

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Abu Dhabi University

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 Abu Dhabi University, including key details and basic institutional data.

Graduates & Enrollment

2025 Statistics	Number
Graduates	1314
Faculty & Staff at the University	618
Faculty & Staff at the Institution	53
Student Enrollment at the University	11272
Student Enrollment at the Institution	2632
Undergraduate Attendance	1984
Masters-Level Postgraduate Attendance	508
Doctoral Student Attendance	12
Certificate, Professional Development, or Continuing Education Attendance	38

Degrees Offered

Bachelor Programs

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

 Bachelor of Business Administration (BBA), Bachelor of Business Administration in Accounting, Bachelor of Business Administration in Management

Masters Programs

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

Doctoral Programs

 Doctor of Business Administration (D.B.A.)



Purpose

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



Definition of Purpose

Purpose is to prepare students to become responsible business professionals who can apply their knowledge to real business situations. At the College of Business, this includes developing practical skills, critical thinking, ethical awareness, and an understanding of the wider impact of business decisions on organizations and society!

Institutional Engagement

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



Values

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



How We Define Values

Values refer to the principles that guide how business is studied, taught, and practiced. At the College of Business, they include ethics, integrity, respect, responsibility, sustainability, and inclusion, helping students understand the importance of responsible behaviour and the impact of business decisions on people and society

Who Champions Responsible Management Education at Our Institution

- ❖ Centralized sustainability office
- ❖ Individual leader
- ❖ Interdisciplinary efforts across parent organization
- ❖ Research or issue group, society, or club leading sustainability efforts

Student Awareness

51% - 75% of students at Abu Dhabi University are aware that we are a PRME Signatory Member.

Student Engagement

26% - 50% of students at Abu Dhabi University actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.



Teach

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



How We Define Teach

Teach means helping students understand ideas and use them in real situations. At the College of Business, this is done through classroom discussion, cases, practical activities, company visits, and guest speakers. Students are encouraged to ask questions, share their experiences, and connect what they learn with business practice!

Educator Recognition

At Abu Dhabi University, we recognize educators for quality of teaching in the following ways:

- ❖ Institutional recognition events

Barriers to Innovative Curriculum

In 2025, Abu Dhabi University identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Accreditation constraints
- ❖ Administrative resistance
- ❖ Assessment challenges
- ❖ Budgetary limitations
- ❖ Collaboration barriers
- ❖ Change fatigue

Barriers to Innovative Pedagogy

In 2025, Abu Dhabi University identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Accreditation limitations
- ❖ Administrative hurdles
- ❖ Assessment rigor concerns
- ❖ Budget constraints
- ❖ Change resistance
- ❖ Classroom infrastructure limitations
- ❖ Collaboration barriers
- ❖ Faculty confidence gaps
- ❖ Institutional culture
- ❖ Limited interdisciplinary teaching approaches

- ❖ Overloaded faculty
- ❖ Resource constraints
- ❖ Time constraints



Research

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

How We Define Research

Research is about developing knowledge that is useful for business and society. At the College of Business, research is used to study current business issues, support responsible management, and provide findings that can contribute to better decisions, practices, and understanding of sustainability!

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, Abu Dhabi University was awarded funding for research that is:



No funding

Socializing Research

In 2025, Abu Dhabi University contributed research findings to:

- ❖ Open-access platforms
- ❖ Research collaborations
- ❖ Social media and digital outreach
- ❖ Public events and lectures

Research Barriers

In 2025, Abu Dhabi University identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Collaboration challenges
- ❖ Data access and management
- ❖ Ethical concerns

- ❖ Funding challenges
- ❖ Methodological limitations
- ❖ Institutional policies and bureaucracy
- ❖ Participant recruitment
- ❖ Publishing barriers
- ❖ Retention and engagement
- ❖ Research impact and application
- ❖ Time constraints



Partner

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

How We Define Partner

Partner means working together with people and organizations outside the classroom to support learning and address real business needs. At the College of Business, this includes engagement with companies and professionals through guest lectures, company visits, student activities, applied research, and other forms of collaboration.

Institutional Partnerships

- ❖ AMBA (Association of MBAs)
- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Quacquarelli Symonds (QS)
- ❖ Times Higher Education (THE)
- ❖ Ministries of Education, Higher Education, or similar national bodies

Student Organization Partnerships

- ❖ PRME Students



Practice

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

How We Define Practice

Practice means putting responsible management ideas into use rather than keeping them only in the classroom. At the College of Business, students connect theory with practice through cases, discussions, company visits, professional speakers, projects, and other activities that help them understand how business works in real situations.

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Buildings/real estate
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Curriculum guidelines



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

Share means making knowledge, experiences, and good practices available to others. At the College of Business, this includes sharing research, teaching experiences, student learning, and relevant business and sustainability knowledge with students, colleagues, professionals, and the wider community!

Engagement Opportunities

Abu Dhabi University offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Public events and panel discussions

Communication Audiences

Abu Dhabi University communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Faculty and staff

Communication Barriers

Abu Dhabi University faces the following barriers in transparent communications:



**Audience
reach**



**Accessibility
issues**



**Bureaucratic
delays**



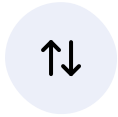
**Data privacy
regulations**



**Engagement
gaps**



**Feedback
loops**



**Inconsistent
updates**



**Transparency
hesitation**

SIGNATORY

Abu Dhabi University



Address

Zayed City, ABUDHABI, ABUDHABI, 0
United Arab Emirates



Website

<https://www.adu.ac.ae/>