, academic development, and promotion of three innovative graduate programs, which are commencing in the 2026-2027 academic year:

- **PhD in Sustainable Business Management**
- **MBA in Sustainable Business Management**
- **MA in Sustainable Business Transformation**

The programs integrate sustainability, ethics, and social impact into business and management education. Their development marks a significant step in strengthening responsible management education at GRUNI and positions the University as an institution committed to future-oriented, sustainability-focused higher education.

As an official UN PRME Signatory, Grigol Robakidze University is committed to incorporating ethical governance, corporate responsibility, and sustainable transformation into its educational framework. The programs developed under the leadership of the GRUNI SDGs Center are aligned with the United Nations Sustainable Development Goals (SDGs), the PRME framework, and the UN Global Compact.

The programs are intended for master's and doctoral candidates as well as public- and private-sector professionals interested in the practical application of sustainability principles.

All three programs have received seven-year unconditional accreditation from the Sectoral Accreditation Board of the National Center for Educational Quality Enhancement of Georgia, reflecting their compliance with national academic quality and accreditation requirements.

For more information, please visit the following link: https://gruni.edu.ge/institute_menu_content/index/674/1718985158

Key Activities and Initiatives Supporting RME

SDGs Awareness Competition

The GRUNI SDGs Center has implemented several initiatives to raise awareness of sustainability and engage young people through creative, participatory formats.

One such initiative was the **SDGs Awareness Competition**, which invited young participants to communicate sustainability-related themes through photography, video, and visual art. The initiative attracted broad youth participation, with 38 semi-finalists and coverage in national media.

The competition generated substantial engagement across social media platforms, reaching approximately 10,900 likes, 880 comments, and 550 shares. By using creative communication formats, the initiative helped make the SDGs more accessible and relevant to younger audiences.

For more information, please visit the following link: <https://gruni.edu.ge/main/news/1716393851>

Public Lectures on Sustainability

Educational outreach is an important component of the GRUNI SDGs Center's activities. Center representatives organized interactive, sustainability-focused meetings and presentations for students at Grigol Robakidze University, as well as students from private and public schools.

The Center held seven interactive sessions, with an average of more than 30 young participants per session, supported by administrative staff who helped organize and facilitate the activities.

The lectures addressed issues including climate change, resource depletion, and sustainable practices. Through discussion-based and interactive formats, the sessions aimed to increase sustainability literacy, encourage responsible behavior, and promote awareness of sustainability's relevance across education, business, and governance.

These activities demonstrate the Center's commitment to implementing PRME principles in practice, particularly through partnership, education, and promoting responsible action among future leaders.

For more information, please visit the following link: <https://gruni.edu.ge/main/news/1747135039>

The 14th Local Economic Development Forum (LED Forum)

The GRUNI SDGs Center participated in the 14th Local Economic Development Forum (LED Forum), held on June 6–7, 2024, and organized by Tbilisi City Hall's City Service of Economic Development.

The forum was held under the theme "Healthy City - Green, Ecologically Clean Environment, Flexible and Sustainable Urban Development." Dr. Mehdi Majidi, Co-Founder of the GRUNI SDGs Center, presented an approach focused on transforming traditional Public-Private Partnerships (PPP) into Public, Private, Social Partnerships (PPSP) to better align urban development with the Sustainable Development Goals.

The proposed approach emphasizes civic engagement and the strengthening of the social contract, demonstrating the relevance of responsible management and sustainable development principles to urban policy and community development.

For more information, please visit the following link: <https://www.facebook.com/share/p/NA4t4xE76Y26rmMak/>

GRUNI SDGs Club

In 2025, the GRUNI SDGs Center established the **SDGs Student Club** as a platform for students to engage in promoting and advancing the United Nations Sustainable Development Goals.

The Club offers students opportunities to participate in awareness campaigns, workshops, training activities, practical projects, clean-up and greening initiatives, and other SDG-related activities. It is open to GRUNI students and provides a space for peer collaboration, sustainability advocacy, and practical engagement with local and international sustainability initiatives.

The Club functions as an important platform for student leadership and hands-on learning through:

- Awareness campaigns
- Environmental and social initiatives
- Project-based learning linked to the SDGs

Through these activities, the Club supports the development of responsibility, teamwork, civic engagement, and the practical application of sustainability-related knowledge.

SDG Olympiad 2025 and Social Entrepreneurship Workshop

As part of the SDG Olympiad initiative, the GRUNI SDGs Center organized and hosted a three-day social entrepreneurship workshop in partnership with the University of Geneva.

