an initiative of the United Nations Global Compact

2025 Sharing Information on Progress (SIP) Report

Rome Business School

September 2025

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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 Rome Business School, including key details and basic institutional data.

Vision

Rome Business School's vision is the driving force behind our commitment to building a global learning community that creates a positive impact on society. We are guided by the ideal of a future where business is a force for good, led by ethical and responsible professionals who are ready to tackle the world's most complex challenges. This reality is taking shape through our commitment to a cross-cultural environment and the celebration of diversity. By fostering a synergistic approach among students, faculty, and partners, and by championing a human-centric perspective, we are empowering a new generation of leaders to shape a better world.

Graduates & Enrollment

2024 Statistics	Number
Graduates	2.286
Faculty & Staff at the Institution	140

Degrees Offered

Bachelor Programs

- Bachelor of Arts (B.A.)

Undergraduate Degree Programmes

- BA in Business Economics

Masters Degree Programmes

- Master in Business Administration

Purpose

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

Definition of Purpose

The Purpose Principle is defined as using business as a force for positive change. For the institution, this means educating "Better Managers for a Better World", leaders who are not only skilled but also driven by a deep sense of social and environmental responsibility.

Institutional Engagement

51% - 75% of faculty at Rome Business School 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

The Values Principle is the belief that true leadership is built on a foundation of ethics, diversity, and social responsibility. The institution defines its values as a commitment to Internationalization, Diversity and Inclusion, and Return on Investment for its students, ensuring that business success is inseparably linked to a strong moral compass and a positive impact on society.

Who Champions Responsible Management Education at Our Institution

- Interdisciplinary efforts across business school

Student Awareness

26% - 50% of students at Rome Business School are aware that we are a PRME Signatory Member.

Student Engagement

51% - 75% of students at Rome Business School 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.

Hot Chocolate for Hope 2024	View document	Download document

Teach

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

How We Define Teach

The Teach Principle is defined as an innovative, purpose-driven approach to education that extends beyond traditional classroom instruction. It focuses on using technology, partnering with industry leaders, and embedding ethics and sustainability into the curriculum to inspire and motivate students. This ensures the education is not only academically excellent but also relevant to the evolving needs of business and society.

Teaching Awards

In 2024, 1 award was given to faculty and educators at Rome Business School.

Program Director Award for Excellence 2024

Granter: Rome Business School

Grantee: Dr. Vincenzo Mazzotta

Award Description:

The Program Director Award for Excellence 2024 is proudly presented to Professor Vincenzo Mazzotta, a distinguished member of the Rome Business School faculty since 2019. This award recognizes his exceptional contributions as both an educator and a leader. As a professor, he expertly teaches courses in Finance, Economics, and Accounting, subjects in which he demonstrates a profound depth of knowledge. His dedication extends beyond the classroom; as the Program Director for two master's programs in Finance, he is a pillar of support for students, providing invaluable guidance and mentorship. He is also a respected faculty leader, consistently championing his colleagues. This recognition is particularly significant because Professor Mazzotta has seamlessly integrated the principles of sustainable development into his curriculum. For example, in his Finance courses, he highlights the importance of responsible investment and assesses a company's environmental, social, and governance (ESG) performance to ensure long-term value creation. In Economics, he explores how ethical business practices and fair labor policies contribute to equitable economic growth and societal well-being. Finally, in his Accounting classes, he teaches about transparent and responsible financial reporting, emphasizing the role of accountability in building trustworthy institutions. This holistic approach, which combines academic excellence with a commitment to a more sustainable and just future, makes him a truly deserving recipient of this award.

Educator Recognition

At Rome Business School, we recognize educators for quality of teaching in the following ways:

- Annual teaching excellence awards
- Course evaluation scores
- Financial incentives
- Institutional recognition events
- Publication or research support

Teaching Voices

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

Valentino Megale - Teaching at Rome Business School

Over the past 15 years, in parallel with my activities as a researcher and tech entrepreneur, I've been teaching various audiences with one key goal in mind: simplifying the complexity of tech and science innovation to make the field more accessible, thereby creating an engine of discovery, growth and value generation. In such a journey, I have developed an approach to emerging technologies education that transcends mere technical understanding, aiming to empower professionals to identify and responsibly seize digital abundance opportunities while maintaining humanity at the centre of innovation.
My methodology rests on three fundamental pillars that directly support the UN Sustainable Development Goals.

