

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Nottingham University Business
School

September 2026

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

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



Values

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



Teach

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



Research

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



Partner

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



Practice

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



Share

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

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about Nottingham University Business School, including key details and basic institutional data.

Mission

Our mission is to be recognised among the world's top 50 business schools, known for excellence in teaching, research and thought leadership. Through our distinctive tri-campus presence in the UK, China and Malaysia, we provide an immersive global education that develops aspiring business leaders into responsible changemakers.

We place innovation, entrepreneurship and sustainability at the heart of responsible business practice. We inspire and empower students to become global citizens, advance knowledge through rigorous and relevant research, and share our insights with business, policymakers and wider society.

Our work is guided by excellence, integrity and leadership, and by the University's core values of inclusivity, ambition, openness, fairness and respect. Together, these commitments help us create lasting value for our students, staff, communities and the world.

Vision

Our vision is to be an international leader in business education and research, shaping responsible business and management in an interconnected world. We will deliver an exceptional learning experience that equips our students to become visionary leaders and changemakers.

To achieve this vision, we will:

- Offer a full portfolio across undergraduate, master's and doctoral education.
- Unlock the potential of individuals and organisations through lifelong learning.
- Conduct rigorous, relevant research that influences academia, business, policy and social development.

Our community spans three international locations, with more than 7,000 students and 400 staff. We are also part of an elite group of business schools worldwide holding 'triple-crown' accreditation from AACSB, AMBA and EQUIS.

Strategy

Nottingham University Business School Strategy

Our strategy builds on the strengths of our tri-campus model and aligns with the University of Nottingham's ambition to be a university without borders. A shared Vision and Goals framework, in place across all three campuses since 2023, provides common direction while allowing each location to respond to its local context.

Alignment with the University of Nottingham

The school contributes to the University's seven strategic goals by:

- Solving problems and improving lives through high-quality education, research and knowledge exchange.
- Recruiting students and staff with the potential and ambition to succeed and supporting them to achieve their goals.
- Developing the campus experience by cherishing the natural environment, providing spaces that support community wellbeing, engaging our students through digital resources, and committing to their lifelong learning.
- Cultivating a global mindset through international experiences and deeper partnerships in teaching and research.
- Fostering creativity, discovery and experimentation, enabling people to innovate without fear of failure.
- Contributing to the United Nations Sustainable Development Goals through education, research and partnership, supporting the City of Nottingham's aim to be a zero-carbon city by 2028, and working with partners in China and Malaysia to improve sustainability within those countries and regions.
- Embedding collaboration across campuses and with civic partners, industry and government.

Our distinctive strengths

- **Tri-campus global character:** Our presence in the UK, China and Malaysia creates a connected, international and immersive educational experience.
- **Visionary leaders and changemakers:** We equip students with the knowledge, skills and mindset to lead responsibly and drive meaningful change.
- **Commitment to global impact:** We apply education, research and engagement to create a brighter future for our students, staff, communities and wider society.

Strategic priorities

- **Strengthen the tri-campus model:** Deepen academic and external partnerships, expand executive education and micro-credentials, and increase research impact across the three campuses.
- **Advance teaching and curriculum innovation:** Maintain robust, responsive approval and review processes that protect academic standards while meeting the needs of dynamic markets in China and Malaysia.
- **Develop a global culture and performance framework:** Enable closer working across the tri-campus ecosystem, remove technological and systems barriers, and support performance against shared school and university ambitions.

- **Grow industry engagement and external impact:** Build strategic partnerships that enhance learning, research, knowledge exchange and the school's global profile.
- **Deliver impactful research:** Produce high-quality contributions across basic and applied research, including the scholarship of teaching and learning, and engage external stakeholders to address real-world challenges.

Through these priorities, Nottingham University Business School will strengthen its global standing, academic excellence and positive societal impact, supported by effective governance, risk management and succession planning.

Strategy Alignment

Strategic priorities align with advancing sustainable development, the common good, and quality education

Strategic priorities align with advancing sustainable development, the common good, and quality education

Nottingham University Business School's tri-campus strategy deliberately links its teaching, research and operations to the UN Sustainable Development Goals and the wider common good. Our Societal Impact Statement identifies three interconnected areas of focus- biosphere, society and economy- aiming to address environmental challenges, promote justice and inclusion, and support sustainable and inclusive prosperity. These priorities are embedded across our UK, China and Malaysia campuses through stakeholder engagement, interdisciplinary research, responsible management education and student engagement.

Our commitment to sustainable development is reflected through research, education and student action. The relaunch of the Centre for Society, Nature and Organisations (SNO) strengthens interdisciplinary research on social and environmental challenges, inclusive stakeholder engagement and democratic research methodologies. The Sustainability and Societal Impact (SSI) Fellowship Programme continues to empower students to engage directly with sustainability and societal challenges. Our student-led sustainability activity has also received international recognition, with the University of Nottingham Malaysia and Ningbo China named as finalists in the International Green Gown Awards 2025 – Student Engagement category.

Our work seeks to place societal impact, inclusion and stakeholder engagement at the heart of management education and research. SNO's focus on inclusive stakeholder engagement and practice-based solutions supports this ambition, while our continued commitment as a UN PRME Champion and active participation in PRME Global and UK & Ireland activities enable us to contribute to

international collaboration around responsible management education and the SDGs. Our Positive Impact Rating Level 5 – ‘Pioneering School’ recognition, achieved by only 12 business schools worldwide, reflects our leadership in sustainability and societal impact across governance, teaching, student experience, research and public engagement.

We continue to strengthen the quality and global relevance of our education by connecting research, practice and diverse international perspectives. The Nottingham Global Case Centre (NGCC) provides a global platform spanning the UK, China and Malaysia, connecting diverse local practices with global knowledge through case-based teaching, research and innovation. Our continued engagement with PRME, including staff and student participation and recognition for innovative teaching and student achievement, further supports educational innovation and student agency.

Taken together, these tri-campus priorities demonstrate a coherent commitment to advancing sustainable development, promoting the common good and providing high-quality, ethically grounded education.

Dr Nahid Yazdani

Nottingham University Business School PRME Lead

Graduates & Enrollment

2025 Statistics	Number
Graduates	3067
Faculty & Staff at the Institution	518
Student Enrollment at the Institution	7494
Undergraduate Attendance	5441
Masters-Level Postgraduate Attendance	1795
Doctoral Student Attendance	258

Degrees Offered

Bachelor Programs

 Bachelor of Science (B.Sc. or B.S.)

Masters Programs

 Master of Science (M.Sc. or M.S.)  Master of Business Administration (M.B.A.)

Doctoral Programs

 Doctor of Philosophy (Ph.D.)



Purpose

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

Letter of Commitment



Nottingham University
Business School
UK | CHINA | MALAYSIA

University of Nottingham
Jubilee Campus
Nottingham
NG8 1BB

30 September 2026

Nottingham University Business School's Commitment to PRME

We strongly affirm our commitment to the Principles for Responsible Management Education (PRME) and to advancing the Sustainable Development Goals through responsible management education, research and engagement.

At Nottingham University Business School, we recognise the important role of business schools in developing responsible leaders who can respond to complex global challenges and contribute positively to society. Our commitment to PRME is embedded across our education, research, student experience and external engagement, and is strengthened through collaboration across our global University community.

This year, we have continued to build on this commitment through a range of activities and achievements across our School and our global community:

- Our engagement with the PRME community has continued to grow, with colleagues and students participating in both the PRME Global Forum and PRME UK & Ireland Chapter activities. Engagement has spanned colleagues across education and student engagement, programme leadership, external engagement and academic teams, alongside our students. We have also celebrated recognition for innovative teaching and student achievement through PRME-related competitions, demonstrating our commitment to sharing and learning from the wider responsible management education community.
- Nottingham University Business School has achieved Level 5 – 'Pioneering School' in the Positive Impact Rating (PIR) 2026, placing us among the top business schools globally and recognising our leadership in sustainability and societal impact. Notably, we are one of only 12 business schools worldwide to achieve the highest 'Pioneering' level, recognising outstanding performance across key impact areas including governance, teaching, student experience, research and public engagement. This recognition reflects our continued commitment to creating positive societal impact through business education.

- We have launched the Centre for Society, Nature and Organisations (SNO), bringing together researchers from across Nottingham University Business School committed to advancing inclusive stakeholder engagement and democratic research methodologies. Through interdisciplinary research, SNO seeks to develop impactful theories and practice-based solutions to social and environmental challenges, strengthening our contribution to responsible management and societal impact.
- Our Nottingham Global Case Centre (NGCC) further strengthens our global contribution to responsible management education. As the only official case centre within the University of Nottingham's global system spanning the UK, China and Malaysia, NGCC provides a platform for leveraging our expertise in business case development and connecting local practices with global knowledge. Its vision of creating a value cycle of '*diverse local practices – global theory – world classroom*' supports our ambition to develop globally relevant, innovative and sustainable business education.
- Our global community continues to demonstrate the power of student-led action. The University of Nottingham Malaysia and Ningbo China were named as finalists in the International Green Gown Awards 2025 in the Student Engagement category, recognising their rapidly growing student-led sustainability movements. Through the Environmental Sustainability Initiative Fund, students have been empowered to develop and implement practical solutions that improve sustainability on campus and in surrounding communities.
- We have continued to strengthen our Sustainability and Societal Impact (SSI) Fellowship Programme, engaging students from undergraduate through to PhD level and providing opportunities for them to develop as informed change-makers and responsible leaders. The programme reflects our belief that students should not simply learn about sustainability and societal challenges, but have opportunities to shape and contribute to positive change.
- The "EmpowerChain: Youth Sustainability Accelerator" project, launched by the Regional Centre of Expertise Ningbo on Education for Sustainable Development, has been acknowledged as a 2025 Flagship Project (Youth-Led Category) by the United Nations University (UNU).

Looking ahead, we remain committed to working collectively with our students, colleagues, partners and the wider PRME community to strengthen responsible management education and translate knowledge into meaningful societal impact. Across our global community in the UK, China and Malaysia, we will continue to create opportunities for students and colleagues to learn from one another, challenge established approaches and develop solutions to the complex social, environmental and economic challenges facing our world.



A stylized blue ink signature of Professor David Park.

Professor David Park



A black ink signature of Professor Kok-Wei Khong.

Professor Kok- Wei Khong



A black ink signature of Dr Frédérique Bouilheres.

Dr Frédérique Bouilheres



Values

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



Who Champions Responsible Management Education at Our Institution

- ❖ Disciplinary efforts within business school
- ❖ Individual leader
- ❖ Interdisciplinary efforts across business school
- ❖ Interdisciplinary efforts across parent organization
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Student contributor

Student Voices

The following narratives demonstrate how Nottingham University Business School has influenced students' academic journey and personal growth.

VALUE- 2-UK- Student voice – Enactus Nottingham

Students are actively involved in developing and delivering Enactus Nottingham's social enterprise projects. In 2025, the team represented the University with **eight projects addressing real-world challenges, from youth development to sustainability**. Students presented their projects and social impact at the Enactus UK and Ireland World Cup Qualifier and Expo, while also engaging with employers including HSBC, BDO, SAP and Unilever.

Students reflected on the value of the experience. Harriet, a first-year BSc Management student, said:

"We've been meeting three times a week, running regular rehearsals and practice sessions. There's a strong sense of community here – it's a great vibe and an amazing experience."

Ella, a first-year Computer Science student, reflected:

"It was a really insightful and engaging experience, especially with such a wide range of companies involved. We gained valuable insider knowledge and discovered exciting early career opportunities. It was great to have the freedom to ask as many questions as we liked."

Jingwei Tang reflected that the experience provided students with **real-world exposure**, helping them connect their values with their ambitions, while building learning, confidence and professional networks.