During the workshop, students developed for-profit business concepts designed to generate social impact while addressing sustainability-related challenges, including:

- Waste management and pollution
- AI and sustainability
- Civic education
- SDGs in education

The winning team represented Georgia internationally and received the Community-Based Award. The initiative strengthened students' ability to connect entrepreneurial thinking with social and environmental challenges while also reinforcing GRUNI's international engagement in sustainability education.

For more information, please visit the following links:

<https://gruni.edu.ge/main/news/1750134377>

<https://gruni.edu.ge/main/news/1761045639>

<https://www.facebook.com/share/p/1dgvDWNs4b/>

SDGs Storytelling Book (2024–2025)

The GRUNI SDGs Center has also promoted sustainability literacy among younger generations through creative educational initiatives.

The **SDGs Storytelling Project** drew inspiration from the i5 leadership education program under the Principles for Responsible Management Education (PRME). The project encouraged participants to develop original or adapted stories reflecting sustainability values rooted in local culture.

The initiative was designed to promote “minds-on/hands-on” learning and to extend sustainability education beyond conventional cognitive development by supporting creative, emotional, social, and physical dimensions of learning.

Following the selection process, 16 stories by 15 authors were selected for publication. The resulting **SDGs Storytelling Book** introduces core sustainability values to young readers through culturally grounded narratives that translate the Sustainable Development Goals into relatable and meaningful stories.

By combining creativity, educational engagement, and social responsibility, the project contributes to the development of sustainability literacy from an early age. It also reflects the Center’s broader objective of supporting long-term changes in attitudes and behaviors and strengthening awareness of responsible citizenship and sustainable development.

For more information, please visit the following link: <https://gruni.edu.ge/main/news/1759245066>

Graffiti Art (Big Wall Painting) – SDGs Awareness Competition

In collaboration with Tbilisi City Hall and ArtOa, the GRUNI SDGs Center implemented the **Graffiti Art (Big Wall Painting) – SDGs Awareness Competition** as an innovative public awareness initiative focused on the Sustainable Development Goals.

The project used graffiti and large-scale public art as accessible communication tools to share sustainability-related messages and encourage public dialogue on social, environmental, and sustainable development challenges.

Participants were invited to develop creative artworks addressing the SDGs and locally relevant social and environmental issues. The organizers selected two winners and recognized their artistic contributions, with both receiving monetary prizes as part of the initiative.

The winning artworks were subsequently transformed into large-scale murals in two public locations in Tbilisi - Mziuri Park and Vake Park - with the relevant municipal authorization. The murals continue to provide visible representations of sustainability-related messages within the urban environment.

Building on the experience of the Photo-Video-Art SDGs Awareness Competition implemented in 2024, the project demonstrated the potential of creative public art to engage diverse audiences and communicate sustainable development concepts beyond conventional educational settings.

Overall, the initiative represents a community-oriented approach to SDG communication, contributing to public awareness, dialogue, and the local implementation of the United Nations 2030 Agenda for Sustainable Development.

For more information, please visit the following link: <https://gruni.edu.ge/main/news/1766296291>

Participation in the Academy of Management Conference 2025

From 25 to 29 July 2025, representatives of the GRUNI SDGs Center participated in the 85th Annual Meeting of the Academy of Management (AoM), one of the world's leading international conferences in management and organizational studies.

Dr. Mehdi Majidi, Co-Founder of the GRUNI SDGs Center and President of Libra Alliance; Tamar Bitsadze, Director of the Center; and Nino Sachaleli, Senior Researcher, represented the Center.

As part of the official conference program, the GRUNI SDGs Center organized and led two thematic workshops:

- **Cultural Factors in Sustainability Curricula: Insights from Georgian Cultural Perspectives**
- **Social Constructs of Integrating Sustainable Development Goals (SDGs) into Education Systems**

The workshops contributed to international academic discussions by presenting culturally grounded perspectives on sustainability education and examining the social dimensions of integrating the SDGs into education systems.

Participation in the AoM Annual Meeting strengthened the international visibility of the GRUNI SDGs Center and Grigol Robakidze University while creating opportunities for academic exchange, research collaboration, and institutional partnerships. The Center's active contribution also reflected GRUNI's growing engagement with global discussions on responsible management education and sustainable development.