First, I cultivate **mental agility** in students to navigate technological acceleration, teaching them to perceive technologies as dynamic solution enablers rather than mere commercial products. Second, I consistently **connect emerging innovations to social values** and community impact, moving beyond hype to understand underlying principles. Third, I'm committed to preserving the human dimension in every innovation discussion by **triggering questions** instead of answers only.

In practice, this translates into what I call "responsible sensemaking." Students learn to critically evaluate new technologies, from AI to Extended Reality, not only for their technical capabilities but for their potential to contribute to sustainable development and improve relevant SDG KPIs. Through **real-world case studies** and **collaborative projects**, we often explore how innovation can serve as a force for social equity, environmental sustainability, and human well-being.

During my lessons, I always work to integrate sustainability debates directly into technology analysis. When examining predictive models, we consider their systemic impact on vulnerable communities (including strategic foresight methodologies). When exploring algorithmic systems, we address bias and fairness, exploring scenarios of disruptions while envisioning potential countermeasures for keeping humans in the loop (and in charge of future innovation). My goal for students is to learn to question who benefits, what costs are hidden, and how to design for inclusive impact.

I feel privileged to be in a position where I can provide a perspective on the future to so many professionals, and this is also a tremendous responsibility, as this perspective will shape their future decisions, spread around the world and impact many. My ultimate goal is then to prepare leaders who can make the challenging decisions of tomorrow while keeping humanity in mind, transforming technological potential into shared social value and ensuring that digital transformation serves the greater good.

Valentino Megale

Michela Bonafoni - Teaching at Rome Business School

My twenty years of experience as a lecturer within universities and international master's programs—focusing on fashion communication, fashion sociology, visual culture, and brand management—have allowed me to evolve, if not revolutionize, my approach to working with students. The foundation of every course I teach is rooted in recognizing the importance of decoding the international landscape—specifically its socio-political and economic dimensions, with a particular emphasis on DEI (Diversity, Equity, Inclusion) & Belonging.

Starting from a base of critical thinking about global events—from intersectional rights to geopolitics—has enabled me to place a strong focus on strategies aligned with the Sustainable Development Goals (SDGs). In the context of the fashion industry, these often translate into **brand activism**, where *purpose* becomes *action*. By posing broad, open-ended questions in class, students are invited to choose which theme to explore in depth—ranging from the "Three Ps" of sustainability (Planet, People, Profit) to *education*, a word I have transformed over the years into the neologism **edu-action**.

Through the study of fashion history and photography, as well as the analysis of successful figures in the industry, students are encouraged to engage in real-world collaborations with NGOs, associations, and companies focused on social wellbeing—particularly in the Global South and for those members of society too often rendered "invisible." Giving visibility to these communities and positioning them as protagonists of a storytelling approach that is also relevant for fashion marketing and sales empowers students to become socially aware actors in both national and international contexts. It also reinforces the need for ethical reflection—an ethics that gives voice to those who are otherwise unheard, through aesthetics.

For example, one of the most impactful and insightful assignments I've overseen combined themes like climate change and innovation in fabric production (including the use of AI). Students developed capsule collections for well-known brands in collaboration with emerging labels or new talents. These collections also included a comprehensive communication and selling strategy, with a portion of profits dedicated to international NGOs or associations.
In today's increasingly horizontal and collaborative market—where vertical hierarchies are dissolving—speaking about brands without associating them with the adjective **"humanistic"** makes any strategy not only less visually effective, but also less profitable.

In the face of today's complex and often challenging realities—particularly on a human level—I believe it is not simply a choice but a **necessary duty** to make students aware of the importance of bringing these themes into corporate environments.