Value-2-CN-Leading International Students on a Visit to Yiwu: UNNC Featured by Multiple Authoritative Media Outlets

The Living in China initiative run by the University of Nottingham Ningbo China (UNNC) has partnered closely with the Ningbo Association for International Education Exchange, bringing more than 20 international students from Austria, the Czech Republic, the United States, Nigeria, Switzerland, Italy and other countries and regions to Yiwu, enabling them to gain first-hand insights into the “Yiwu development model”. Upon its launch, the initiative attracted extensive coverage from a range of authoritative media outlets, including People’s Daily, Yongpai, China Youth Daily and Youth Worldview. This wide recognition highlights the University’s strong commitment to internationalised education and its growing strength and social impact in promoting mutual learning between Chinese and international civilisations. At the first stop of the visit, international students stepped into the Historical Gallery of Yiwu International Trade City, where they came to understand the city’s inspiring story of perseverance – “creating something out of nothing and turning the ordinary into the extraordinary”. Through this experience, they gained a deep appreciation of the vibrant dynamism of China’s private economy. *“Yiwu has become so advanced in less than 30 years. The growth and development it has undergone are a model worth studying and learning from across the world,”* said

Oluwafunto, an international student from Nigeria, expressing his admiration. Steven, an international student from Indonesia, spoke highly of the smart technologies on display: *"I was particularly impressed by the robotic dogs and the wide range of AI-driven devices – such as smart glasses, smart rings and smart suitcases. This level of technological advancement is something I have never seen anywhere else in the world."* Yiwu's development story has become a shared language for dialogue between young people from China and abroad. By guiding international students to decode the "Yiwu development experience", the UNNC enables the world to view local development achievements and a vivid example of China's high-quality development through immersive, real-world trade classrooms. Building on its distinctive internationalised approach to education, the University will continue to actively create platforms for international exchange, promoting mutual learning between Chinese and international civilisations and the sharing of development experiences.





Values Voices

Value-4-CN-UNGC appoints UNNC scholar to Sustainable Finance Expert Group

At the 25th Anniversary of the United Nations Global Compact (UNGC), held on 2 December in Beijing, Dr Huimin Song, Professor of Accounting at the University of Nottingham Ningbo China (UNNC) and Director of the University of Nottingham Case Innovation Centre (NCIC), was appointed to the UNGC's Sustainable Finance Expert Group. This appointment highlights her widely recognised academic leadership and underscores UNNC's active contributions to advancing global sustainability research and practice. Dr Song elaborated on the group's mission: *"Specifically, we will dedicate our efforts to developing a sustainable finance standards system tailored to the BRI, establishing a comprehensive assessment framework that integrates environmental benefits, social inclusivity, and economic sustainability. Furthermore, we will leverage financial instruments to direct capital towards projects that deliver both ecological and social value, and use collaborative governance networks to provide stable policy expectations and risk mitigation for sustainable investments."*

These initiatives seek to address a fundamental bottleneck in global sustainable development. According to UNGC research, achieving the Sustainable Development Goals (SDGs) by 2030 requires global annual investment of between US\$3 to 5 trillion. Faced with this immense need, establishing a new financing paradigm that holistically balances environmental impact, social inclusion, and economic sustainability has become crucial to promoting high-quality BRI development and supporting the UNGC's Forward Faster initiative. As a long-term knowledge partner of the UNGC, NCIC continues to contribute its professional expertise to academic research and the development of knowledge systems. Key outputs—including 20 Case Examples of Private Sector's Sustainable Development in China for 20 Years and United Nations Global Compact 2025 Progress Report—have been officially released through the UNGC's global channels. These valuable knowledge products, reflecting UNNC's insight and scholarship, provide robust academic foundations and practical guidelines for achieving the global SDGs. *"We aim to integrate more 'Chinese Practices' into the global agenda, refining them into 'Chinese Solutions' for international reference," said Dr Song. "This will help build a rich and diverse global governance system, continuously transforming local wisdom into public value that supports the world in addressing our shared challenges."*

Celebrating Values

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

Value-3-CN-Go Green, Go Joy! Let's Light Up the Future of Green Travel!

The event, titled "Go Green! Go Joy!", was organised by the Student Engagement and Employability Development (SEED) Scheme from Nottingham University Business School China, in collaboration with Ningbo Raffles City and Ningbo Rail Transit. It received support from the University of Nottingham Ningbo China Education Foundation, the Environmental Sustainability Committee of the University of Nottingham Ningbo China, the University of Nottingham Ningbo China Department of Campus Life and Yuyao Cultural Relics Protection and Management Preservation Institute. Twenty-four student stalls demonstrated how green principles can be integrated into daily life through hands-on, interactive experiences, exploring possibilities for sustainable living and transportation. From woven accessories to commute games and loofah sponges, these youthful innovations reflected a shared vision: that change is not just a slogan, but a series of conscious, tangible choices. All proceeds from the market will support future student-led projects focused on social impact.



VALUE- 3- UK- Inaugural International Women's Day Awards

Inaugural International Women's Day Awards - 15 April 2026

The School's first standalone IWD awards event drew over 40 attendees. Five categories - *Giving Knowledge, Giving Time, Giving Voice, Giving Support and Giving Connection* - grew out of the 2026 "Give to Gain" theme and were designed to recognise the contributions that usually go unseen and are disproportionately carried by women. Guests included the University Chief People Officer, the Director of Careers and Employability, the Faculty Director of EDI and People, and the co-chair of the University Women's Staff Network. The event creates a staff equivalent to the existing student EDI prize and will run annually.



Continue telling your story

VALUE- 3- UK- Inaugural International Women's Day Awards

Inaugural International Women's Day Awards - 15 April 2026

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VALUE- 5- UK- Sustainability and Societal Impact Fellowship Programme



Nottingham University Business School successfully launched the **Sustainability and Societal Impact (SSI) Fellowship Programme** during the 2024/25 academic year, creating a platform for students to contribute directly to the School's sustainability and societal impact agenda. The programme continues to grow and develop, bringing together a diverse group of undergraduates, MSc students, and PhD researchers.

The SSI Fellows engage in a range of projects that connect sustainability knowledge with practical action. Their activities include assessing the Business School's environmental impact and identifying opportunities for improvement, engaging peers in sustainability actions, and contributing to the **Edible Campus Project**, a university-wide initiative led by the School.

The Fellows are also leading the **Positive Impact Rating (PIR)**, a student-led survey that enables business schools worldwide to evaluate their sustainability and ethical practices. This provides students with an opportunity to contribute to a global initiative while developing their understanding of responsible management and institutional change.

The programme aims to develop informed change-makers and responsible leaders of the future by enhancing Fellows' knowledge, skills, and confidence, while inspiring and empowering other students to take action. Through a tailored support programme, Fellows also gain valuable experience in consultancy, project management, event planning, budgeting, and marketing.

The SSI Fellowship Programme represents a practical example of the Business School's commitment to **responsible management education, student engagement, and sustainability in action**. By giving students opportunities to identify challenges, develop solutions, and contribute to institutional and societal change, the programme supports the development of future business leaders equipped to address complex environmental and social challenges.

Further information: [Sustainability and Societal Impact Fellowship Programme](#)



Teach

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

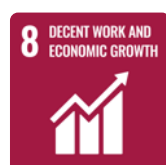


Courses that support RME

Nottingham University Business School reports 3 courses in 2025 that support responsible management education and sustainable development goals.

Teach-1-CN-Business Ethics and Sustainability | BUSI3189

Ethics and sustainability are increasingly important in business today. Ethical violations are costly for firms, do great harm to society, the economy and the environment and ruin the reputations and sometimes the lives of individuals. Thus, it is not surprising that recent years have seen a massive decline in trust in business and its leaders around the world as a consequence of the growing number of corporate scandals. Yet, the ability to trust peers and business partners, and to operate in an environment where laws are taken seriously, is essential for business to be conducted effectively. In addition, the abilities to establish and maintain good relationships with stakeholders and respond to pressing sustainability issues faced by societies are increasingly becoming important for both effective business operation and long-term human well-being. This module will address the concepts of business ethics and sustainability, identify various debates on the role of business in society and introduce and assess different perspectives on corporate social responsibility (CSR). It will address the challenges, and opportunities, that “globalization” and sustainability present for businesses, and issues surrounding the impacts that businesses have on different stakeholder groups. It will explore questions on the purpose of business and the responsibilities or obligations firms have to their various stakeholders, and help students find answers to these. Finally, the module also explores ethics at the individual level, to help students understand why people behave unethically and how one can foster moral virtue in oneself and positive change in the organizations, communities and societies to which we belong.



Teach-1-CN-Supply Chain Planning and Management | BUSI4608

The module takes a dual approach covering both the business processes and the quantitative models and techniques necessary for supply chain planning and management. It is divided into three major parts.

1. Supply chain concepts and definitions. Fundamental planning and control concepts for supply chain and operations planning: classification of operational and supply systems. Inventory – forms,

functions, decisions, and models. Capacity – definitions and planning.

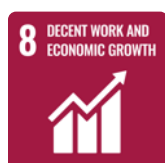
2. Forecasting for supply chain and production management. Planning, scheduling, and control approaches: aggregate planning; hierarchical planning and control; MRP-based planning and control; JIT principles; Kanban systems; Theory of constraints (TOC); Enterprise resource planning (ERP) systems.

3. Supply chain collaboration: planning and control across the supply chain; the bullwhip effect; supply chain collaboration approaches – continuous replenishment, vendor-managed inventory (VMI), collaborative planning forecasting and replenishment (CPFR).



Teach-1-CN-Strategies for Corporate Social Responsibility | BUSI4549

This module provides an introduction to the manner in which social and environmental problems are incorporated into corporate strategy. The module discusses how companies are increasingly pressured to develop corporate social responsibility, such as in the case of large multinational corporations that have operations in developed and developing countries and want to build and maintain a positive reputation of their product and brand. Next to this more instrumental and strategic CSR, the module also discusses how companies may develop CSR because it is the right thing to do, so-called normative CSR. Several theoretical foundations and perspectives of CSR will be introduced in the module. The module will further introduce specific aspects of CSR such as related to the workplace, marketplace, consumer and supply chain, government, and environment. The course will provide a critical analysis of - and help students understand - the relationship between strategy, corporate social responsibility and firm performance.



Teaching Awards

In 2025, 2 awards were given to faculty and educators at Nottingham University Business School.

Teach-2-CN-2025 National Teaching Fellowship

Granter: Advance HE UK

Grantee: Xuan Feng

Award Description:

On 7 August 2025, Dr Xuan Feng, Nottingham University Business School China Associate Professor in Human Resource Management and Organisational Behaviour at the University of Nottingham Ningbo China, was awarded the 2025 National Teaching Fellowship by Advance HE. The prestigious Advance HE Award goes to individuals who have made an outstanding impact on student outcomes and the teaching profession in higher education. With up to 55 new awards made each year, achieving a National Teaching Fellowship is widely recognised in higher education within the UK as well as internationally as a mark of quality.

Lying at the heart of Dr Feng's contribution is her innovative "ECO-approach", which integrates her global HR expertise with cutting-edge pedagogy to advance student employability. This pioneering ECO-approach emphasises Experiential learning and Collaboration through industry-supported learning experiences, ensuring curricula meet global job market demands. The model fosters student ownership via tailored mentoring and coaching, ensuring graduates achieve both immediate career success and long-term professional growth.

By creating a dynamic ECO-system – where industry, policymakers, and alumni co-design solutions – Dr Feng's pedagogical innovation exemplifies the transformative power of cross-cultural, research-informed, and industry-connected teaching. While her ECO-approach has achieved exceptional student employability outcomes, her broad impact extends to shaping institutional strategy, national policy, and international practice through rigorous pedagogical research and deep industry engagement. This Fellowship celebrates her as a global leader in advancing educational excellence with measurable real-world impact. On discovering she had been nominated for the Fellowship, Dr Feng said: "It is an extraordinary privilege to be awarded the National Teaching Fellowship as a contributor to Nottingham's global educational mission. In this era of unprecedented challenges, we must transcend disciplinary and cultural boundaries to advance student development and employability – fostering transformative collaborations that empower our talented students to realise and maximise their potential for global impact."



Teach-2-CN-Advance HE's Collaborative Award for Teaching Excellence (CATE)

Granter: Advance HE

Grantee: Nottingham Advantage Award (NAA) team

Award Description:

On 7 August 2025, Advance HE announced the CATE team awards. The Nottingham Advantage Award (NAA) team – comprising team members from the three campuses of the University of Nottingham – has been recognised with Advance HE's Collaborative Award for Teaching Excellence (CATE) for their innovative, inclusive, and sustained contribution to student employability and personal development across three international campuses.

Teaching Voices

The following statements demonstrate ways in which educators at Nottingham University Business School support sustainability and responsible management in their classrooms.