For more information, please visit the following link: <https://gruni.edu.ge/main/news/1753849779>

Key Individuals Who Paved the Way

Professor Mehdi Majidi

Professor Mehdi Majidi, President and Founder of Libra Alliance and Co-founder of the GRUNI SDGs Center, has played an instrumental role in advancing responsible management education and sustainability-related initiatives at GRUNI. His engagement with PRME and international academic networks has helped strengthen the University's international positioning in responsible management education.

GRUNI SDGs Center Team

The GRUNI SDGs Center team has played a central role in coordinating and implementing sustainability-focused projects, partnerships, educational activities, and innovative approaches to teaching and research.

The Center's team includes:

- **Tamari Bitsadze – Director**
- **Nino Sachaleli – Senior Researcher**
- **Mariam Gureshidze – Manager**

Together, the team supports the development and implementation of initiatives that connect sustainability, education, research, student engagement, and international cooperation.

GRUNI Faculty and Students

GRUNI faculty members and students have also contributed to the University's development of responsible management education through their participation in sustainability initiatives, educational activities, research, competitions, workshops, and practical projects.

Their engagement demonstrates that RME at GRUNI is not limited to a single academic unit or initiative but is increasingly reflected across teaching, student activities, research, community engagement, and international cooperation.

Overall Institutional Trajectory

GRUNI's adoption of Responsible Management Education continues a longer institutional trajectory rather than an isolated development. Since its establishment, the University has progressively expanded its international engagement, modernized its educational approaches, strengthened its academic networks, and developed initiatives addressing ethics, social responsibility, human rights, and sustainable development.

The establishment of the GRUNI SDGs Center provided an institutional platform for sustainability-focused education and engagement. GRUNI's formal accession to PRME in 2024 further consolidated these efforts within an internationally recognized framework for responsible management education.

Since then, the University has expanded its RME-related activities through faculty development, innovative graduate programs, student engagement, public education, social entrepreneurship, creative sustainability communication, international academic collaboration, and participation in global management education forums.

Taken together, these developments demonstrate GRUNI's ongoing effort to integrate responsible leadership, sustainability, ethical decision-making, and social impact into its institutional and educational activities. They also establish a foundation for the University's continued contribution to Responsible Management Education in Georgia and the wider region.

Graduates & Enrollment

2025 Statistics	Number
Graduates	411
Faculty & Staff at the University	311
Student Enrollment at the University	4953
Student Enrollment at the Institution	3091
Undergraduate Attendance	2949
Masters-Level Postgraduate Attendance	65
Doctoral Student Attendance	77

Degrees Offered

Bachelor Programs

- Bachelor of Business Administration in Tourism
- Bachelor of Business Administration in Marketing
- Bachelor of Business Administration in Management
- Bachelor of Business Administration in Finance
- Bachelor of Public Administration
- Bachelor of Law
- Bachelor of Nursing
- Bachelor of Journalism
- Bachelor of Psychology
- Bachelor of Computer Science
- Bachelor of Marketing
- Bachelor of Information Technology
- 📄 Bachelor of Business Administration (B.B.A.)

Masters Programs

- Master of Public Administration
- Master of Law
- Master of Clinical Psychology
- Master of Mass Communication
- Master of Computer Science
- Executive Master of Business Administration in Marketing
- Master of Marketing
- 📄 Master of Business Administration (M.B.A.)
- 📄 Master of Arts (M.A.)

Doctoral Programs

- Doctor of Public Administration
- Certified Medical Doctor
- Doctor of Law
- 📄 Doctor of Business Administration (D.B.A.)
- 📄 Doctor of Philosophy (Ph.D.)

Additional

- Certified Dentist

Undergraduate Degree Programmes

- 📄 Tourism
- 📄 Business Administration (Finance)
- 📄 Business Administration (Marketing)
- 📄 Business Administration (Management)
- 📄 AI and Programming in Business (English-taught)
- 📄 AI and Programming in Business
- 📄 Journalism and Mass Communication
- 📄 Law
- 📄 Psychology
- 📄 Nursing (English-taught)
- 📄 Public Administration and Policy (180 ECTS)
- 📄 Public Administration and Policy (240 ECTS)
- 📄 Artificial Intelligence (English-taught)
- 📄 Computer Science (English-taught)
- 📄 Digital Marketing (English-taught)
- 📄 Information Technology (English-taught)

Masters Degree Programmes

- Computer Science (English-taught)
- Business Administration
- Digital Governance
- Law
- Clinical Psychology and Counseling
- Mass Communication
- Sustainable Business Transformation (English-taught)
- Sustainable Business Management (English-taught)
- Digital Marketing (1-year) (English-taught)
- Digital Marketing (2-years) (English-taught)