Desire, Compromise, and Community are the three key - words I propose we start from today, in order to reach—as quickly as possible, despite the complexity of the current geopolitical landscape—the 17 Sustainable Development Goals of the 2030 Agenda. This must be done by continuously grounding ourselves in a mindset fueled by culture, persistent study, and a tireless commitment to knowledge, which I see as essential ingredients for envisioning a future where the **human being is placed at the center of every global strategy**.

Michela Bonafoni

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

A lot
Our institution supports a lifelong learning mindset significantly through teaching and learning.

Method of Teaching and Learning

Hybrid
Combination of in-person and virtual learning methods.

Barriers to Innovative Curriculum

In 2024, Rome Business School identified the following barrier to innovating, updating, or taking risks in existing curriculum:

- Resource allocation challenges

Barriers to Innovative Pedagogy

In 2024, Rome Business School identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- Faculty confidence gaps
- Digital divide
- Learning curve for faculty
- Resource constraints
- Technology gaps

Research

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

How We Define Research

The Research Principle is defined as a commitment to creating relevant, impactful knowledge that addresses the evolving needs of business and society, a bridge between academic excellence and real-world application, on which Rome Business School intends to significantly expand in the future by leveraging its new partnerships and investing in technology and people.

Research vs Research for RME/Sustainable Development

12 Peer-reviewed articles were published by Rome Business School from this past calendar year.

vs

3 Peer-reviewed articles were published by Rome Business School from this past calendar year in support of RME.

Research Funding

In 2024, Rome Business School was awarded funding for research that is:

No funding

Socializing Research

In 2024, Rome Business School contributed research findings to:

- Government and policy makers
- Industry and business networks
- Public events and lectures

Research Presentations Related to RME and/or Sustainability

In 2024, Rome Business School gave 1 research presentation related to RME and/or sustainability.

L’impatto dell’Intelligenza Artificiale in Italia dalla finanza alla sanità

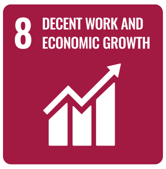
Authors: Prof., Francesco Baldi, Docente dell'International Master in Finance di Rome Business School | Dott., Massimiliano Parco, Centro Europa Ricerche (CER) | Dott., Valentino Megale, Docente dell’International MBA di Rome Business School | Prof., Valerio Mancini, Direttore del Centro di Ricerca Divulgativo di Rome Business School