TEACH-3-UK- Teaching Entrepreneurship for All using a £50 Challenge

Dr David Achtzehn

Entrepreneurial skills such as problem solving, creative confidence and proactiveness are in ever higher demand. The challenge on how best to inspire and enhance these competencies (at scale) remains a major challenge. Traditionally a favoured approach has been to ideate and then ask students to develop detailed business plans or pitch for imaginary funding. While not without merit, I have grown increasingly frustrated with this approach. Too often the ideas remain fictional, are unrealistic and under-resourced. To move away from this AI enhanced storytelling and towards entrepreneurial action I instead challenged my students to develop and sell a Minimum Viable Product based on their passion, their interests, their skills, their network, and a maximum cash investment of £50. The results exceeded my wildest expectations. The ideas were deeply personal, engagement was through the roof, students were so proud of their achievements they shouted about them on their social media and to beyond their immediate networks, entrepreneurial skills improved measurably and financially their ROI was exceptional. My experience can perhaps best be summarised by a quote of Friedrich Engels: "An ounce of action is worth a ton of theory".

TEACH-3-UK- Live-client challenge-based learning: students solving real, unsolved problems for external organisations

Dr Andri Georgiadou

Students on the MSc Strategic HRM module and the MSc Business Project work on live, unsolved problems for external organisations rather than written case studies. In 2025/26 the UK Health Security Agency set the brief in person on campus, students researched and developed strategic workforce recommendations, and presented them back to UKHSA stakeholders in December 2025. Previous challenges ran with Nottinghamshire County Council, PA Consulting and Enterprise.

The design puts the client inside the assessment cycle. For the Business Project, students apply individually with a proposal, are grouped around a challenge, then submit a group proposal that goes to the client for feedback before the main work begins. Findings are presented directly to the people who commissioned them. For SHRM, guest sessions this year covered generative AI in performance feedback and ethical recruitment practice.

What this develops is the part responsible management is usually taught around: negotiating a brief with a real stakeholder, working with incomplete data, and defending recommendations to someone who has to live with them. Several projects have continued into organisation-based dissertations, and Nottinghamshire County Council commissioned follow-up consultancy after one of them.

Teach-3-CN-Strategies for Corporate Social Responsibility (BUSI4549)

Dr. Yanze Liang

This module (Strategies for Corporate Social Responsibility) provides an introduction to the manner in which social and environmental problems are incorporated into corporate strategy. The module discusses how companies are increasingly pressured to develop corporate social responsibility, such as in the case of large multinational corporations that have operations in developed and developing countries and want to build and maintain a positive reputation of their product and brand. Next to this more instrumental and strategic CSR, the module also discusses how companies may develop CSR because it is the right thing to do, so-called normative CSR. Several theoretical foundations and perspectives of CSR will be introduced in the module. The module will further introduce specific aspects of CSR such as related to the workplace, marketplace, consumer and supply chain, government, and environment. The course will provide a critical analysis of - and help students understand - the relationship between strategy, corporate social responsibility and firm performance.

This module aims to introduce the concepts and frameworks used in the analysis and implementation of strategies for corporate social responsibility in order to facilitate learning towards the ideal of a competent responsible management professional who is able to design and implement strategic CSR initiatives. In order to realize this purpose, the course aims to engage learners in the training of the following sub-competences in the intellectual, practical, and personal domains. Intellectually, know key vocabulary, frameworks, tools, initiatives, issues, actions, and players of strategic CSR and think the way through to solutions for complex, wicked, and socially constructed problems related to strategic CSR. Practically, act as a change agent towards sustainability, responsibility, and ethic and interact proactively with a variety of stakeholders on the search for mutual benefit from strategic CSR. Personally, be a business professional continuously seeking and realizing your positive role in society through the creation of shared value and become resilient to consistently act responsibly in socially complex settings while making sense of complex societal and commercial logics.

TEACH-3-UK- Responsible Buisness Practice as a Threshold Concept for Module Design

Dr Nicola Fisher

As module convenor for the MSc Managing People and Organisations module, I redesigned it around Responsible Business Practice (RBP) as a threshold concept: a conceptual lens intended to shift students from viewing business primarily through a profit-centred perspective to recognising its wider social, ethical and environmental responsibilities. Rather than treating RBP as an additional topic, I used it as the organising principle connecting the module's existing learning outcomes, content and assessments.

Using backwards design and constructive alignment, I structured the module so that students encountered RBP recursively across external and internal organisational contexts. Part 1 explored issues including climate, globalisation, supply chains and AI, while Part 2 considered areas such as leadership, motivation and power and control. This sequencing aligned with the two assessments and was designed to help students revisit, integrate, and apply responsible management thinking across different contexts.

The approach also responded to a highly international cohort by making curriculum connections explicit. Student feedback highlighted the clarity of the module's structure, expectations and assessment journey. The attached supporting evidence is drawn from my PGCHE essay on this approach, which received 93% and contributed to my award of FHEA status.



Research

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

Research vs Research for RME/Sustainable Development



Research Funding

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



**Institution
Specific**



Local



Regional



National



International

Socializing Research

In 2025, Nottingham University Business School contributed research findings to:

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

Research Projects

In 2025, Nottingham University Business School reported 14 research projects that implemented responsible or sustainable activities.

Research-5-UK- Using technology to address the risk of labour exploitation among domestic workers in the UK

Period Covering: March, 2026 - June, 2026

Department: Business Administration | Management | International Business

Academic contributors / project team

- **Dr Caroline Emberson** – Nottingham University Business School, University of Nottingham
- **Lodovica Raparelli** – University of Oxford

Project partners and delivery team

- **Quintin Lake** – FiftyEight
- **Phill Clayton** – FiftyEight
- **Sarah Sabatini** – FiftyEight
- **Marissa Begonia** – Voice of Domestic Workers
- **Dolores Modern** – Latin American Women's Rights Service

Project Summary

This project aims to scope the design of a basic web app (known as a 'wire frame') suitable for use on a mobile phone that domestic workers could use to self-diagnose the risk of labour abuse or exploitation that they may be experiencing and which can signpost them to appropriate help and support.

Research conducted by the Rights Lab in collaboration with specialist NGO community groups representing domestic workers has revealed persistent and severe levels of labour exploitation among domestic workers in the UK. This project will provide evidence for and the specification of an app for subsequent development.



Research-5-UK- Bamboo Culture in Rural China: Uncovering how doing and redoing gender enables women social entrepreneurs' participation in pro-poor tourism development?

Period Covering: September, 2024 - November, 2026

Department: Marketing

Academic contributors / project team

- **Dr Carol X. Zhang** — Associate Professor in Tourism Marketing and Management and Deputy Director of the Sustainable Travel and Tourism Advanced Research Centre (STTAR Centre), University of Nottingham.
- **Professor Michael Zisuh Ngoasong** — Professor of Entrepreneurship, University of Nottingham.

Project summary

Research shows that social entrepreneurship networks, which facilitate the exchange of personal favours, are effective in achieving commercial, social, and sustainable development goals. These networks provide access to resources and agency, which are adaptable to local contexts. However, they pose gendered challenges to aspiring female social entrepreneurs. This interdisciplinary ethnographic study explores how the process of 'doing' and 'redoing' gender enables women-led community-based bamboo craft initiatives to contribute to propoor tourism development in rural villages. Bamboo craft, traditionally a symbol of male virtue, is used for food, construction, transportation, and tourism, reflecting a system that rationalises male dominance. Doing gender consists in complying with gender stereotypes as part of culture; redoing gender consist in defying gendered stereotypes by leveraging agency to overcome gendered challenges. Understanding the context-specific nature of 'doing' and 'redoing' gender can inform strategies to sustain women's social entrepreneurship activities for sustainable development.



Research-5-UK- Young People's Futures and Democratic Life – Votes at 16

Period Covering: September, 2025 - N/A

Department: Marketing

Academic contributors / project team

- **Alistair Ross** – London Metropolitan University, Coordinator, UK
- **Thomas Loughran** – Lancaster University, Associate Coordinator, UK
- **Julius Elster** – London Metropolitan University, UK
- **Lesley Emerson** – Queen's University Belfast, UK
- **Henry Maitles** – University of the West of Scotland, UK
- **Andrew Mycock** – University of Leeds, UK
- **Christopher Pich** – University of Nottingham, UK
- **Sarah Whitehouse** – University of the West of England, UK
- **Pen Williams** – University of Bristol, UK
- **Kristina Harrison** – Indiana University, USA

Project Summary

Our UK-wide study aims to generate deep insight into young people's understanding of, and attitudes towards, democratic engagement and the proposal to introduce voting at 16. We seek to identify the perceived barriers to future engagement and explore how best to equip and empower young people to make informed decisions as they prepare to vote for the first time. This mixed-method study is being conducted by twelve academics based at universities across the UK. A total of 120 schools and colleges from Wales, Scotland, Northern Ireland, and all regions of England have been recruited as project partners. The study uses deliberative discussions and questionnaires as its primary data collection methods, with the discussions enhanced through projective techniques and activities. Data collection began in September 2025 and will conclude in March 2026. We anticipate that more than 700 young people aged 14–16 will take part in this interdisciplinary study. The research has received full ethical approval and is supported by The Electoral Commission.



Research-5-UK- Tackling energy poverty in the UK

Period Covering: June, 2026 - N/A

Department: Marketing | Business Analytics

Academic contributors / project team

- **Dr Samanthika Gallage** – Assistant Professor in Marketing Nottingham University Business School
- **Dr Roberto Mansilla** – Assistant Professor in Marketing, Nottingham University Business School

- **Dr Patricio Sanchez** – Assistant Professor in Marketing, Nottingham University Business School
- **Dr Yang Bong** – Newman University, Birmingham

Project partners

- **Zinthiya Ganeshpanchan** – Zinthiya Trust

Project Summary

This research project addresses energy poverty a pressing societal challenge in which individuals and households face barriers to accessing affordable, reliable energy for essential needs such as heating and electricity. In keeping with PRME's commitment to responsible management education and its emphasis on generating knowledge that advances the UN Sustainable Development Goals (notably SDG 7: Affordable and Clean Energy, and SDG 1: No Poverty), this project examines how different stakeholders such as consumers, commercial organisations, charitable and third-sector bodies, and policymakers navigate the trade-offs involved in addressing this issue.

By analysing how these groups' priorities, constraints, and responses diverge and intersect, the research aims to generate insights that can inform more equitable and effective approaches to energy poverty, bridging the interests of business, civil society, and public policy.

The project, funded by the Leverhulme Trust, is being delivered in three phases:

Data Analytics Phase (current): Large-scale analysis of existing data to establish the scope, patterns, and drivers of energy poverty.

Qualitative Research Phase (from next year): In-depth engagement with stakeholders, including interviews, to understand lived experiences and decision-making processes.

Intervention Phase: Design and evaluation of evidence-based interventions informed by the preceding phases, with the aim of translating research insight into practical, responsible action.



Research-5-UK- Accessing health services in rural Sri Lanka

Period Covering: March, 2025 - July, 2026

Department: Management | Marketing

Academic contributors / project team

- **Dr Samanthika Gallage** — Nottingham University Business School
- **Dr Patricio Sanchez** — Assistant Professor in Marketing, Nottingham University Business School
- **Dr Heshani Wijethunga** — Senior Lecturer, University of Peradeniya, Sri Lanka

Project Summary

Access to healthcare is not equal. For millions of people living in poverty across the Global South, navigating complex and fragmented health systems is a daily challenge that existing research has largely overlooked. This study directly contributes to the United Nations Sustainable Development Goals particularly SDG 3 (Good Health and Well-Being), SDG 10 (Reduced Inequalities), and SDG 1 (No Poverty) by examining how low-income communities in rural Sri Lanka access and use healthcare knowledge, and what drives the decisions they make when formal health services fail them.

Drawing on in-depth interviews with 36 households living below the poverty line and managing chronic illnesses, this research reveals that low-income patients are not passive recipients of healthcare. They are active, resourceful navigators who draw on family knowledge passed down through generations, community networks, and shared experience to make sophisticated decisions about their health. A central finding is that trust or its absence determines which healthcare system people turn to. Where formal institutions have repeatedly failed to listen, examine, or explain, communities redirect their trust toward local healers, family members, and peer networks that have consistently demonstrated care.