Postgraduate Degree Programmes

- Business Administration
- Public Administration
- Political Philosophy
- Law
- Sustainable Business Management (English-taught)
- Business Administration (English-taught)



Purpose

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

Letter of Commitment

GRIGOL ROBAKIDZE UNIVERSITY

Address: Irina Enukidze #3 (David Agmashenebeli Ave., 13) 0159, Tbilisi, Georgia

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30/02/2026

Adoption of the Principles for Responsible Management Education

To our stakeholders,

I am pleased to confirm that Grigol Robakidze University reaffirms its support of the following Seven Principles for Responsible Management Education: Purpose, Values, Teach, Research, Partner, Practice and Share. In this annual Sharing Information on Progress (SIP) report, we disclose our continuous efforts to integrate the Seven Principles into our institutional strategy, culture, academic activities, and daily operations, and contribute to United Nations goals, particularly in the Sustainable Development Goals.

Sincerely yours,

Tamari Bitsadze

Director of the GRUNI SDGs Center



Dean/ Highest executive name: Vakhtang Charaia

Dean/ Highest executive full title: Dean of school of Business and Management

Institution name: Grigol Robakidze University

If applicable, form completed on behalf of dean/highest executive by:

☐ By checking here, I affirm I have received permission to sign on behalf of the Dean or highest-ranking official

Definition of Purpose

At Grigol Robakidze University, Purpose means creating meaningful educational and societal impact by preparing responsible professionals and contributing to sustainable development. The GRUNI SDGs Center supports this purpose by integrating the UN Sustainable Development Goals into education, research, student engagement, institutional initiatives, and collaboration with external stakeholders.

Institutional Engagement

26% - 50% of faculty at Grigol Robakidze University (GRUNI) actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.

Continue telling your story

GRUNI SDGs Center: Advancing PRME and the SDGs

The GRUNI SDGs Center has become a central institutional mechanism for implementing GRUNI's commitment to PRME and the SDGs. Since its establishment, the Center has coordinated sustainability-related educational activities, student engagement, research-related initiatives, partnerships and public outreach.

Concrete examples include the i5 PRME Workshop with 74 participants, the SDGs Student Club with 26 students, seven sustainability-focused lectures reaching more than 210 students, the SDGs Awareness Competition with 46 submissions and 10,900 likes, and the bilingual publication "Narratives for Change: SDGs Storytelling from Georgia," featuring 16 stories by 15 authors.

The Center also supports GRUNI's participation in the University of Geneva SDG Olympiad, international PRME activities, and the development of the University's Sustainable Business Management programs.



Values

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



How We Define Values

At GRUNI, Values are reflected in our commitment to responsible, ethical, inclusive, and socially engaged education. We promote integrity, respect, responsibility, critical thinking, and sustainability. The GRUNI SDGs Center helps translate these values into practice through SDG-focused initiatives, student activities, awareness campaigns, and institutional engagement.

Who Champions Responsible Management Education at Our Institution

- ❖ Centralized sustainability office
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Student contributor

Student Awareness

26% - 50% of students at Grigol Robakidze University (GRUNI) are aware that we are a PRME Signatory Member.

Student Engagement

26% - 50% of students at Grigol Robakidze University (GRUNI) actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Celebrating Values

The following demonstrates a way in which our institution celebrates values in various specializations.

Celebrating Sustainability, Responsibility and Cultural Values

GRUNI has translated its institutional commitment to sustainability and responsibility into concrete activities involving students, faculty, and external stakeholders.

Examples include the SDGs Awareness Competition, which received 46 submissions and generated more than 10,900 likes, the SDGs Student Club, the “Narratives for Change: SDGs Storytelling from Georgia” publication, public sustainability lectures, community activities, and creative public-engagement initiatives such as the Graffiti Art (Big Wall Painting) – SDGs Awareness Competition, which used public art as a creative medium for raising awareness of the Sustainable Development Goals.

The SDGs storytelling project particularly connected sustainability with Georgian social and cultural contexts by presenting 16 stories written by 15 authors in a bilingual publication.

Continue telling your story

GRUNI’s Values in Practice: Student Engagement and Creative Expression

A particularly concrete example of GRUNI’s values in practice is the SDGs Awareness Competition, which received 46 submissions, selected 38 semifinalists, and recognized 7 winners, while the related public engagement generated 10,900 likes.

