

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

UBT - University for Business and
Technology

October 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 UBT - University for Business and Technology, including key details and basic institutional data.

Graduates & Enrollment

2025 Statistics	Number
Graduates	1054
Faculty & Staff at the University	1500
Faculty & Staff at the Institution	1500
Student Enrollment at the University	10008
Student Enrollment at the Institution	10008
Undergraduate Attendance	8681
Masters-Level Postgraduate Attendance	1327
Doctoral Student Attendance	0
Certificate, Professional Development, or Continuing Education Attendance	150

Degrees Offered

Bachelor Programs

-  Bachelor of Science (B.Sc. or B.S.)
-  Bachelor of Arts (B.A.)
-  Bachelor of Business Administration (B.B.A.)
-  Bachelor of Engineering (B.Eng.)

Masters Programs

-  Master of Science (M.Sc. or M.S.)
-  Master of Arts (M.A.)
-  Master of Business Administration (M.B.A.)
-  Master of Education (M.Ed.)
-  Master of Fine Arts (M.F.A.)
-  Master of Engineering (M.Eng.)

Undergraduate Degree Programmes

 Accounting, Auditing and Taxation

Masters Degree Programmes

 FinTech and Innovation Management

Postgraduate Degree Programmes

 FinTech and Innovation Management  Management, Business and Economy

Certificates, Professional Development, or Associate Programmes

 Accounting, Auditing and Taxation



Purpose

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

Definition of Purpose

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Institutional Engagement

76% - 100%

of faculty at UBT - University for Business and Technology actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.

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Values

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



How We Define Values

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Who Champions Responsible Management Education at Our Institution

- ❖ Centralized sustainability office
- ❖ Interdisciplinary efforts across business school
- ❖ Interdisciplinary efforts across parent organization
- ❖ Senior leadership office

Student Awareness

76% - 100%

of students at UBT - University for Business and Technology are aware that we are a PRME Signatory Member.

Student Engagement

76% - 100%

of students at UBT - University for Business and Technology actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Celebrating Values

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

Perspective of the Head of the Institute for Urban Studies and Spatial Planning

As Head of the **UBT Institute for Urban Studies and Spatial Planning**, I consider the **sharing of knowledge, experiences, and urban narratives** to be a core responsibility of both our academic mission and our institutional culture. Urban challenges cannot be addressed in isolation; they require open dialogue, transparency, and continuous exchange between academia, institutions, professionals, and society. For this reason, the Institute actively contributes to UBT's commitment to the **PRME Share Principle** by ensuring that research findings, planning insights, and public-interest knowledge are made accessible beyond academic circles.

Our Institute systematically shares its work through multiple channels, in close collaboration with **UBT's communication and public relations teams**, to ensure that complex urban topics are communicated clearly and responsibly. Research outcomes, spatial analyses, and planning proposals are translated into public-oriented formats—policy briefs, visual materials, public lectures, and digital content—so that they can inform public debate, institutional decision-making, and community awareness.

A key instrument of this approach is **UBT Urban Talks**, a public platform where researchers, practitioners, policymakers, and civil society actors engage in open discussions on urban development, sustainability, mobility, heritage, and climate resilience. Through these events, the Institute shares academic perspectives while actively listening to external voices, reinforcing two-way knowledge exchange.

Furthermore, initiatives such as the **Kosovo Urban Image Database**, **Modernism in Kosovo**, and **Mega Projects in Kosovo** serve as open repositories of urban knowledge, combining research, documentation, and visual communication. These platforms are designed not only for experts, but also for students, journalists, public institutions, and citizens interested in understanding how cities in Kosovo are changing.

By working closely with internal stakeholders in communications and outreach, the Institute ensures that urban research and planning expertise are **shared responsibly, inclusively, and strategically**, strengthening UBT's role as a public knowledge hub. In this way, sharing is not treated as dissemination alone, but as a **continuous process of dialogue**, contributing to more informed urban governance and a broader societal understanding of sustainable and responsible development.

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Teach

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



How We Define Teach

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Teaching Awards

In 2025, 3 awards were given to faculty and educators at UBT - University for Business and Technology.