This research challenges the assumption that disadvantaged communities lack the skills to engage with healthcare. It demonstrates instead that they possess rich, community-rooted forms of health knowledge that formal systems consistently fail to recognise or build upon. We intend to engage with policy makers with these findings



Research-5-UK- Access to Remedy Knowledge Exchange Hub

Period Covering: November, 2025 - August, 2026

Department: Management

Academic contributors / project team

- **Dr Lara Bianchi** — Associate Professor, Nottingham University Business School (NUBS), University of Nottingham

Project partners / external contributors

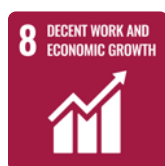
- **Maren Fluge Nordgreen** — Future Proof, a collaboration between the Rafto Foundation for Human Rights and the Bergen Chamber of Commerce, Norway
- **Lisa Lønne Myre** — Grieg Maritime Group (*subject to a signed NDA*)

Project Summary

The Access to Remedy Knowledge Exchange Hub aims at supporting practitioners in understanding how to design and implement effective human rights-based grievance mechanisms, in line with SDG 16 access to justice for all.

The specific project with Future Proof and Grieg included a training session for companies in Bergen on "From Risk Management to Responsible Practice: Making Access to Remedy Work", and the launch of a new guidance for businesses: the Human Rights-Based Grievance Mechanisms Checklist, which seeks to provide businesses with a practical understanding of how to design a human rights-based grievance mechanism. The checklist is aligned with the United Nations Guiding Principles of Business and Human Rights.

We also produced a gender guidance to remedy - attached.



Research-5-UK- Co-designing cholera outbreak responses with gold miners from Kenya through Cultural Animation

Period Covering: April, 2026 - December, 2026

Department: International Business | Management | Entrepreneurship

Professor Mihaela Kelemen — Professor of Business and Society, Nottingham University Business School (NUBS), University of Nottingham

Project Summary

This ongoing project employs art-based participatory approaches of community engagement (i.e., Cultural Animation) to facilitate knowledge exchange on improving cholera outbreak detection and the co-design of culturally appropriate responses in a community of gold miners from Narok County in Kenya.

The Aim of the project is to foster creative and meaningful engagement and culturally sensitive dialogue with gold mining communities residing close to the Masai Mara National Reserve in the Narok County, Kenya in order to strengthen cholera prevention, detection and response. The aim is supported by four inter-related objectives:

Objective 1: To engage in culturally sensitive dialogue with gold mining communities affected by cholera and gather their insights into what drives cholera outbreaks and perceived barriers to early detection and response.

Objective 2: To use Cultural Animation to facilitate knowledge exchange among and between local communities and outbreak actors (i.e., health authorities and humanitarian organisations) on cholera outbreak detection and the co-design of contextually appropriate responses.

Objective 3: To use the community insights from the Cultural Animation workshops to identify gaps in conventional cholera outbreak surveillance systems and response actions to determine what additional 'citizen informed data' could enhance timely outbreak detection and response.

Objective 4: To build local capacity to conduct Cultural Animation workshops by training Kenyan outbreak actors from Kenya National Public Health Institute and two NGOs (Kenya Red Cross and Amref Health Africa) as well as local actors from Narok County and provide some of them with an opportunity to practise their new skills by co-facilitating Cultural Animation workshops.

We have conducted an online full day workshop with our Kenyan partners to introduce Cultural Animation exercises and adapt them to local culture prior to the research trip planned for October 2026. The workshop was attended by 20 Kenyan national and local actors as well as colleagues from the UK Health Security Agency



Research-5-UK- East Midlands Sustainable Aviation Fuel (SAF) Innovation Hub Feasibility Study

Period Covering: April, 2026 - October, 2026

Department: Business Administration | Management

Academic contributors / project team

- Dr Nahid Yazdani – Nottingham University Business School
- Professor Trevor Farren – School of Chemistry, University of Nottingham
- Dr Harry Taylor – School of Chemistry, University of Nottingham

Project partners / external contributors

- Deborah Solomon – Director, East Midlands Pipeline (EMP)

Project Summary

This project is a six-month feasibility study exploring the establishment of an East Midlands Sustainable Aviation Fuel (SAF) Innovation Hub, bringing together industrial partners, technology developers, infrastructure providers and research expertise to accelerate the development and future deployment of low-carbon aviation fuels. Anchored around the East Midlands Pipeline and East Midlands Airport, the project assesses the technical, commercial and economic feasibility of a coordinated regional SAF innovation ecosystem.

The study will evaluate the availability of industrial CO₂, hydrogen and biogenic feedstocks; suitable SAF and e-SAF technologies; infrastructure and regulatory requirements; market and supply-chain opportunities; and the potential regional benefits in terms of decarbonisation, job creation, skills development, inward investment and industrial growth.

Working closely with East Midlands Pipeline and regional industrial stakeholders, the project will produce an investment-ready evidence base, including a technical feasibility assessment, market and supply-chain analysis, economic impact assessment and phased implementation roadmap. The outputs will support future demonstrator funding and commercial investment, helping to reduce barriers to clean-energy innovation and position the East Midlands as a nationally significant centre for SAF innovation, industrial decarbonisation and sustainable economic growth.



Research-5-CN-Research on ESG Risk Formation, Diffusion, and Collaborative Governance in the Global Expansion of Supply Chain Consortium

Period Covering: August, 2026 - December, 2030

Department: Management | Marketing

This is a NSFC General Program, which focuses on ESG risk formation, diffusion, and collaborative governance in the global expansion of supply chain consortium. As multinational supply chains become increasingly interconnected and consortium-based expansion accelerates, ESG-related risks—such as environmental compliance, social responsibility, and governance failures—are no longer confined to individual firms, but can emerge, spread, and intensify across networks of suppliers, partners, and regions. The project aims to investigate the mechanisms through which ESG risks are generated during the overseas expansion of supply chain consortia, how these risks diffuse across complex inter-firm and cross-border networks, and what governance arrangements are most effective in containing and mitigating them. The NSFC is widely regarded as one of China's most competitive and influential funding bodies for basic research.



Research-5-CN-A New Measurement of Chinese Citizens' Well-Being in The Era of The Digital Economy

Period Covering: January, 2026 - December, 2027

Department: Accounting | Economics

This is a NSFC Research Program for International Young Scientists, which focuses on a new measurement of Chinese citizens' well-being in the era of the digital economy. As digital technologies reshape employment patterns, consumption behavior, social interaction, public services, and access to information, traditional indicators of well-being are increasingly insufficient to capture the full range of changes experienced by citizens. The project aims to construct a multidimensional measurement system that reflects not only material living standards, but also digital inclusion, access to online services, work-life balance, psychological well-being, privacy and data security, and social equity in the digital environment.



Research-5-CN-Greenwashing Behavior of Supply Chain Enterprises Under Vertical Institutional Ownership Networks: Large Language Model Measurement System, Transmission Mechanisms, and Horizontal Spillover Effects

Period Covering: January, 2026 - December, 2028

Department: Finance

This is a NSFC Young Scientist Program, which focuses on greenwashing behavior of supply chain enterprises under vertical institutional ownership networks based on large language model measurement system, transmission mechanisms, and horizontal spillover effects. It aims to develop a large language model-based measurement system to identify, quantify, and monitor greenwashing practices from corporate disclosures, sustainability reports, media coverage, and other textual data. The project will examine how vertical institutional ownership relationships influence firms' incentives and capabilities to engage in greenwashing, and will investigate the underlying transmission mechanisms, including information sharing, legitimacy pressures, reputation concerns, resource

dependence, and governance coordination within supply chains. In addition, it will analyze the horizontal spillover effects of greenwashing among firms at the same level of the supply chain, such as competitors and peer enterprises, and explore how greenwashing behavior diffuses through industrial networks and regional markets.



Research-5-CN-Digital Infrastructure Resilience and Climate Risks

Period Covering: January, 2026 - December, 2027

Department: Accounting | Economics

This is a NSFC Research Program for International Young Scientists, which focuses on digital infrastructure resilience and climate risks. It aims to examine how climate-related hazards such as extreme rainfall, flooding, heatwaves, storms, and other disruptive events affect the operation, stability, and recovery capacity of critical digital systems, including data centers, communication networks, cloud service platforms, and other ICT infrastructure. The project will assess the vulnerability of digital infrastructure across different spatial and climatic contexts, and identify key factors that shape resilience, such as network redundancy, geographical distribution, energy supply security, emergency response capacity, and adaptation investment.



Research-5-CN-Research on the Restructuring of Global Supply Chains: An ESG Perspective

Period Covering: January, 2025 - December, 2028

Department: Management

This is a NSFC General Program, which focuses on the restructuring of global supply chains based on an ESG perspective. It aims to examine how environmental, social, and governance factors are reshaping the organization, location, and risk management of global supply chains under the combined influence of climate transition, regulatory tightening, geopolitical uncertainty, and stakeholder pressure. The project will investigate how ESG requirements affect firms' supply chain strategies, including supplier selection, production relocation, sourcing diversification, compliance upgrading, and network reconfiguration.



Research-5-UK- Can Strong Corporate Culture Promote Political Transparency? Evidence From S&P 500 Firms

Period Covering: October, 2024 - N/A

Department: Accounting | Finance

Academic contributors / project team

- **Dr Hesham Ali** – Nottingham University Business School, University of Nottingham
- **Dr Tarek Metwally** – Nottingham University Business School, University of Nottingham

How does strong corporate culture influence transparency about corporate money in politics? We address this question by examining the relationship between corporate culture and corporate political spending disclosure (PSD). We find that firms with a superior corporate culture are more likely to exhibit greater transparency about their political spending. A battery of robustness checks, including tests for endogeneity, validate our findings. We further investigate the underlying mechanisms and find that corporate culture enhances PSD through reputational incentives and institutional ownership stability. We also find that firms with stronger cultural faultlines and greater tenure separation between board members exhibit a stronger positive effect of corporate culture on PSD. Further, we find that the benefits of a strong corporate culture are more pronounced in firms with lower independence and less gender-diverse boards. Lastly, firms with stronger cultures are associated with a greater likelihood of receiving shareholder proposals advocating greater political transparency. Overall, our findings underscore the pivotal role of corporate culture in enhancing corporate political transparency, offering important implications for regulators, managers, and investors. Without such transparency, democratic processes risk being undermined and society risks being captured by private interests.



Research Awards

In 2025, Nottingham University Business School was awarded 2 research awards for responsibility- and/or sustainability-related research.



Research-6-CN-9th Yinzhou Excellent Achievement Award of Philosophy and Social Sciences-First Prize

Granter: Fengfeng Xie

Grantee: Yinzhou Social Science Association

Award Description:

This award is related to a research paper entitled “Analysis of global brands’ green procurement strategy: Co-opetitive local sourcing vs. overseas sourcing under delivery disruption”. SDG 9; SDG 12; SDG 13



Research-6-CN-9th Yinzhou Excellent Achievement Award of Philosophy and Social Sciences-Second Prize

Granter: Eric Evans Osei Opoku

Grantee: Yinzhou Social Science Association

Award Description:

This award is related to a research paper entitled “Does gender diversity in politics improve access to electricity and electrification inequality? A global analysis”. SDG 5; SDG 10

Research Presentations Related to RME and/or Sustainability

In 2025, Nottingham University Business School gave 2 research presentations related to RME and/or sustainability.

Research-7-CN-Do Analysts Care About Corporate Green Innovation? Evidence From Listed Companies In China

Authors: Bolin QU, University of Nottingham Ningbo China | Weiping Liu, University of Nottingham Ningbo China | Zhijing Zhu, University of Nottingham Ningbo China

Date of publication: June, 2025

Presented at: National or international discipline-specific conference

Department: Business Administration | Management

This study investigates the impact of corporate green innovation on security analysts’ investment recommendations, examining how this relationship is contingent upon corporate-level and regional characteristics and how it evolves over time. Drawing on the perspective of institutional logics, we

theorize that analysts' concerns about the quality of green innovation, coupled with the financial logic of maximizing shareholder wealth, propels analysts to make more pessimistic recommendations for firms with more green innovation outputs. Crucially, this negative effect is strengthened when firms are suspected of greenwashing or when regional green policies exhibit high uncertainty. Besides, over time, protracted and capital-intensive green initiatives will increasingly clash with analysts' short-term financial logic, analysts are likely to remain more negative attitude to green innovation. Conversely, a higher extent of corporate internationalization weakens this negative effect. Empirical evidence from a sample of Chinese listed manufacturing firms during 2010–2020 supports our theoretical arguments. Our findings reveal the interplay of conflicting institutional logics in shaping capital market responses to corporate green innovation. It enriches both sustainability research and the literature on institutional complexity, offering important practical implications for managers and policymakers.