Another example is “Narratives for Change: SDGs Storytelling from Georgia,” a bilingual publication containing 16 stories by 15 authors. The project used storytelling to connect sustainability and the SDGs with local experiences and perspectives.

The SDGs-themed Graffiti Art - Big Wall Painting Competition provided another creative platform for students to communicate sustainability-related ideas through public art. By linking the SDGs with visual storytelling and the university’s wider public environment, the initiative encouraged participants to explore sustainability in an accessible and creative format and extended SDG awareness beyond conventional academic activities.



Teach

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



How We Define Teach

At GRUNI, Teach means providing education that develops professional knowledge, critical thinking, ethical awareness, and responsibility toward society and the environment. The GRUNI SDGs Center advances this principle by integrating sustainability and the SDGs into curricula, including the innovative MA, MBA, and PhD programs in Sustainable Business Management, as well as certificate courses, workshops, lectures, and student engagement.

Teaching Awards

In 2025, 1 award was given to faculty and educators at Grigol Robakidze University (GRUNI).

Certificate of Amazing Achievement

Granter: PRME - Working Group on Sustainability Mindset

Grantee: Mehdi Majidi

Award Description:

This award recognizes Mehdi Majidi for creating a lasting, incommensurable impact on countless individuals of this and future generations. The recognition is related to a sustainability mindset and acknowledges an achievement with a positive and lasting impact.

Educator Recognition

At Grigol Robakidze University (GRUNI), we recognize educators for quality of teaching in the following ways:

- ❖ Course evaluation scores
- ❖ Financial incentives
- ❖ Institutional recognition events
- ❖ Professional development opportunities
- ❖ Publication or research support
- ❖ Student-nominated teaching awards

Teaching Voices

The following statement demonstrates ways in which educators at Grigol Robakidze University (GRUNI) support sustainability and responsible management in their classrooms.

Teaching Voices

A concrete institutional example is the i5 PRME Workshop, which engaged 74 participants and introduced educators to the PRME Impactful Five pedagogical framework: imagination, inclusion, integration, innovation and impact.

The activity provided GRUNI academic staff with a practical framework for developing more interactive, student-centered and sustainability-oriented teaching approaches.

The development of the MA, MBA and PhD programs in Sustainable Business Management, launching in the 2026 - 2027 academic year, represents another concrete institutional step toward embedding sustainability and responsible management into formal management education.

Barriers to Innovative Curriculum

In 2025, Grigol Robakidze University (GRUNI) identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Collaboration barriers
- ❖ Risk aversion
- ❖ Scalability issues
- ❖ Student engagement concerns

Barriers to Innovative Pedagogy

In 2025, Grigol Robakidze University (GRUNI) identified the following barrier to innovating, updating, or taking risks in existing pedagogy:

- ❖ Institutional culture

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GRUNI's Responsible Management Education and Teaching Initiatives

GRUNI's teaching-related RME activities during the reporting period include:

- *i5 PRME Workshop – 74 participants*
- *Development of MA Sustainable Business Transformation*
- *Development of MBA Sustainable Business Management*
- *Development of PhD Sustainable Business Management*
- *Sustainability-related lectures reaching 210+ students*

- *Coordinated student sustainability and social entrepreneurship activities with the GRUNI SDGs Center.*



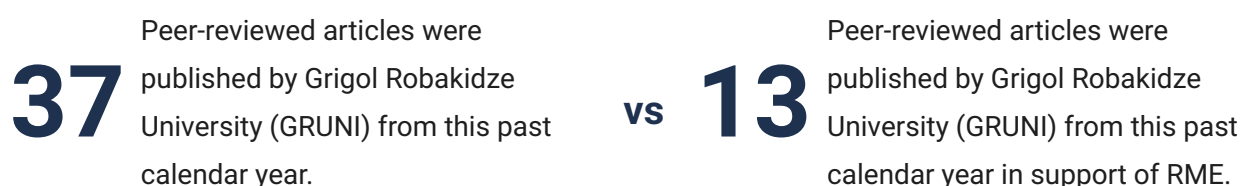
Research

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

How We Define Research

At GRUNI, Research means generating knowledge that addresses real societal, economic, and environmental challenges. We encourage applied and interdisciplinary research with practical relevance. The GRUNI SDGs Center supports this mission by promoting SDG-related research, sustainability-focused academic initiatives, knowledge development, and collaboration with researchers and institutions.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, Grigol Robakidze University (GRUNI) was awarded funding for research that is:



**Institution
Specific**



International



National

Socializing Research

In 2025, Grigol Robakidze University (GRUNI) contributed research findings to:

- ❖ Government and policy makers
- ❖ Industry and business networks

Research Projects

In 2025, Grigol Robakidze University (GRUNI) reported 5 research projects that implemented responsible or sustainable activities.