THE IMPACT RANKING

Granter: TIMES HIGHER EDUCATION

Grantee: N/A

Award Description:

<https://www.timeshighereducation.com/world-university-rankings/ubt>

WURI RANKING

Granter: World University Rankings for Innovation (WURI)

Grantee: 6th Place Worldwide

Award Description:

<https://www.ubt-uni.net/en/ubt-ranked-sixth-in-the-world-for-fourth-industrial-revolution-by-wuri/>

TRIPLE E AWARDS

Granter: ACEEU - Accreditation Council for Entrepreneurial and Engaged Universities (ENQA Affiliate)

Grantee: First University Worldwide

Award Description:

<https://www.ubt-uni.net/en/ubt-and-rector-hajrizi-recognized-with-the-highest-global-awards-as-role-models-for-innovation-entrepreneurship-and-social-impact-by-the-triple-e-awards/>

Educator Recognition

At UBT - University for Business and Technology, we recognize educators for quality of teaching in the following ways:

- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration

- ❖ Institutional recognition events
- ❖ Professional development opportunities
- ❖ Publication or research support

Barriers to Innovative Curriculum

In 2025, UBT - University for Business and Technology identified the following barrier to innovating, updating, or taking risks in existing curriculum:

- ❖ Traditional employer expectations

Barriers to Innovative Pedagogy

In 2025, UBT - University for Business and Technology identified the following barrier to innovating, updating, or taking risks in existing pedagogy:

- ❖ Scalability issues

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Research

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

How We Define Research

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Research vs Research for RME/Sustainable Development



Research Funding

In 2025, UBT - University for Business and Technology was awarded funding for research that is:



International



Local



National

Socializing Research

In 2025, UBT - University for Business and Technology contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ International media
- ❖ Open-access platforms
- ❖ National media

Research Awards

In 2025, UBT - University for Business and Technology was awarded 3 research awards for responsibility- and/or sustainability-related research.

THE IMPACT RANKING

Granter: TIMES HIGHER EDUCATION

Grantee: N/A

Award Description:

<https://www.timeshighereducation.com/world-university-rankings/ubt>

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Research Presentations Related to RME and/or Sustainability

In 2025, UBT - University for Business and Technology gave 1 research presentation related to RME and/or sustainability.

Dark triad personality, motivational dynamics and nascent entrepreneurs entrepreneurial intentions: cross-country comparison

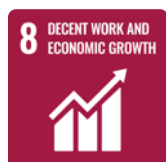
Authors: Liridon Kryeziu | M. Bağış, M.N. Kurutkan, Ç. Ateş,

Date of publication: July, 2024

Department: Business Administration | Business Analytics | Economics | Entrepreneurship

This research explores the relationships between the dark triad, motivational dynamics, and entrepreneurial intentions, as well as the moderating effect of the country on these relationships. Using a cross-sectional design, the study utilizes a sample of 701 new entrepreneurs from Turkey (n = 368) and Kosovo (n = 333). The findings indicate that narcissism positively influences entrepreneurial intentions. Additionally, psychopathy and Machiavellianism negatively impact motivational dynamics, while narcissism has a positive effect. Furthermore, the positive effects of motivational dynamics on entrepreneurial intentions have been confirmed. Mediation analysis reveals that individual motivations

partially mediate the relationship between the dark triad and entrepreneurial intentions. Finally, the research results show that the country plays a moderating role in the relationships between narcissism and entrepreneurial intentions, personal attitudes and entrepreneurial intentions, psychopathy, and perceived behavioral control, and the need for achievement and narcissism with personal attitudes. Our study provides theoretical contributions as well as policy and managerial implications in the emerging field of entrepreneurship



Publications Related to RME and/or Sustainability

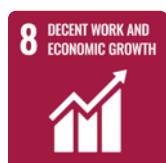
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Energy and foreign exchanges market: Mapping risk and return connectedness in developed and emerging economies

Authors: Renata Karkowska | Szczepan Urjasz | Florin Aliu | Ujkan Q. Bajra

Date of publication: June, 2026

Department: International Business | Management | Economics

This study examines the dynamic relationships between energy and foreign exchange markets, with a focus on returns and volatility spillovers across developed and emerging market currencies. Recognizing energy commodities as central to global trade and currencies as indicators of macroeconomic stability, we examine how shocks in one market propagate to others. Using a Time-Varying Parameter VAR (TVP-VAR) model on daily data from 2014 to 2024 for four major energy benchmarks (WTI, Brent, Dutch TTF, Henry Hub) and twelve key currency pairs, we find strong and asymmetric spillovers in both returns and volatility. Emerging market currencies, such as the Polish zloty and Czech koruna, primarily transmit volatility, while WTI and Brent act as major shock sources in energy markets; natural gas benchmarks mainly absorb volatility. Return spillovers are typically short-lived, whereas volatility linkages persist and intensify during crises, notably during the COVID-19 pandemic. These findings highlight distinct return- and volatility-driven contagion channels, offering valuable insights for investors, policymakers, and risk managers in an interconnected financial landscape.