Research-7-CN-Dispersion vs. Integration: How Does ESG Influence Corporate Global Supply Chain Network

Authors: Bolin QU, University of Nottingham Ningbo China | Weiping Liu, University of Nottingham Ningbo China | Yeyanran Ge, University of Nottingham Ningbo China

Date of publication: July, 2026

Presented at: National or international academy of management

Department: Business Administration

Prior research has mostly focused on the financial impact of non-market strategies, often overlooking how these approaches transform core operations. This study bridges non-market strategy and operations management by examining how corporate ESG performance influences vertical governance, specifically supply chain concentration. We challenge the traditional static view of bargaining power by introducing a bilateral dynamic bargaining mechanism, suggesting that ESG acts as a flexible strategic resource that allows firms to manage their dependence within supply chains. Analyzing Chinese listed firms from 2011 to 2022, we find that higher ESG performance generally leads to lower supply chain concentration, reflecting a risk-hedging approach through diversification. However, this effect depends on the capability and institutional context. Strong internal capabilities (such as digitalization), active external monitoring (analyst coverage), and developed regional markets can weaken or even reverse the dispersion trend, enabling firms to integrate the supply chain for greater efficiency. In contrast, firms in heavily polluting industries face stronger legitimacy pressures,

which intensify the drive for defensive dispersion. These findings extend resource dependence theory by showing how non-market factors like ESG are translated into operational and governance changes within firms.



Publications Related to RME and/or Sustainability

Research-8-UK- Organizational learning in multinational corporations: a study of global diversity, equity and inclusion practices

| [DOI](#)

Authors: Sabine Jentjens, ISC Paris, Paris, France | Andri Georgiadou, Nottingham University Business School, UK | Sophie Hennekam, Audencia Business School, Nantes, France

Date of publication: February, 2026

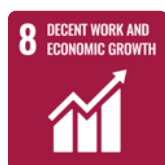
Department: Human Resource Management | Management

This article examines the organizational learning processes of multinational corporations (MNCs) regarding diversity equality and inclusion (DEI) practices as they aim to implement them across borders.

Drawing on 22 semi-structured interviews with managers responsible for DEI in MNCs, we adopt a qualitative inductive research approach.

We adopt an organizational learning lens to unpack the continuous learning processes that consist of an interrelated mix of sharing insights, transferring successful practices and adapting initiatives to fit local realities. These processes take place within an entity (intra-organizational), between entities (inter-organizational) and in interaction with external bodies (extra-organizational) taking the form of transactive memory systems and online learning communities to tap into lived experience and local knowledge.

Our findings contribute to the literature on organizational learning in MNCs and global diversity management by revealing the complex, multi-directional nature of learning processes in implementing global DEI initiatives.



Research-8-UK- Moving forward together: creating an inclusive and sustainable ecosystem (in Donald, ed., How to Organise Inclusive Conferences and Workshops, Edward Elgar, 2026)

Authors: William E. Donald , University of Southampton Business School, University of Southampton, UK | Larisa Yarovaya , University of Southampton Business School, University of Southampton, UK | Andri Georgiadou, University of Nottingham, UK

Date of publication: January, 2026

Department: Human Resource Management | Management

The final chapter (Part IV) of How to Organise Inclusive Conferences and Workshops summarises the key themes and insights explored throughout the book. It presents four foundational principles for inclusive practice: accessibility as a core value, representation and belonging, transparent communication and consent, and sustainable inclusion. The chapter then addresses common barriers, including structural resistance, financial constraints, and the often invisible burden of advocacy. It further explores the complexities of implementing inclusive practices and highlights the crucial role that event organisers, institutions, and attendees play in fostering an inclusive and sustainable ecosystem. Emphasising that inclusion is an ongoing process, the chapter advocates for continuous learning, adaptation, and collaboration. It concludes by urging intentional actions that drive meaningful, lasting change.



Research-8-CN-The art of sustainable supply chain management: Inspiring supplier behavior through managerial practices and justice

| [DOI](#)

Authors: Li Cui, Dalian University of Technology | Ziyi Wang, Dalian University of Technology | Lin Wu, University of Nottingham Ningbo China | Lujie Chen, Xi'an Jiaotong-Liverpool University | Chenho Chao, Emlyon Business School

Date of publication: February, 2026

Department: Management

In the context of economic globalization, to realize sustainable progress, it has become essential for firms and their supply chains to adhere to business ethics and commit to environmental sustainability. While considerable research has explored the influence of organizational practices on firm performance, the mechanisms through which practices affect performance, particularly those that extend beyond organizational boundaries, remain underexplored. To overcome this gap, this study

develops a practice-stakeholder behavior-performance framework, and uses social exchange theory, to examine how a buyer company's supply chain management practices affect suppliers' in-role and extra-role behaviors and, consequently, its own operational and environmental performance. In addition, this study investigates how justice moderates the relationship between buyer practices and supplier behaviors. Using a paired survey approach, data were gathered from manufacturing firms in a developing country to validate the proposed model. Results suggest that (1) buyers' socializing practices enhance both the in-role and extra-role behaviors of suppliers, whereas monitoring practices influence only in-role behaviors; (2) suppliers' in-role and extra-role behaviors positively affect both buyers' operational and environmental performances; and (3) distributive justice strengthens the relationship between buyers' monitoring practices and suppliers' in-role behaviors, whereas procedural justice enhances the effect of buyers' socializing practices on suppliers' extra-role behaviors. These findings provide theoretical references for buyer companies to formulate precision-based supplier management strategies to improve their own sustainable performance.



Research-8-CN-Sustainable shelters and hub locations for flood disasters: A multimodal transportation approach

| [DOI](#)

Authors: Fadillah Ramadhana, Institut Teknologi Nasional Bandung | Chandra Ade Irawan, University of Nottingham Ningbo China | Said Salhic, University of Kent | Antony Paulraj, NEOMA Business School | Zhao Cai, University of Nottingham Ningbo China

Date of publication: June, 2026

Department: Business Analytics

This paper proposes a two-phase sustainable optimization framework for flood relief distribution. The first phase solves a multi-objective problem to optimize shelter-hub locations and response team allocation, considering economic, social, and environmental factors, using a hybrid genetic algorithm and exact method. The second phase evaluates first-phase solutions through a model that incorporates multimodal transportation (truck, drone, and heterogeneous boats) with response team arrival time-window, solved by combining variable neighborhood search, exact method, and dynamic threshold-based procedure. The solution methods are tested on generated instances and case study in Jakarta, Indonesia, a region highly prone to flood disasters characterized by deep flood depths, extensive flooded area, long rainfall duration, and a high potential risk of death. The results demonstrate promising solutions and provide useful managerial insights.



Research-8-CN-The effect of ESG rating disagreement on stock liquidity: evidence from China | [DOI](#)

Authors: Wei Cai, University of Nottingham Ningbo China | Yanqi Sun, Beijing Institute of Petrochemical Technology | Cheng Xu, Xi'an Jiaotong-Liverpool University | Min Bai, The University of Waikato | Ziyao San, Capital University of Economics and Business

Date of publication: May, 2026

Department: Accounting

Purpose

This study investigates how Environmental, Social, and Governance (ESG) rating disagreement affects stock liquidity in the Chinese capital market. It further examines the information-intermediation mechanisms and firm-level conditions that shape this relationship.

Design/methodology/approach

Using panel data from 4,065 Chinese A-share listed firms over the period 2009–2021, this study employs fixed-effects regressions, instrumental variable techniques, and mediation and moderation analyses. ESG rating disagreement is measured by the dispersion of ratings across five ESG agencies.

Findings

The results show a significant positive relationship between ESG rating disagreement and stock liquidity. Mediation analyses indicate that analyst attention and research report attention transmit the effect of rating disagreement on liquidity by improving information processing and transparency. Moderation analyses reveal that the effect is stronger in non-state-owned enterprises and loss-making firms, where reliance on non-financial signals is greater.

Research limitations/implications

The analysis focuses on Chinese A-share firms and stock liquidity as the primary market outcome. Future research could extend the framework to other institutional settings and examine additional market consequences such as volatility, price efficiency, or cost of capital.

Practical implications

The findings suggest that ESG rating disagreement can serve as an informative signal for market activity and liquidity. They also highlight the importance of information intermediaries in shaping ESG-related market responses and underscore the role of disclosure quality and rating transparency in improving market efficiency.

Originality/value

This study advances the ESG literature by demonstrating that rating disagreement, rather than ESG performance alone, has important liquidity implications, by uncovering its information-based transmission mechanisms, and by identifying firm-level conditions under which its market impact is amplified.



Research-8-CN-Responsible artificial intelligence (AI) for responsible innovation in Chinese manufacturing: From the affordance–actualization theory | [DOI](#)

Authors: Dandan Ye, University of Nottingham Ningbo China | Ruizhi Yuan, University of Nottingham Ningbo China | Jun Luo, University of Nottingham Ningbo China | Martin J. Liu, University of Nottingham Ningbo China | Natalia Yannopoulou, Newcastle upon Tyne

Date of publication: September, 2025

Department: Management

Manufacturing firms are increasingly recognizing the critical importance of responsible artificial intelligence (AI)—the ethical and conscientious integration of AI into business processes. While scholars have highlighted the role of responsible AI in advancing responsible innovation, conceptualized as a transparent, reflexive, and inclusive process that engages all stakeholders, existing research has concentrated on initiatives at the AI design phase. As such, the processes through which responsible AI can be collaboratively implemented with external stakeholders to facilitate responsible innovation remain underexplored. To address this gap, this study employs a mixed-methods approach, comprising in-depth interviews (N = 26) and surveys (N = 618), to examine the relationship between responsible AI and responsible innovation. Drawing upon affordance–actualization theory, our findings reveal that responsible AI catalyzes three external stakeholder affordances: joint planning, joint problem-solving, and ethical climate. These affordances lead to immediate outcomes—stakeholder engagement and collective ethical efficacy—that ultimately foster responsible innovation. This study contributes to the literature on responsible AI by identifying three affordances related to the external stakeholders and one contextual factor, organizational mindfulness. It enriches the literature on responsible innovation by advancing the digital technology view and empirically examining the stepwise process through which responsible AI affects responsible innovation.



Research-8-CN-Algorithmic management and gig worker well-being: unpacking the roles of job autonomy, precarity and union instrumentality

| [DOI](#)

Authors: Xuanqi Zha, Nanjing University of Aeronautics and Astronautics | Enhua Hu, Nanjing University of Aeronautics and Astronautics | Hongmei Shan, Nanjing University of Posts and Telecommunications | Lin Huang, University of Nottingham Ningbo China | Mingyan Han, Nanjing Normal University

Date of publication: January, 2026

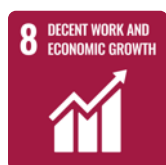
Department: Entrepreneurship

Purpose – This study investigates the mediating roles of job precarity and job autonomy, and the moderating role of union instrumentality, in the relationship between Algorithmic Management (AM) and gig workers' well-being.

Design/methodology/approach – Building upon the Job Demands-Resources (JD-R) theory, this study examines how AM affects gig workers' well-being through job precarity and job autonomy, with these effects moderated by union instrumentality. Employing three-wave data collected from 639 gig workers, this study conducted confirmatory factor analysis to assess the discriminant and convergent validity of the measures for AM, job precarity, job autonomy, well-being and union instrumentality. Meanwhile, bootstrapping tests were carried out to ascertain the direct, indirect and conditional indirect effects.

Findings – Results indicated that AM was negatively associated with gig workers' well-being, with job precarity and job autonomy mediating this relationship. Union instrumentality moderated the relationship between AM and job precarity and job autonomy. Specifically, the indirect effect of AM on gig workers' wellbeing, via job precarity and job autonomy, was diminished with high union instrumentality.