Digital Transformation in Education as a Driver for Achieving Sustainable Development Goals: The Case of Georgia

Period Covering: November, 2025 - November, 2025

Department: Business Administration

This research examines the role of digital transformation in supporting education systems and advancing the Sustainable Development Goals in Georgia. It considers how digital technologies can improve access to learning, strengthen educational innovation, support new teaching approaches and facilitate international academic collaboration. At the same time, the study recognizes the importance of responsible digital transformation, including digital competence, equitable access, academic integrity and appropriate institutional policies. The research connects digital education with the broader sustainable development agenda and considers how educational institutions can use technology not only as an operational tool but also as a mechanism for increasing the quality, accessibility and sustainability of education.

Use the publicly available EMF 2025 conference evidence.



Integrating Sustainability Education into Rural Tourism Development: Models for Agritourism and Community Growth

Period Covering: September, 2025 - September, 2026

Department: Business Administration

This postdoctoral research project investigates how sustainability education can contribute to the development of rural tourism and agritourism and strengthen sustainable community growth. The project examines the relationship between education, tourism, agriculture, local entrepreneurship, and sustainable development. It focuses on practical approaches to integrating sustainability principles into tourism education and applying them in rural destinations.

The study considers the environmental, economic, social, and cultural dimensions of sustainability and explores themes including local value chains, cultural heritage, environmentally responsible behavior, community participation, digital innovation, and resilience. The research incorporates international and Georgian perspectives and aims to develop practical models to support educators, tourism businesses, rural communities, and policymakers. International research collaboration was strengthened through a research visit to the University of La Laguna, Spain.

Article is being published, certificate is not issued yet.



Agritourism Development in Spain and Georgia: A Comparative Review of Supply, Demand, Socioeconomic Contributions, and Sustainability Governance

Period Covering: October, 2025 - August, 2026

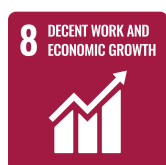
Department: Business Administration

This comparative research project examines the development of agritourism in Spain and Georgia, focusing on similarities and differences in supply, tourism demand, socioeconomic contributions, and sustainability governance. The research grew out of international academic cooperation strengthened during a research visit to the University of La Laguna in June 2026.

The study examines how agritourism can diversify rural economies, create opportunities for local entrepreneurs, strengthen links between agriculture and tourism, preserve cultural and agricultural heritage, and support more sustainable rural development. Particular attention is paid to governance structures, stakeholder cooperation, local participation, and how sustainability principles are incorporated into destination development.

The comparative approach is intended to generate transferable lessons for destinations and institutions seeking to strengthen rural tourism through sustainability-oriented policies and international cooperation.

The article is not published yet.

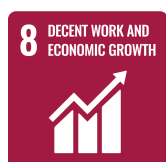


Smart Tourism in Rural Areas: Digital Innovations for Sustainable Development

Period Covering: November, 2025 - December, 2025

Department: Business Administration

The research examines the potential of digital and smart-tourism technologies to support sustainable development in rural destinations. It considers how digital platforms, data-driven tourism services, smart destination tools, and innovative technologies can increase the visibility and competitiveness of rural areas while creating opportunities for local communities and enterprises. The study links technological innovation to economic, social, and environmental sustainability and emphasizes that digitalization should support, rather than replace, local identity and community participation. It focuses on the role of smart tourism in improving visitor experiences, supporting local businesses, strengthening destination management, and creating more resilient rural tourism models.

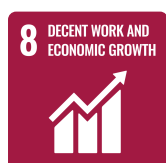


Smart Tourism for Smart Cities: Turning Visitors into Value for Residents

Period Covering: April, 2026 - April, 2026

Department: Business Administration

This research explores how smart tourism can move beyond increasing visitor numbers and contribute directly to value creation for residents. It considers tourism within the broader smart-city and sustainable-development context, emphasizing the importance of using digital technologies, destination data, and innovative management approaches to improve visitor experiences while generating tangible benefits for local communities. The research focuses on the relationship between tourism competitiveness and resident well-being and argues for a more community-oriented approach to smart tourism. It highlights technology's potential to improve destination management, distribute tourism benefits more effectively, and support sustainable urban and regional development.



