

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

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

Graduates & Enrollment

2025 Statistics	Number
Graduates	1410
Faculty & Staff at the University	8066
Faculty & Staff at the Institution	272
Student Enrollment at the University	47566
Student Enrollment at the Institution	5493
Undergraduate Attendance	3751
Masters-Level Postgraduate Attendance	1722
Doctoral Student Attendance	20
Certificate, Professional Development, or Continuing Education Attendance	0

Degrees Offered

Bachelor Programs

- ☒ Bachelor of Science (B.Sc. or B.S.)
 ☐ Bachelor of Accounting

Masters Programs

- ☒ Master of Science (M.Sc. or M.S.)
 ☒ Master of Business Administration (M.B.A.)
 ☐ Master of Accounting
 ☐ Master of Finance
 ☐ Master of Financial Engineering

Doctoral Programs

- ☒ Doctor of Philosophy (Ph.D.)
 ☐ Doctor of Philosophy in Accountancy



Purpose

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

Definition of Purpose

At Chulalongkorn Business School (CBS), Purpose means developing ethical and innovative business leaders who contribute positively to society. Through transformative education, impactful research, and meaningful engagement, we seek to advance responsible management, sustainable practices, and positive societal impact for a more sustainable future.

Institutional Engagement

26% - 50% of faculty at Chulalongkorn 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

At Chulalongkorn Business School (CBS), organizational responsibility, ethics, and accountability to society and the planet are embedded at the very core of our institutional identity. Our values guide our operational practices, academic offerings, and research agendas to ensure that sustainable development and societal impact are at the heart of everything we do. Our overarching commitment is articulated through our Vision and Mission: - Vision: "A mastery business school delivering life-changing experiences with innovative wisdom, sustainable practices and a philanthropic spirit - Mission: "Chulalongkorn Business School is committed to developing ethical and innovative business leaders through transformative experiences that foster sustainable practices and create positive impact on society

Who Champions Responsible Management Education at Our Institution

- ❖ Disciplinary efforts within business school
- ❖ Individual leader
- ❖ Senior leadership office
- ❖ Centralized sustainability office
- ❖ Student Organizations / Student-led initiatives

Student Awareness

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

Student Engagement

26% - 50% of students at Chulalongkorn Business School 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

Chulalongkorn Business School (CBS) seeks to prepare students and executives to make responsible, ethical, and sustainability-conscious business decisions. Responsible management education is reflected in courses that address business ethics, corporate social responsibility, corporate governance, environmental, social and governance (ESG) considerations, sustainable finance, sustainable supply chains, and sustainable marketing. Across these areas, students are encouraged to consider not only organizational performance, but also the broader responsibilities of business toward stakeholders, society, and the environment. Within the current set of identified courses, sustainability and responsible management are addressed both directly—through dedicated courses in ESG and sustainability—and through disciplinespecific courses in governance, finance, supply chain management, marketing, and professional ethics. This approach supports the PRME Teach Principle by integrating responsible management concepts and practices into curriculum and pedagogy. CBS offers 14 courses that explicitly address ethics, responsible management, ESG, corporate governance, or sustainability. These courses demonstrate how responsible management education and sustainable development are integrated across multiple business disciplines.

Educator Recognition

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

- ❖ Institutional recognition events
- ❖ Annual teaching excellence awards

Barriers to Innovative Curriculum

In 2025, Chulalongkorn Business School identified the following barrier to innovating, updating, or taking risks in existing curriculum:

- ❖ Assessment challenges

Barriers to Innovative Pedagogy

In 2025, Chulalongkorn Business School identified the following barrier to innovating, updating, or taking risks in existing pedagogy:

- ❖ Measurement difficulties



Research

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

How We Define Research

At Chulalongkorn Business School (CBS), Research means generating rigorous and relevant knowledge that contributes to responsible management and sustainable development. Through research addressing business, societal, and environmental challenges, CBS seeks to advance knowledge, inform practice and policy, and create positive impact in alignment with the Sustainable Development Goals (SDGs).

Research vs Research for RME/Sustainable Development



Research Funding

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



Regional



National



International



Local

Socializing Research

In 2025, Chulalongkorn Business School contributed research findings to:

- ❖ National media
- ❖ Government and policy makers

Research Barriers

In 2025, Chulalongkorn Business School identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Data access and management
- ❖ Participant recruitment



Partner

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

How We Define Partner

At Chulalongkorn Business School (CBS), Partner means engaging with academic institutions, professional organizations, businesses, and other external stakeholders, both nationally and internationally, to advance responsible management education and practice. Through partnerships, CBS promotes collaboration, knowledge exchange, joint research, and academic activities that contribute to addressing business, societal, and environmental challenges and creating positive impact.

Institutional Partnerships

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

Student Organization Partnerships

- ❖ None



Practice

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

How We Define Practice

At Chulalongkorn Business School (CBS), Practice means translating our commitment to responsibility, ethics, and sustainability into institutional governance and operations. Guided by the CBS Strategic Framework (2025–2028), we integrate sustainability into our decision-making, faculty and staff development, responsible use of technology and data, and environmental stewardship through Green CBS initiatives. As part of Chulalongkorn University, CBS also follows relevant university-level policies and guidelines that support responsible and sustainable institutional practices.

Institutional Policies and Practices

- ❖ Carbon reduction or offset commitments
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Student equity, diversity, inclusion
- ❖ Zero-waste guides
- ❖ Curriculum guidelines
- ❖ Accreditation body recommendation documents



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

At Chulalongkorn Business School (CBS), Share means exchanging knowledge, experiences, and good practices in responsible management and sustainability with our academic community and wider stakeholders. Through research, education, partnerships, and engagement with the PRME network, CBS seeks to promote collective learning, share progress and lessons learned, and contribute to the advancement of responsible and sustainable management education.

Engagement Opportunities

Chulalongkorn 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:

- ❖ Annual reports
- ❖ Community events and consultation forums
- ❖ Partnerships with local organizations
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

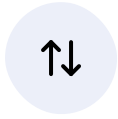
Communication Audiences

Chulalongkorn 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
- ❖ Prospective and current students
- ❖ Media and public relations channels
- ❖ Non-governmental organizations (NGOs)
- ❖ Government and policy makers

Communication Barriers

Chulalongkorn Business School faces the following barriers in transparent communications:



**Inconsistent
updates**

SIGNATORY

Chulalongkorn Business School



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Website

<https://www.cbs.chula.ac.th/index.php>