Originality/value – These findings enrich well-being literature by centering on gig work, advancing the application of the JD-R theory. Moreover, it underscores the significant role of union instrumentality in influencing gig workers' well-being, offering new insights for future research.



Research-8-UK- Impact article: How do we reduce domestic servitude risk in the developed world?

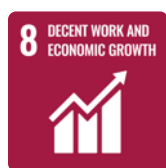
| [DOI](#)

Authors: Dr Caroline Emberson, Nottingham University Business School

Date of publication: March, 2026

Department: Business Administration | Management

This paper aims to detail the policy impact arising from a series of interlocking studies designed to reduce the risk of domestic servitude, a severe form of modern slavery, within care work conducted in private households. Mixed methods were used including feminist participatory action research; comparative international case studies; prevalence estimation based upon respondent-driven sampling and network scale-up methods; and facilitated group problem solving techniques. While this impact pathway demonstrates that it is possible to amplify the voices of marginalised communities within public policy debates, such an approach also raises questions about the ethical implications of impact work, including how to ensure that the voices of other affected communities are acknowledged. This impact paper summarises a multi-faceted research approach to a complex and urgent social problem. It highlights the role public authorities, as state procurers and commissioners of adult social care, can play in the reduction of modern slavery risk in domestic settings and extends the understanding of the role of worker voice in identifying and amplifying the views of those engaged in care work in private household settings.



Research-8-UK- The Boundaries of Modern Slavery: The Role of Exemplars in New Category Formation

| [DOI](#)

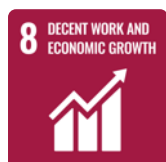
Authors: Professor Robert Caruana , University of Sussex | Professor Andrew Crane University of Bath
| Dr Claire Ingram, Nottingham University Business School

Date of publication: May, 2025

Department: Management

Modern slavery is one of the most prominent grand challenges facing organizations today. Yet, its precise meaning, and the scope of people and practices it subsumes, remain hotly contested. The recent formation of a legal category of “modern slavery” represents a critical point in establishing clear meanings and boundaries. While existing research on categories has shed light on how such new category meanings and boundaries may be shaped, we lack insight on how this happens in the absence of category prototypes that demarcate the meaning and membership of categories. We turn to category exemplars as an important but, as yet, poorly understood tool influencing category formation and subsequent membership. We conduct a systematic analysis of discourse surrounding

the formation of the new category of modern slavery to identify three distinct forms of exemplars (typifying, familiarizing, and scoping), and develop a model that links actors' use of these exemplars to specific boundary effects across four phases of category formation. We also reveal the conditions under which different exemplars were successful in influencing the final category. We thereby contribute to the literature an exemplar-based theorization of new category formation that explains how categories associated with grand challenges like modern slavery are formed.



Research-8-UK- Re-imagining the workplace of the future: Key tensions in co-creation.

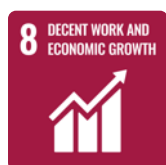
| [DOI](#)

Authors: Dr Andri Georgiadou, Nottingham University Business School | Dorothea Roumpi, School of Labor and Employment Relations, Pennsylvania State University | Solon Magrizos, Birmingham Business School | Anthony McDonnell, Cork University Business School

Date of publication: May, 2026

Department: Human Resource Management | Management

In this paper, we draw on co-creation as an integrative lens through which the contributions of this Special Issue can be read together. We argue that outcomes, such as well-being, inclusion, coordination, creativity, and governance, are not delivered by technologies, spaces, or formal practices alone, but rather they are produced through ongoing interactions among workers, managers, organizations, platforms, customers, and institutional environments. At the same time, we also show that these processes are not uniformly positive: future workplaces may reproduce exclusion, intensify surveillance, and distribute voice and value unevenly. We conclude by outlining a research agenda structured around four tensions surfaced by the collection: technology as driver versus technology-in-use, place as location versus place as inclusion infrastructure, firm-level Human Resource Management (HRM) versus ecosystem governance, and co-creation versus co-destruction.



Research Voices

The following statements demonstrate ways in which researchers at Nottingham University Business School bring sustainability and responsible management into their research.

Research-9-UK- Tackling poverty in marketplaces

Dr Samantha Gallage's research examines how markets and marketing practices affect the well-being of vulnerable and underserved populations, directly advancing PRME Principle 4 (Research) and the school's contribution to responsible, sustainability-oriented management scholarship. Her work spans responsible consumption among UK youth, healthcare and pharmaceutical access in Sri Lanka, and subsistence marketplaces in Tanzania and India, generating evidence on how bottom-up, community-embedded market design can better serve consumers who are frequently designed around rather than with published in outlets including the Journal of Public Policy & Marketing.

Research-9-CN-Improving ESG Performance in the Supply Chain

Dr. Yuxiao Ye focuses on research topics on ESG in the Supply Chain. She explores how ESG standards are embedded into supplier selection, procurement practices, production coordination, and risk management, as well as how ESG-related pressures are transmitted across upstream and downstream firms. She also examines the role of ESG disclosure, sustainable finance, green innovation, and governance mechanisms in improving supply chain resilience and performance.

Continue telling your story

RESEARCH-10-UK- Nottingham University Business School Research Centres and Institutes

Our centres and institutes enable interdisciplinary research projects, collaboration with business and industry partners, and enhance the school's international reputation.

Covering a broad range of subjects such as data modelling techniques, fintech and banking, consumer behaviour, the issues facing businesses in Africa and China, to healthcare management and entrepreneurship, they bring together staff with interests and expertise in distinct fields: [Research Centres and Groups](#)

Research-10-UK- Centre for Society, Nature and Organisations

The **Centre for Society, Nature and Organisations (SNO)** was launched in March 2025 to provide a safe and inclusive space for collaborative and interdisciplinary research focused on the transformative role of organisations—whether private, public, or community-based—in promoting social and environmental justice.

SNO brings together research addressing a wide range of grand and local challenges, including climate change, biodiversity loss, human rights, inequality, poverty, and vulnerability. Its work explores the role of organisations in responding to these challenges in a world that is becoming increasingly complex, interrelated, and unpredictable.

The establishment of SNO represents an important development in the Business School's commitment to responsible management education and research. By connecting interdisciplinary scholarship with practice-based solutions, the Centre creates opportunities to advance knowledge, engage with stakeholders, and support organisational responses to pressing social and environmental challenges.

As **Professor Mihaela Kelemen, Director of SNO**, explains:

“We are proud to support sustainability transitions through impactful theories and practice-based solutions to existing social and environmental challenges.”

SNO provides a valuable platform for strengthening the Business School's contribution to PRME, particularly through its emphasis on sustainability, social justice, interdisciplinary research, and the relationship between organisations and wider societal challenges. It also creates opportunities for future research collaborations, knowledge exchange, educational activities, and partnerships that contribute to the Sustainable Development Goals.

Further information: [Centre for Society, Nature and Organisations](#)

Research-10-UK- Global Centre for Banking and Financial Innovation (GCBFI)

The **Global Centre for Banking and Financial Innovation (GCBFI)** at Nottingham University Business School brings together academic expertise and practitioner engagement to advance cross-disciplinary research in banking, finance, and financial services. Its work explores how financial innovation can contribute to sustainable economic development while responding to emerging economic, technological, and societal challenges.

At the heart of the Centre's mission is a commitment to ensuring that innovation is not pursued in isolation, but is grounded in evidence, responsibility, and meaningful outcomes for society. As

Professor Meryem Duygun, Co-Director of GCBFI, explains:

“Our work ensures that financial innovation is guided by robust evidence, responsible use of data, and a clear focus on real-economy impact.”

This commitment is reflected in the Centre's three research pillars: **sustainable finance, AI and fintech, and inclusive finance**. Together, these areas provide a platform for examining how financial systems can become more sustainable, inclusive, and resilient, while ensuring that technological and financial advances translate into tangible benefits for the real economy.

The Centre's establishment and development represent an important contribution to the Business School's responsible management education and research agenda. By connecting academic knowledge with financial practice and public policy, GCBFI creates opportunities for interdisciplinary collaboration, stakeholder engagement, and evidence-based solutions to challenges facing financial institutions, markets, consumers, and the wider economy.

Through its research and partnerships, GCBFI provides a valuable platform for advancing the Sustainable Development Goals and strengthening the role of responsible finance in supporting sustainable and inclusive development.

Further information: [Global Centre for Banking and Financial Innovation](#)

Research-10-UK- Haydn Green Institute for Innovation and Entrepreneurship (HGI)

The **Haydn Green Institute for Innovation and Entrepreneurship (HGI)** at Nottingham University Business School supports the development of entrepreneurial knowledge, skills, and capabilities through teaching, research, and practical engagement. Its work helps students and alumni explore ideas, develop ventures, and engage with the challenges and opportunities of innovation.

At the heart of HGI's work is a commitment to **responsible entrepreneurship**—encouraging students to consider not only the commercial potential of their ideas, but also their wider social and environmental implications. As **Professor Simon Mosey, Director of the Haydn Green Institute**, explains:

"At the Haydn Green Institute for Innovation and Entrepreneurship we encourage responsible entrepreneurship. We equip our students to address real world challenges posed by business and society, in an effective, profitable and sustainable way."

This commitment places responsible entrepreneurship at the centre of the Institute's educational and practical activities. Through initiatives such as the **Ingenuity Lab**, the **Ingenuity Programme**, and other enterprise-support activities, HGI creates opportunities for students and alumni to develop ideas, engage with mentors and networks, and translate entrepreneurial thinking into practical solutions. The Institute's approach contributes to responsible management education by encouraging students to recognise opportunities while considering the broader consequences of business decisions. Its emphasis on addressing real-world challenges in an effective, profitable, and sustainable way also supports the development of entrepreneurial capabilities that can contribute to inclusive and sustainable economic development.

HGI therefore provides an important platform for connecting education, innovation, and enterprise practice, while supporting the Business School's contribution to PRME and the Sustainable Development Goals.

Further information: [Haydn Green Institute for Innovation and Entrepreneurship](#)



Partner

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

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AMBA (Association of MBAs)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Positive Impact Rating (PIR)
- ❖ Network for Business Sustainability (NBS)

Student Organization Partnerships

- ❖ Enactus
- ❖ SOS-UK

Partnerships

The following provides more details on 6 key partnerships at Nottingham University Business School.

PARTNER-3- UK- Zinthiya Trust

As part of its commitment to stakeholder engagement, this project collaborates with the Zinthiya Trust, a community-based charitable organisation, as a key community partner. The Zinthiya Trust contributes grassroots insight and lived experience to the project, supporting collaborative brainstorming sessions that help shape the direction of the research and ensure it remains grounded in the realities faced by affected communities. The organisation will play a central role in the forthcoming intervention phase, helping to co-design and inform interventions that are practical, community-responsive, and genuinely reflective of the needs of those experiencing energy poverty. This partnership exemplifies the project's broader ethos of working alongside third-sector organisations to bridge the gap between research and meaningful, real-world impact.

Partner-3-CN-OHFI Asset Management

Recently, the “AI for a Sustainable Future” Competition, organised by the Regional Centre of Expertise Ningbo on Education for Sustainable Development (RCE Ningbo) and co-organised by OHFI Asset Management, successfully came to a close. As the first cross-university competition in Ningbo focusing on the theme of “AI + Sustainability”, the event brought together over 140 young innovators from six universities across the city to compete and collaborate. The competition also invited Dr Jonghwi Park, Head and Academic Programme Officer of Innovation and Education at the United Nations University, to serve as a judge, bringing an international perspective and professional expertise to the event. This partnership contributes to the achievement of SDGs 9, 12, and 17.

Mr Juewen Hu, Founding Partner of Olympus Hedge Fund Investments Co., Ltd. and Deputy Chair of Nottingham University Business School China Advisory Board, shared insights based on industry practice. He noted that AI innovation has significantly lowered the threshold for university students to start businesses, while also opening up new possibilities for corporate sustainable governance and the improvement of entrepreneurial capabilities. This, he emphasised, is precisely the necessity of holding such competitions.

Unlike traditional concept-based competitions, this challenge emphasises tackling real-world problems with practical solutions. It encourages students to explore ways and pathways through which artificial intelligence can address sustainable development issues, guiding them to apply their technical knowledge to genuine social challenges.