Publications Related to RME and/or Sustainability

A Wor(l)d of Agritourism? A Cross-national Validation of the Global Agritourism Network's Definition

| [DOI](#)

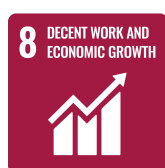
Authors: Erika Quendler | Carla Barbieri | Kumar Bhatta | Lisa Chase | Allison Clark | Keleigh J. Cormier | Shpresim Domi | Marisa P. Eslao-Pamo | Claudia Gil Arroyo | Chadley R. Hollas | Chih Yu Hsiao | Viktoriia Kiptenko | Magdalena Kubal-Czerwińska | Vincent P. Magnini | Jean D'Amour Maniragaba | Tim Parsons | Adityavardhan Pathak | Jossie B. Romero | Joseph Taremwa Ruhakana | Dr. Nino Sachaleli | Thomas Streifeneder | Tsung-Chiung (Emily) Wu

Date of publication: March, 2026

Presented at: National or international discipline-specific conference

Department: Business Administration

The article addresses the need for greater conceptual consistency in agritourism by examining the Global Agritourism Network's definition across diverse national contexts. The research uses examples from countries across Africa, the Americas, Asia, Europe, and Oceania to examine how agritourism operates in different agricultural, cultural, and tourism environments. It focuses on key components including agricultural diversification, the intersection between agriculture and tourism, authentic visitor experiences, and the presentation of agricultural resources. By applying a shared international conceptual framework, the study supports clearer differentiation between agritourism and other forms of rural tourism. It creates a stronger basis for comparative research, destination development, and international cooperation.



Green Marketing: A Comprehensive Bibliometric Analysis and Current Trends

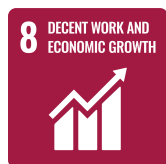
Authors: Nino Sachaleli | Tengiz Taktakishvili

Date of publication: March, 2025

Presented at: National or international discipline-specific conference

Department: Business Administration

This study provides a bibliometric analysis of green marketing research and examines major developments and emerging themes in the field. It analyses the evolution of academic interest in green, ecological, environmental, and sustainable marketing and identifies the growing importance of sustainability-related themes in contemporary marketing research. The research highlights the increasing integration of environmental responsibility, sustainable consumption, and green business practices into marketing scholarship and business strategy. By consolidating existing research and identifying trends, the study provides a foundation for future research on environmentally responsible marketing and consumer behavior.



Research Voices

The following statement demonstrates a way in which researchers at Grigol Robakidze University (GRUNI) bring sustainability and responsible management into their research.

COST and GRUNI SDGs Center

An important example of GRUNI's engagement with the international sustainability research community is the participation of Dr. Nino Sachaleli in COST Action CA22156 – **Transformations international Experience and Research network for Sustainable futures (TransformERS)**. The Action brings together researchers, policymakers and practitioners to strengthen knowledge about societal transformations required to address sustainability challenges, including climate change, biodiversity loss, equity and sustainable transitions.

Dr. Sachaleli has been an active Working Group member since January 2024 and currently participates in **WG1 – Integration** and **WG5 – Dissemination and Exploitation**. Her involvement supports international research networking, interdisciplinary exchange and the dissemination of sustainability-related knowledge. Participation in the Action also creates opportunities to connect GRUNI's research activities with wider European and international discussions on sustainability transformations, responsible research and societal impact.

The GRUNI SDGs Center further strengthens this connection by providing an institutional platform through which sustainability research can be linked with education, student engagement, interdisciplinary cooperation and external collaboration. The Center supports the integration of sustainability principles into academic development and encourages researchers to connect their work with practical sustainability challenges and the SDGs.

Together, GRUNI's growing sustainability-related research output, international research-network participation and the activities of the GRUNI SDGs Center demonstrate an increasingly integrated approach to research, education and societal engagement in support of Responsible Management Education and sustainable development.

Research Barriers

In 2025, Grigol Robakidze University (GRUNI) identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Funding challenges
- ❖ Participant recruitment
- ❖ Skills and expertise gaps

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Research Output

GRUNI's 2025 research output provides a measurable basis for its RME engagement: 37 articles were published, including 13 peer-reviewed publications that contributed to sustainable development and/or Responsible Management Education.

In addition, GRUNI academics contributed to international academic discussions at AoM through presentations and workshops on topics such as sustainability curricula, Georgian cultural perspectives, and integrating the SDGs into education systems.