Date of publication: September, 2025

Presented at: National or international academy of management

Department: AI

L'Intelligenza Artificiale rappresenta uno degli argomenti più caldi del 21° secolo. Questa già famosa tecnologia dirompente ha, senza dubbio, completamente cambiato il modo in cui pensiamo e operiamo nella nostra vita quotidiana e, soprattutto, ha creato nuove minacce e opportunità che si evolvono continuamente mentre parliamo. Ma cos'è esattamente l'Intelligenza Artificiale (o IA)? Secondo l'Enciclopedia Britannica (British Encyclopedia), l'Intelligenza Artificiale può essere definita come: “La capacità di un computer digitale o di un robot controllato da computer di svolgere compiti comunemente associati agli esseri intelligenti. Il termine è spesso applicato al progetto di sviluppo di sistemi dotati dei processi intellettuali caratteristici degli esseri umani, come la capacità di ragionare, scoprire significato, generalizzare o apprendere dall'esperienza passata.” Mentre l'Enciclopedia Treccani la descrive come segue: “L'Intelligenza Artificiale studia i fondamenti teorici, le metodologie e le tecniche che permettono di progettare sistemi hardware e software per fornire al computer prestazioni che, a un osservatore comune, sembrerebbero essere esclusive dell'intelligenza umana.” Per spiegarla nel modo più semplice possibile, possiamo definirla come la tecnologia che imita il comportamento intelligente umano. Più specificamente, l'IA si basa su diverse tecnologie chiave, come l'apprendimento automatico, l'elaborazione del linguaggio naturale, i sistemi esperti basati su regole, le reti neurali, il deep learning, i robot fisici e l'automazione dei processi robotici, per funzionare correttamente. Un insieme di tecnologie emergenti che, con il passare del tempo, stanno caratterizzando la nostra generazione più di qualsiasi altra tecnologia. Negli ultimi anni, l'IA è diventata un argomento di grande rilievo principalmente perché può essere applicata in quasi tutti i settori che possiamo immaginare, dalla banca al marketing e a migliaia di altre industrie. L'emergere di ChatGPT di OpenAI alla fine del 2022 e nei primi mesi del 2023 ha reso l'argomento più rilevante che mai, coinvolgendo non solo gli appassionati di tecnologia ma anche il grande pubblico. Secondo Amazon (2024), un terzo delle imprese europee ha adottato l'IA, registrando un tasso di crescita del 32% rispetto all'anno scorso (2023) che, se mantenuto, potrebbe contribuire con ulteriori 600 miliardi di euro al valore aggiunto lordo (GVA) dell'economia europea entro il 2030. La natura scientifica e sociale della tecnologia è estremamente interessante e provoca un dibattito costante su come la tecnologia stia effettivamente impattando su di noi, come esseri umani. L'Intelligenza Artificiale può già sembrare “normale” nella nostra società, principalmente a causa della velocità di evoluzione delle tecnologie odierne, ma in realtà la tecnologia è ancora agli inizi. Le tecnologie emergenti di solito attraversano diverse fasi di sviluppo, che non sono sempre le stesse. Facciamo un passo indietro nella storia e comprendiamo i cicli che la tecnologia attuale ha affrontato durante la sua evoluzione. L'IA sta diventando quindi sempre più presente nella nostra vita quotidiana, influenzando vari settori produttivi e di servizi. Dalla sanità al fintech, l'IA è un pilastro fondamentale per migliorare l'efficienza e creare nuove opportunità. Tuttavia, in Italia, nonostante la crescente adozione da parte delle aziende, molti cittadini non comprendono appieno l'IA e i suoi usi, generando preoccupazioni riguardo alla privacy e alla sicurezza dei dati. Secondo i dati raccolti dall'Osservatorio Artificial Intelligence della School of Management del Politecnico di Milano, nel 2022, il 93% degli italiani ha sentito parlare di intelligenza artificiale, con il 55% che riconosce la sua presenza nella vita quotidiana e quasi il 40% nel mondo del lavoro. Tuttavia, il 73% della popolazione nutre timori sugli impatti dell'IA sul lavoro, anche se solo il 19% si oppone fermamente alla sua integrazione nelle attività professionali. Questi dati evidenziano la necessità di aumentare la consapevolezza e la comprensione dell'IA in Italia. A livello europeo, l'adozione dell'IA è più avanzata. Paesi come il Regno Unito, la Germania, la Francia e l'Olanda hanno sviluppato strategie nazionali e creato fondi per finanziare progetti di ricerca e sviluppo. Inoltre, città come Parigi, Berlino e Amsterdam sono diventate hub di innovazione tecnologica focalizzati sull'IA e la robotica. In Italia, sebbene l'adozione dell'IA sia ancora agli inizi, ci sono iniziative come il Piano Nazionale per l'IA e l'Osservatorio Nazionale sull'Intelligenza Artificiale che promuovono l'utilizzo di queste tecnologie. Nonostante il ritardo rispetto ad altri paesi europei, l'Italia ha un forte patrimonio culturale e industriale e una tradizione di innovazione. Molte startup e imprese emergenti italiane stanno lavorando sull'IA e sulla robotica, diventando sempre più competitive a livello internazionale. Tuttavia, l'adozione dell'IA in Italia e in Europa è rallentata da preoccupazioni etiche e di sicurezza, nonché dalla cultura dell'innovazione e dalla disponibilità di finanziamenti per le startup. L'IA offre molte opportunità, specialmente nei settori della sanità, della produzione e della finanza. È essenziale, pertanto, che le aziende italiane considerino l'IA come un'opportunità per migliorare l'efficienza e l'esperienza degli utenti, adottandola in modo responsabile e trasparente.