“Through this competition, we have brought together students from different universities to mobilise the power of youth in our region, jointly moving towards a sustainable future. These youth-led projects translate cutting-edge artificial intelligence into practical, workable solutions — the very kind of innovation our region and our planet need most right now,” said Professor Jing Dai, Chair Professor of Sustainable Operations and Technology Management, Director of RCE Ningbo, and Director of Centre for Responsible Business and Innovation. This partnership contributes to the achievement of SDGs 9, 12, and 17.



Partner-3-CN-Hape

On 17 July 2026, the University of Nottingham Ningbo China (UNNC) and Hape, the globally renowned wooden educational toy brand, formally signed a strategic university–enterprise partnership agreement. Framed by a spirit of comprehensive collaboration, the partnership will inject fresh momentum into the cultivation of internationally minded, application-oriented talent.

As an internationally recognised brand with deep roots in Ningbo, Hape has consistently upheld three core values: sustainable manufacturing, child-centred design, and responsible globalisation. Initiated by the Careers and Employability Service at the University of Nottingham Ningbo China and formally signed by Nottingham University Business School China, this partnership represents not only a coming together of university and industry resources, but also a strong resonance of shared values. As Prof Kok Wei Khong, Dean of Nottingham University Business School China, observed, Hape's steadfast commitment to sustainable development closely aligns with UNNC's mission to nurture innovative talent with a global outlook and a strong sense of social value.

Four dimensions of collaboration, delivering comprehensive empowerment

Unlike the conventional model of an 'internship base', this partnership establishes a multi-faceted framework for collaboration, centred on four key areas: Joint talent development: the two parties will establish a dedicated internship and employment base, open a fast-track route for targeted graduate recruitment, invite senior corporate executives to serve as industry mentors on campus, and bring cutting-edge professional practice directly into the classroom. Co-development of industry-integrated courses: drawing on Hape's real-world industrial challenges, the partners will jointly develop teaching cases in areas such as brand management, sustainable production, and cross-border retail, while also launching interdisciplinary design competitions.

Tailored executive education: advanced courses in areas including ESG and international market expansion will be designed specifically for Hape's management team. At the same time, the practical expertise of corporate executives will be brought into the learning environment, enabling a two-way flow of knowledge. Innovation and international exchange: Hape will provide entrepreneurial incubation resources and support from industry mentors, while both parties will jointly advance overseas market research and international exchange initiatives, helping students engage more fully with the world. This partnership contributes to the achievement of SDGs 4 and 17.



Partner-3-CN-Haitong Canning Industry Group Infant Puree

On 25 March 2026, the Haitong Canning Industry Group Infant Puree Business Plan Challenge Kick-off event was successfully held at the University of Nottingham Ningbo China (UNNC). Jointly organised by Nottingham University Business School China Student Engagement and Employability Development (SEED) Scheme and Haitong Canning Industry Group, with support from the student activity branding team, the competition has the theme 'From 0 to 1, Creating the Future'. Open to all students, the initiative aims to build a collaborative platform between academia and industry, integrating academic innovation with real-world business scenarios and empowering students to transform creative ideas into feasible business solutions.

Under the slogan 'Think Fresh, Win Big', the competition is open to students from all disciplines, encouraging interdisciplinary teamwork. Participants are required to develop proposals centered on user insights, with clear logic, feasibility, and commercial value. The competition includes dual mentoring from academic and industry experts, as well as mid-term consultation sessions, allowing participants to experience the full business planning process. The event has attracted over 120 student participants.

The event concluded with a networking session, where faculty members, students, and corporate representatives engaged in in-depth discussions in a lively and interactive atmosphere. As the flagship student development brand of the college, SEED Scheme is dedicated to enhancing students' practical abilities and competitiveness. The programme encompasses industry practice experiences, social impact projects, business competition empowerment, and academic research exploration, creating diverse growth pathways for students and supporting their transformation from knowledge acquisition to practical innovation.

Looking ahead, Nottingham University Business School China will continue to deepen collaboration with leading enterprises, launching more high-quality practical programmes and competition platforms. With the support of the SEED Scheme, the School is committed to providing meaningful and valuable learning experiences, cultivating well-rounded business talents equipped with global vision, innovative thinking, and practical capabilities. This partnership contributes to the achievement of SDGs 12 and 17.



PARTNER-3- UK- Enactus Nottingham

Partnership with Enactus Nottingham

Nottingham University Business School (NUBS) mentors and supports [Enactus Nottingham](#), a student-led social enterprise team at the University of Nottingham. The partnership connects academic expertise with student-led entrepreneurial action to address social and environmental challenges. NUBS faculty and business advisers provide mentoring, guidance and practical support as students develop and deliver real-world social enterprise projects. Through this partnership, students from different disciplines gain opportunities to apply and develop skills in entrepreneurship, marketing, finance, operations, project management and stakeholder engagement, while addressing challenges aligned with the UN Sustainable Development Goals.

The partnership also provides opportunities for students to engage with external businesses and practitioners. For example, at the Enactus UK and Ireland Expo 2025, Nottingham students presented their social enterprise projects to a national audience and engaged with employers and mentors, including HSBC, BDO, SAP and Unilever.

The partnership therefore supports the development of **purpose-driven, responsible and entrepreneurial graduates**, while enabling students to translate their ideas and academic learning into practical initiatives with social and environmental impact.

PARTNER-3- UK- Network for Business Sustainability (NBS)

The Centre for Society, Nature and Organizations has joined the Network for Business Sustainability in 2025 and was selected in January 2026, after a highly competitive process to be part of its first Discovery Incubator ([Expression of Interest: Centre Collaboration Incubators - Network for Business Sustainability \(NBS\)](#)), along with other five research centres from South America, USA and Europe. The Discovery Incubator is working on a large transdisciplinary grant on biodiversity and regenerative food systems led by SNO. NBS managers facilitate the process, enabling relationship building, problem framing, Theory of Change development, project design, and grant writing. This process involves a combination of 'closed discussion', where Incubator members ideate and learn together in online monthly meetings, and 'open discussion,' where Incubator members share their emerging insights and learn from the diverse perspectives of global scholars and practitioners working on the same topic through email, WhatsApp and in smaller meetings outside the main calendar.

Partner Voices

The following statements from our partners demonstrate ways in which our collaborations at Nottingham University Business School support sustainability and responsible management education.

PARTNER-4- UK- Partnership between NUBS and New Vic Theatre, UK

New Vic Borderlines ([Borderlines - New Vic Theatre](#)), the award-winning community outreach department of New Vic Theatre, Staffordshire UK has collaborated with colleagues from the Centre for Society, Nature and Organisations on a number of research, knowledge exchange and pedagogical projects. For example, New Vic Borderlines' director, Sue Moffat, has facilitated an MBA experiential workshop on ethical leadership drawing on a creative and participatory methodology developed in collaboration with Professor Mihaela Kelemen (director of SNO), entitled Cultural Animation. Cultural Animation employs games, art making, collective poetry and other creative activities as means of building trust with the participants to ensure inclusive learning and meaningful participation. The methodology draws on the everyday experiences of the learners and their creative abilities to co-design solutions and imagine a more desirable shared future through creative dialogue and art-based activities.

New Vic Borderlines is a collaborator on two ESRC grant submissions led by SNO colleagues: one looking at skills for your people in left behind areas (Dr. David Morris and Dr. Claire Ingram) and one focusing on the prevention and detection of exploitation of domestic care workers in the UK (Dr.

Caroline Emberson and Professor Mihaela Kelemen). In addition, New Vic Borderlines is part of a successful AHRC IAA project on co-designing cholera outbreak responses with gold miners from Kenya through Cultural Animation, led by Professor Kelemen.

Theatre practitioners from the New Vic Borderlines have animated a school wide cross-research centre workshops in July to distil common research narratives within the business school and help align them more closely with the faculty research strategic themes.

Partner-4-CN-Partnership between NUBS China and OHFI Asset Management

Mr Juewen Hu, Founding Partner of Olympus Hedge Fund Investments Co., Ltd. and Deputy Chair of Nottingham University Business School China Advisory Board, shared insights based on industry practice. He noted that *“AI innovation has significantly lowered the threshold for university students to start businesses, while also opening up new possibilities for corporate sustainable governance and the improvement of entrepreneurial capabilities. This, he emphasised, is precisely the necessity of holding such competitions.”*



PARTNER-4- UK- NUBS and Enactus Nottingham

The partnership with Nottingham University Business School gives [Enactus Nottingham](#) access to valuable mentoring and business expertise while allowing students to take the lead in developing solutions to real social and environmental challenges. Through this relationship, students can turn ideas into practical social enterprises, develop their entrepreneurial and professional skills, and connect with businesses and practitioners beyond the University.

Tom Perry, a Business Advisor for Enactus Nottingham and a former student of the University, shared: Enactus students are very entrepreneurial and like individuals who want to make a difference in the world, and in whatever capacity they can. I've had great interaction with University of Nottingham students like you, who are very proactive. We also deliver impact where we can, so lots of positive words to say.

His reflection highlights the strength of the Enactus community – not just as a student society, but as a long-term platform for developing purpose-driven leaders.

Continue telling your story

PARTNER-5- UK- NUBS and AIESEC in Nottingham

NUBS and AIESEC in Nottingham

Nottingham University Business School works alongside [AIESEC in Nottingham](#), a student-run organisation operating through the Students' Union, to support student leadership, social impact and global career development.

AIESEC provides students with opportunities to participate in **international exchanges, volunteering and leadership programmes**, connecting them with a global network of young leaders. Through these experiences, students can develop practical skills including teamwork, communication and cultural understanding, while engaging with social and global challenges.

The partnership reflects shared values around **responsible leadership, global engagement and positive social impact**. AIESEC provides a platform for students to connect their academic experience with international opportunities and practical action, supporting both personal and professional development.

AIESEC in Nottingham describes its purpose as providing students with “*global leadership experiences*” and opportunities to “*make a positive impact on society*”, while becoming part of a supportive student community.

PARTNER-5- UK- NUBS, University of Nottingham & SOS-UK

NUBS, University of Nottingham & SOS-UK

Nottingham University Business School contributes to the University of Nottingham's wider partnership with **Students Organising for Sustainability UK (SOS-UK)** through sustainability-focused initiatives that connect education, community engagement and practical environmental action.

A key example is the **Wilding Campuses** project, a two-year regional pilot (2024–2026) involving the University of Nottingham, Nottingham College and Bluecoat Aspley Academy, supported by the National Lottery Heritage Fund. The project focused on restoring biodiversity, creating wild spaces across urban educational campuses, and engaging students in conservation and nature-based wellbeing activities.

NUBS also contributes directly through the **Edible Campus Project**, co-led by Dr Anne Touboullic alongside colleagues from the School of Education and the University's Sustainability Team. The initiative transforms areas of University Park and Jubilee campuses into sustainable food-growing and community spaces, with students from the **Sustainability and Societal Impact (SSI) Fellowship Programme** actively contributing.

Activities include community gardening, bulb planting and guided foraging walks developed with local food organisations and experts. The partnership therefore provides students with opportunities to **learn through participation and contribute directly to biodiversity, sustainable food systems, community engagement and societal impact.**

PARTNER-5- UK- partnership with the Health Foundation and ShareAction

As part of their partnership with the Health Foundation (<https://www.health.org.uk/>) and ShareAction (<https://shareaction.org/>), Niamh O'Sullivan and Simon Bishop were invited speakers to ShareAction's first Investor Symposium on Health in London on November 13th, 2025. The aim of the event was to gather institutional investors to discuss the need for investors to prioritise health as a material environmental, social and governance (ESG) issue.

Niamh presented the results of the 'Investor Action on Health' report she completed with Simon in 2025, which critically analysed the top 10 UK asset managers' (as per May 2024) reporting and activities on a range of public health themes. The presentation prompted a lot of interest and impact-related discussions on the results and implications of the report with the institutional investor audience. It also led to a blog for ShareAction's website, on the need for a health-related disclosure framework to assist investors to better address, and be accountable for, their health-related responsibilities.