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 GRUNI, Partner means building meaningful relationships with universities, international organizations, businesses, public institutions, and civil society to create shared value. The GRUNI SDGs Center plays a key role in developing partnerships around sustainability, the SDGs, responsible management education, international initiatives, and collaborative projects.

Institutional Partnerships

- ❖ Quacquarelli Symonds (QS)

Student Organization Partnerships

- ❖ None

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Strategic Partnerships for Sustainability and Responsible Management Education

The GRUNI SDGs Center demonstrates how partnerships can be converted into concrete educational and sustainability activities.

The GRUNI-Libra Alliance collaboration provides the institutional foundation for the Center. The University of Geneva SDG Olympiad creates an international student engagement pathway, while collaboration with Tbilisi City Hall extends sustainability communication and public engagement beyond the University. GRUNI's engagement with UN PRME and the Academy of Management (AoM) further connects the University with international communities focused on responsible management education, academic development, and the exchange of good practices.

Through its PRME membership and engagement in PRME activities, GRUNI participates in an international network dedicated to advancing responsible management education. Its engagement with AoM, including participation in academic and professional development activities, provides additional opportunities for faculty development, knowledge exchange, and international academic networking.

Together, these partnerships support GRUNI in connecting sustainability education, student engagement, faculty development, academic exchange, and public outreach with broader national and international networks.



Practice

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

How We Define Practice

At GRUNI, Practice means transforming knowledge into action and encouraging students, faculty, and the institution to address real-world challenges. The GRUNI SDGs Center promotes this through practical sustainability projects, student initiatives, awareness campaigns, workshops, and community-oriented activities that connect education with measurable societal impact.

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Curriculum guidelines
- ❖ Ministry of education recommendation documents
- ❖ Open-access guides
- ❖ Professional training opportunities
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)

Policy Documents Related to RME and/or Sustainability

Strategy_GRUNI SDGs Center

View document  Download document 

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GRUNI SDGs Center: Sustainability in Practice and Student Engagement

GRUNI translates sustainability commitments into practice through the work of the GRUNI SDGs Center, professional internship opportunities, student projects, the SDGs Student Club, public awareness activities, workshops, lectures and social entrepreneurship initiatives.

The Center's activities involved 360+ direct participants across its reported initiatives and created opportunities for students and academic staff to apply sustainability concepts outside traditional classroom settings.



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 GRUNI, Share means openly exchanging knowledge, experiences, and good practices to strengthen collective learning and impact. The GRUNI SDGs Center facilitates this through events, publications, workshops, partnerships, and SDG-related initiatives, sharing GRUNI's experiences while learning from international academic and professional networks.

Engagement Opportunities

Grigol Robakidze University (GRUNI) 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
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

Grigol Robakidze University (GRUNI) communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Business and industry partners
- ❖ Faculty and staff
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Research and academic networks

Communication Barriers

Grigol Robakidze University (GRUNI) faces the following barriers in transparent communications:



**Accessibility
issues**



**Feedback
loops**



**Transparency
hesitation**

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Communicating Sustainability Knowledge and Good Practices

GRUNI uses the **GRUNI SDGs Center** to share sustainability-related knowledge, opportunities, and best practices with students, faculty, partners, and the wider community.

Concrete examples include the publication **“Narratives for Change: SDGs Storytelling from Georgia,”** which contains **16 stories by 15 authors**; the **SDGs Awareness Competition**, which generated **10,900 likes**; **7 sustainability-focused public lectures reaching 210+ students**; the **SDGs Student Club**, engaging **26 students**; and the **i5 PRME Workshop**, which brought together **74 participants** around responsible management education and sustainability. The Center also supports GRUNI’s participation in the **University of Geneva SDG Olympiad**, international **PRME activities**, and other student- and faculty-oriented sustainability initiatives.

GRUNI also uses **creative public-art initiatives**, including a large-scale **sustainability-themed wall painting**, to communicate sustainability messages in a more accessible and visible format and to engage audiences beyond conventional academic settings.

Through these activities, GRUNI does not limit sustainability communication to internal academic audiences. The University uses **student engagement, storytelling, public lectures, competitions, workshops, creative public-art initiatives, international SDG and PRME activities, and collaboration with external partners** to disseminate sustainability-related knowledge and experiences. These initiatives create multiple channels for students, faculty, and external stakeholders to engage with the SDGs and responsible management education.

SIGNATORY

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