

2025 Sharing Information on Progress **(SIP) Report**

School of Manegement, Jinan
University

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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 School of Management, Jinan University, including key details and basic institutional data.

Mission

School of Management(SoM) is committed to refining and integrating Chinese wisdom of management, and fostering international business elites with excellent insights into Chinese culture.

Vision

To be the first-class business school in Guangdong-Hong Kong-Macao Greater Bay Area, globally recognized for excellence in education and research.

Strategy Alignment

Strategic Commitments and Governance Structure

The school has incorporated sustainable development and corporate social responsibility (CSR) into the core of its institutional strategy. Through a sound governance structure and practical strategic projects, it ensures that the commitment to responsible management is converted into measurable social impact.

a. Strategic Integration and Leadership

The school has systematically integrated the concept of sustainable development into its "3 + 1 Green Strategy" framework, which takes green research, green teaching and green social services as the three pillars and the Research Center of Low Carbon Economy for Guangzhou Region as the core driving platform. This strategy not only provides clear action guidance for teachers and students but also fosters a culture of responsible management, consolidating the School's thought leadership in sustainable development in the Guangdong-Hong Kong-Macao Greater Bay Area.

b. Core Governance Platforms

To ensure the effective implementation of strategic commitments, the school has established two core organizational platforms, which serve as the dual engines for promoting sustainable development work:

Organizational Platform	Core Function	Reflection of PRME Principles
Research Center of Low Carbon Economy for Guangzhou Region	As a key research base for humanities and social sciences in Guangzhou (with an "Excellent" rating in performance evaluation), it focuses on cutting-edge academic research on low-carbon economy,	Principle 4: Research, providing support for academic research and

	provides scientific advice for government public policies, and offers strategic consulting for enterprises' green transformation	practical application in the field of sustainable development
X-Studio Innovation Workshop	Led by senior professors, it brings together young faculty and students to form an academic community. It has established strategic cooperation with external stakeholders such as the government, alumni and NGOs, and applies management knowledge to solve real-world challenges such as economic imbalance and unequal educational opportunities	Principle 5: Partner, promoting experiential learning and social innovation practices

c. Key Practical Projects

The school's commitments are demonstrated through a series of projects focusing on real-world issues, showing how to systematically cultivate a new generation of responsible leaders.

• Applied Research Empowering Industrial Transformation

Action: The Research Center of Low Carbon Economy for Guangzhou Region leads applied research with direct policy and industry relevance.

Achievements: Key outputs include the national association standard Carbon Emissions Accounting Guidelines for Maritime Transport Enterprises and the Research on the "Dual Carbon" Strategy jointly released with Guangdong Transportation Group.

Impact: It provides scientific tools for key industries to quantify and manage carbon footprints, strongly supports the transformation of the regional economy to a low-carbon model, and consolidates the school's role as an important knowledge partner for regional sustainable development.

• Experiential Learning Driving Social Innovation

Action: Through the X-Studio platform, students are guided to apply business knowledge to solve complex real-world problems.

Case: The Western Rural Revitalization Volunteer Team Project. Student teams integrated modern aesthetics with traditional Tibetan knitting techniques to provide design, training and market support for Tibetan housewives in Batang County, Sichuan Province.

Impact: This project not only empowered local women economically (SDG 8), helping them transform from unpaid houseworkers to income earners, but also significantly enhanced their self-worth and social status. It effectively promoted gender equality (SDG 5) in the community and formed a replicable social innovation model.

Graduates & Enrollment

2024 Statistics	Number
Graduates	1553

Degrees Offered

Masters Programs

- Executive Master of Business Administration (EMBA)
- Master of Professional Accounting (MPAcc)
- Master of Engineering Management (MEM)

Doctoral Programs

- Doctor of Professional Accounting (DPAcc)



Purpose

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

Institutional Engagement

76% - 100% of faculty at School of Management, Jinan 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.



Who Champions Responsible Management Education at Our Institution

- ❖ Senior leadership office
- ❖ Interdisciplinary efforts across business school
- ❖ Individual leader
- ❖ Disciplinary efforts within business school



Teach

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



Fostering Innovation



To a great extent

Teaching and learning at our institution strongly foster innovation.

Experiential Learning



A lot

Our institution supports experiential learning significantly through teaching and learning.

Learning Mindset



To a great extent

Teaching and learning at our institution strongly promote a lifelong learning mindset.

Method of Teaching and Learning



In person

Traditional classroom-based learning with face-to-face instruction.



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 2024, School of Management, Jinan University was awarded funding for research that is:



Local



Regional



National



International

Socializing Research

In 2024, School of Management, Jinan University 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



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)

Student Organization Partnerships

- ❖ None



Practice

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

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Curriculum guidelines
- ❖ Employee equity, diversity, inclusion
- ❖ Environmental stewardship policies
- ❖ Open-access guides
- ❖ Student equity, diversity, inclusion



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

School of Management, Jinan University offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Annual reports
- ❖ 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

School of Management, Jinan 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
- ❖ Chamber of commerce and local communities
- ❖ Government and policy makers
- ❖ Faculty and staff
- ❖ Media and public relations channels
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Research and academic networks

SIGNATORY

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