Research Barriers

In 2024, Rome Business School identified the following barriers to conducting research related to sustainability and/or responsibility:

- Funding challenges
- Institutional policies and bureaucracy
- 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

The Partner Principle is defined as the strategic cultivation of a vast network of academic, corporate, and global alliances to enhance the educational experience. The institution leverages these partnerships, from its academic collaborations to its large corporate network and its affiliation with the Planeta group, to provide students with unmatched resources, real-world relevance, and a powerful global ecosystem for professional growth.

Institutional Partnerships

- EFMD (European Foundation for Management Development)
- Positive Impact Rating (PIR)
- Times Higher Education (THE)

Student Organization Partnerships

- None

Partnerships

The following provides more details on 3 key partnerships at Rome Business School.

EFMD Global Organisation

On January 1, 2020 we became an official member of the EFMD, a global non-profit organization based on affiliation dedicated to the development of management activities. EFMD is recognized globally as an accreditation body for business schools, business school programs and corporate universities, EFMD boasts the support of over 900 members in 91 countries and works daily to promote and achieve **excellence in business management**, management and global leadership.

Times Higher Education Ranking

Rome Business School is **the only Italian business school included** in the prestigious Times Higher Education (THE) Interdisciplinary Science Rankings 2025. It joins as a Reporter thanks to its **Dissemination Research Center**, awarded for its innovative and multidisciplinary approach, numerous international collaborations, and recognition in the academic research landscape as a promoter of knowledge exchange and dissemination worldwide.

THE Interdisciplinary Science Rankings classify institutions most active in promoting and supporting **interdisciplinary science,** that is, the integration of knowledge, methods, and approaches from different scientific disciplines, developing international collaborations, and creating co-research opportunities among experts in various fields and institutions. The 2025 ranking includes **749 institutions from 92 countries, analyzed based on 11 indicators** and three key dimensions: **inputs**, such as **funding and infrastructure** supporting interdisciplinary research; **processes**, that is, **the organization and promotion of scientific collaborations** among different disciplines; and **outputs**, the **quantity, quality, impact, and reputation of interdisciplinary publications.**

These indicators aim to measure both universities' ability to integrate different scientific areas and produce significant outputs and their effectiveness in fostering innovative collaborations among researchers. In particular, of Rome Business School, **the Ranking recognized its commitment to stimulating innovation, through its Research Center, by analyzing complex phenomena and trends across multiple sectors and areas of investigation, overcoming the limits of individual disciplines.**

Rome Business School's Dissemination Research Center has indeed consolidated over the years its commitment to interdisciplinary research, successfully continuing to create scientifically relevant **studies through an approach that combines different areas of knowledge** and the contributions of professors and experts from multiple fields of study and institutions. Among the research topics addressed: "Critical Infrastructures," "Smart Cities and Air Quality," "The Impact of AI in Healthcare," "Energy Transition and Large Corporations," "Gender Gap in Italy," "Silver Economy."

Professional Women Association

R**ome Business School** is in partnership with **PWA** (Professional, Women, Association) a non-profit networking organization that supports and promotes the interests of professional women of different nationalities, from diverse cultural environments. **PWA** believe in sharing information, ideas and resources to create mutual opportunities and since 1992 provides periodical forum or women who want to expand their world for personal and professional growth. PWA and Rome Business School welcome women form various professions at different levels and from different sectors, supporting women's empowerment and organize events of cultural interest, social, and professional development.

Practice

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

How We Define Practice

The Practice Principle is defined as the commitment to a hands-on, skills-based learning model that bridges the gap between theory and professional application. The institution implements this through real-world projects, dedicated practice labs, international bootcamps, and a robust career center to ensure students graduate not just with knowledge, but with the practical tools and experience needed for immediate professional impact.

Institutional Policies and Practices

- Accreditation body recommendation documents
- Employee equity, diversity, inclusion
- Ethical leadership or good governance policies
- 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

Rome 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
- Community events and consultation forums
- Public events and panel discussions

Communication Audiences

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

- Accreditation bodies
- Alumni and donors
- Faculty and staff

SIGNATORY

Rome Business School

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