Research Voices

The following statement demonstrates a way in which researchers at UBT - University for Business and Technology bring sustainability and responsible management into their research.

Perspective of the Head of the Institute for Urban Studies and Spatial Planning

As Head of the **UBT Institute for Urban Studies and Spatial Planning**, I view the celebration of institutional values—**ethics, cultural heritage, social responsibility, and respect for place**—as central to how we teach, research, and engage with society. Urban planning is not only a technical discipline; it is a value-driven practice that shapes how communities live, remember, and envision their future. For this reason, the Institute plays an active role in advancing UBT's commitment to **ethical responsibility, cultural awareness, and inclusive development**.

Our work consistently integrates **ethical planning principles**, emphasizing public interest, transparency, and long-term responsibility over short-term gain. Through research and applied projects, we encourage students and professionals to critically reflect on the social consequences of spatial decisions, ensuring that urban development respects human dignity, equity, and environmental limits.

The Institute also actively **celebrates and preserves cultural and historical values** through initiatives such as **The City – History Lab** and **Modernism in Kosovo**, which document and reinterpret the layered urban heritage of Kosovo. By researching traditional urban forms, modernist legacies, and evolving identities, we reaffirm the importance of historical continuity and collective memory in contemporary planning. These efforts help students and the wider public recognize heritage not as an obstacle to development, but as a **resource for sustainable and meaningful urban transformation**.

Furthermore, through platforms such as **UBT Urban Talks** and public exhibitions, the Institute creates spaces for dialogue that honor **traditional knowledge systems, local narratives, and community experience**. By bringing together academics, practitioners, artists, and citizens, we celebrate the diversity of perspectives that shape the city and reinforce UBT's role as an institution grounded in social and cultural responsibility.

In collaboration with UBT's communication and outreach teams, these values are shared through accessible publications, visual archives, and public events, ensuring that ethics, cultural heritage, and social engagement are not confined to academic discourse but are **actively lived and celebrated as part of institutional identity**. Through this work, the Institute contributes to UBT's mission of fostering responsible leadership and culturally informed approaches to sustainable urban development.

Research Barriers

In 2025, UBT - University for Business and Technology identified the following barrier to conducting research related to sustainability and/or responsibility:

- ❖ Publishing barriers

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Partner

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

How We Define Partner

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Institutional Partnerships

- ❖ Local institutions and associations
- ❖ Positive Impact Rating (PIR)
- ❖ Ministries of Education, Higher Education, or similar national bodies

Student Organization Partnerships

- ❖ None

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Practice

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

How We Define Practice

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Institutional Policies and Practices

- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Curriculum guidelines
- ❖ Environmental stewardship policies
- ❖ Ethical data sourcing guides
- ❖ Ethical leadership or good governance policies
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Greenhouse gas emissions
- ❖ Local staff/student/faculty transportation
- ❖ Ministry of education recommendation documents
- ❖ Open-access guides
- ❖ Professional training opportunities
- ❖ Responsible procurement policies
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Zero-waste guides

Practice Awards

In 2025, UBT - University for Business and Technology received 3 awards for responsible and/or sustainable practices.

THE IMPACT RANKING

Granter: TIMES HIGHER EDUCATION

Grantee: N/A

Award Description:

<https://www.timeshighereducation.com/world-university-rankings/ubt>

WURI RANKING

Granter: World University Rankings for Innovation (WURI)

Grantee: 6th Place Worldwide

Award Description:

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Practice Voices

The following statement from stakeholders at UBT - University for Business and Technology demonstrates our commitment to sustainable and responsible practices.

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In collaboration with UBT's communication and outreach teams, these values are shared through accessible publications, visual archives, and public events, ensuring that ethics, cultural heritage, and social engagement are not confined to academic discourse but are **actively lived and celebrated as part of institutional identity**. Through this work, the Institute contributes to UBT's mission of fostering responsible leadership and culturally informed approaches to sustainable urban development.

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Share

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



How We Define Share

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Engagement Opportunities

UBT - University for Business and Technology offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Boards and advisory committees
- ❖ Annual reports
- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Publicly accessible sustainability data and dashboards
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

UBT - University for Business and Technology communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities
- ❖ Faculty and staff
- ❖ Government and policy makers
- ❖ Media and public relations channels
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Research and academic networks

Sharing Voices

The following statement from stakeholders at UBT - University for Business and Technology demonstrates our commitment to sharing and learning from sustainability and responsible management practices.

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Communication Barriers

UBT - University for Business and Technology faces the following barriers in transparent communications:



Transparency
hesitation

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SIGNATORY

UBT - University for Business and Technology



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