For more details of the ShareAction event see:

<https://shareaction.org/news/investing-in-health-starts-now-bringing-together-the-investment-community-to-prioritise-health>

To read the 'Why we need a health-related disclosure framework' blog see:

<https://shareaction.org/news/why-we-need-a-health-related-disclosure-framework>

For more details of the Investor Action on Health project and report see: [https://](https://www.nottingham.ac.uk/business/who-we-are/centres-and-institutes/chill/research-projects/the-commercial-determinants-of-health-investor-action-on-health.aspx)

www.nottingham.ac.uk/business/who-we-are/centres-and-institutes/chill/research-projects/the-commercial-determinants-of-health-investor-action-on-health.aspx



PARTNER- 5- UK- Witty Entrepreneurial Scholarship: An Alumni Partnership Creating Opportunity

The [Witty Entrepreneurial Scholarship](#) was established in 2017 through philanthropic support from Sir Andrew Witty, University of Nottingham alumnus and former Chancellor, and his family. Sir Andrew graduated from Nottingham in 1985 and went on to become CEO of GlaxoSmithKline, leading one of the world's major pharmaceutical companies from 2008 to 2017.

The scholarship represents a long-term philanthropic partnership between an alumnus and the University, creating opportunities for disadvantaged but ambitious students to overcome financial barriers while developing their personal, professional and entrepreneurial potential.

Since its establishment, the scholarship has supported 276 students. The programme brings together students from diverse backgrounds and disciplines and aims to ensure that financial circumstances do not prevent talented students from making the most of their university experience. Its impact extends beyond financial assistance, with scholars benefiting from opportunities to develop technical and leadership skills, undertake internships, explore entrepreneurial ideas and build meaningful connections with industry.

Student experiences demonstrate the value of this wider support. Scholars describe how the funding has enabled them to continue developing ideas while studying, pursue professional opportunities and gain confidence in their abilities. One student highlighted the opportunity to develop technical skills, take on leadership roles and build meaningful connections within the finance industry.

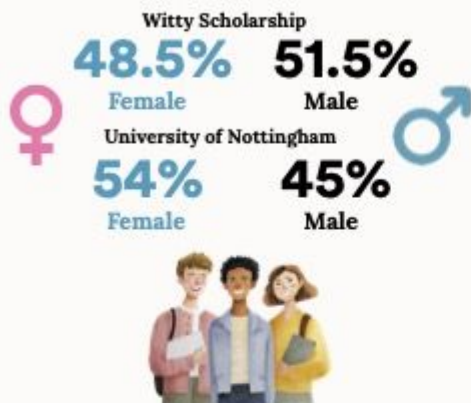
The initiative therefore demonstrates how a philanthropic partnership between an alumnus and the University can create a sustained mechanism for widening opportunity, developing entrepreneurial capabilities and enabling students from lower-income backgrounds to contribute to society and the economy. Its reach extends beyond the Business School, supporting students across disciplines including Computer Science, Medicine, Industrial Economics, Politics and Economics, and Finance, Accounting and Management. It provides a compelling example of how alumni engagement and philanthropy can create lasting opportunities and wider social impact.



University of
Nottingham
UK | CHINA | MALAYSIA

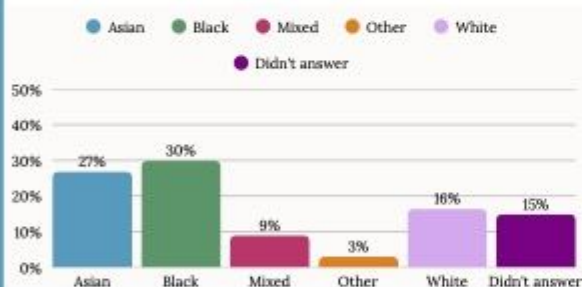
Since 2017
The Witty Scholarship has supported

228
students

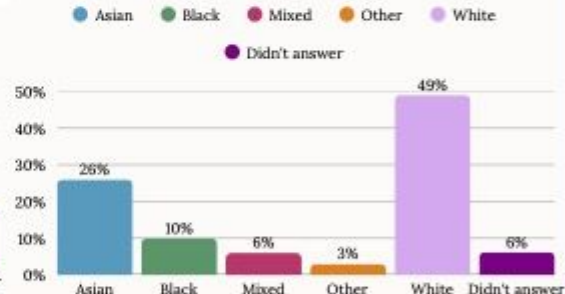


Our Witty Scholars represent a rich diversity of ethnic backgrounds and experiences

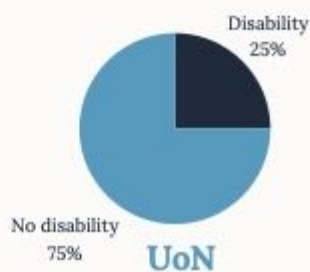
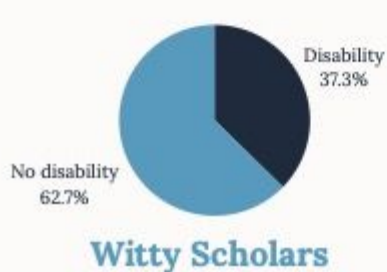
Witty Scholars



UoN



Witty Scholars with disabilities





Celebrating Impact

'The Witty Scholar brings together disadvantaged, but ambitious, students who are keen not to be held back and to give back something special to the world one day.'

-Computer Science Student



'Starting something while studying is not always easy. There are costs, doubts, mistakes, and moments where it would be easier to leave the idea for later. Your support made it easier to keep going.'

-Industrial Economics Student

'Thank you for backing someone who didn't know it all but is willing to learn.'

-Politics and Economics Student

'The scholarship has allowed me to focus on making the most of my time at university, whether that has been pursuing internships, developing my technical skills, taking on leadership roles or building meaningful connections within the finance industry.'

-Finance, Accounting and Management Student



'The funding mattered. But what mattered more was being told yes by people who had no obligation to say it. Thank you for making that feel possible.'

-Medicine Student

PARTNER-5- UK- The Nottingham City Sustainable Food Partnership

Professor Sally Hibbert

The Nottingham City Sustainable Food Partnership (NCSFP) was established in 2024 and formally recognised as a member of Sustainable Food Places in 2026. NCSFP's mission is to create a food secure, financially resilient, enterprising, socially just and green Nottingham anchored in a whole-system approach. The partnership is co-hosted by Nottingham Trent University and the University of Nottingham under the Universities for Nottingham civic umbrella and is financially supported by Nottingham City Council. Our community networks represent food banks, food pantries, social eating initiatives, growers and welfare rights and debt advisors, as well as council staff from Public Health and Communities, Environment and Resident Services, which administers the city's Crisis and Resilience Fund. Our partnership is still evolving, and we are keen to stimulate the interest of local businesses to help promote a sustainable food economy and support more local, sustainable food procurement by anchor institutions. The network is connecting partners with faculty and students from the two Universities for co-learning and to co-produce policy and evidence-based approaches that build on the strengths of local communities.



Practice

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

Institutional Policies and Practices

- ❖ Buildings/real estate
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Greenhouse gas emissions
- ❖ Local staff/student/faculty transportation
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Travel guides
- ❖ Water
- ❖ Zero-waste guides

Policy Documents Related to RME and/or Sustainability

UNNC-Environmental sustainability strategic
delivery plan

[View document](#) [Download document](#)

UNNC-Sustainability strategy

[View document](#) [Download document](#)

Practice Awards

In 2025, Nottingham University Business School received 1 award for responsible and/or sustainable practices.

Practice-3-CN-RCE Ningbo's Project is Recognised as UN Flagship

Granter: United Nations University

Grantee: RCE Ningbo

Award Description:

The “EmpowerChain: Youth Sustainability Accelerator” project, launched by the Regional Centre of Expertise Ningbo on Education for Sustainable Development (RCE Ningbo) established by the University of Nottingham Ningbo China, has been acknowledged as a 2025 Flagship Project (Youth-Led Category) by the United Nations University (UNU). This prestigious recognition is especially significant as it was awarded less than a year after RCE Ningbo’s official launch, underscoring the centre’s exceptional impact and making it one of the fastest RCEs globally to receive such an honour.

This international recognition comes at a pivotal moment, strongly validating UNNC's profound commitment to sustainability, a strategic cornerstone of its first independent five-year plan, the UNNC Strategic Plan: Roadmap to 2030. UNNC's Provost and Pro-Vice Chancellor, Professor Jon Garibaldi, stated: "We are leading in sustainable development by embedding the UN Sustainable Development Goals (SDGs) throughout our governance, operations, education, research, and partnerships."

Professor Jing Dai, Director of RCE Ningbo and Director of the Centre for Responsible Business and Innovation (CRBI) at UNNC, said: "we will expand our flagship initiatives to create a comprehensive pipeline for sustainability education and action - from innovative events and community engagement to impactful policy recommendations. This award reinforces our resolve to cultivate a new generation of sustainability leaders who can translate knowledge into meaningful change for our region and beyond."

The RCE, initiated and accredited by the United Nations University, promotes global sustainability through industry-academia collaboration and innovation. RCE Ningbo, the 10th UNU-accredited RCE in China, applied by the CRBI at UNNC, was officially acknowledged by United Nations University in December 2024, and was officially inaugurated in June 2025.

Practice Voices

The following statement from stakeholders at Nottingham University Business School demonstrates our commitment to sustainable and responsible practices.

Practice-4-CN-Nottingham Global Case Centre

From 10 to 12 December, 2025, the inaugural International Conference on Business Education Case Innovation was held in Ningbo. This high-calibre event established a premier international platform for exchange and formally announced the launch of the Nottingham Global Case Centre. This strategic upgrade transforms the original Nottingham Case Innovation Centre (NCIC) into the Nottingham Global Case Centre (NGCC). As the only official case centre within the University of Nottingham's global system spanning the UK, China, and Malaysia, it represents a significant step in leveraging the University's deep expertise in business case development and extending it onto a broader, globally connected platform to advance research and commercial innovation. Professor Huimin Song, Director of the Centre and Professor of Accounting at UNNC, stated, "Since its establishment in September 2023, the Centre has remained dedicated to developing high-quality business education cases and enhancing case-teaching pedagogy, earning recognition from the international community. Commissioned by the United Nations Global Compact, several reports led by the Centre have been

published through the organisation's global channels. Furthermore, the Centre's teaching case series on Geely's Acquisition of Proton has been included in three of the world's most authoritative case publishers: Harvard Business Publishing, Ivey Publishing, and the CEIBS Case Centre."

The conference, themed "Connecting Classrooms to Boardrooms: Co-Creating Business Cases for Future-Ready Education", attracted experts from leading case publishers and business schools, including The Case Centre, The Hong Kong Polytechnic University Faculty of Business, Ivey Publishing, and CEIBS, alongside industry representatives. The event prompted multiple rounds of high-level dialogue on innovative pathways for global business case development. Throughout the conference, participants engaged in keynote speeches, teaching demonstrations, roundtable discussions, and international link-ups, exploring topics spanning business practice, academic research, pedagogical application, and case publication.

This event marks another significant milestone in UNNC's ongoing efforts to integrate international resources and engage actively with global priorities. The University will continue to contribute insight to global issues through pioneering academic research, the creation of international exchange platforms, and the cultivation of future-ready talent.





Share

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



Engagement Opportunities

Nottingham 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
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

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

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Business and industry partners
- ❖ Faculty and staff
- ❖ Government and policy makers
- ❖ Media and public relations channels

Sharing Voices

The following statement from stakeholders at Nottingham University Business School demonstrates our commitment to sharing and learning from sustainability and responsible management practices.

Share-3-CN-Communication of Responsible Management Practices

Jude Wang, serving as the Marketing and Communication Business Partner – Senior Manager for Nottingham University Business School China, has demonstrated remarkable dedication to promoting responsible management practices by actively engaging in both internal and external communication efforts. Recognising the importance of knowledge-sharing and collaboration, Jude has consistently facilitated the dissemination of valuable insights and best practices across diverse stakeholder groups. Jude has leveraged his expertise in marketing and communication to ensure that information about responsible management practices reaches the right audience through a variety of channels, including social media, workshops, webinars, reports, and external forums. For example, he has

actively shared information about sustainability-related events organized by the Center for Responsible Business and Innovation at Nottingham University Business School China, highlighting the center's initiatives to drive sustainable management practices. Additionally, Jude has played a key role in disseminating details about alumni achievements, especially those aligned with principles of responsible leadership, as well as promoting awareness around responsible education programs offered by Nottingham University Business School China. Through his efforts, Jude has emphasised the significance of transparent, consistent communication as a tool for creating positive change and advancing sustainable business practices.

SIGNATORY

Nottingham University Business School



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