



# PRME CEE Chapter 2nd Meeting

Within the 24th CEEMAN Annual Conference  
(pre-conference meeting)

Radisson Blu Olumpia Hotel - Tallinn, Estonia  
28 September 2016  
10:00-13:00

**Moderator Julija Bulatova, RISEBA University**  
**PRME CEE Chapter Co-ordinator**



# Historic note

The PRME were first published at the 2007 UN Global Compact Leaders Summit in presence of UN Secretary-General Ban Ki-moon and more than 1000 business, civil society, and government leaders in Geneva, Switzerland.

Acknowledging the potential benefits of the PRME, UN Secretary-General Ban Ki-moon said during his closing remarks: The Principles for Responsible Management Education have the capacity to take the case for universal values and business into classrooms on every continent.

# Six PRME principles

- **Principle 1 Purpose:** We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.
- **Principle 2 Values:** We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.
- **Principle 3 Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.
- **Principle 4 Research:** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.
- **Principle 5 Partnership:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.
- **Principle 6 Dialogue:** We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students.

# Inaugural PRME CEE Chapter Meeting in Riga



On the 18-19 April 2016 at RISEBA University in Latvia, the PRME Chapter Central and Eastern Europe (CEE) held its 1<sup>st</sup> PRME Regional Meeting.

During this meeting, 56 delegates from 19 PRME signatory business and management schools across Central and Eastern Europe came together to agree on a Constitution and Steering Committee, and to discuss ideas on the roles, activities, and events for the new chapter.

# Inaugural PRME CEE Chapter Meeting in Riga

Delegates were welcomed by Professor Danica Purg, President of CEEMAN and IEDC – Bled School of Management, Assoc. Prof. Irina Sennikova, RISEBA University Rector and CEEMAN Vice President, and Mr. Andrew Main Wilson, CEO, Association of MBAs (AMBA) and PRME Steering Committee Chair.

Mr. Jonas Haertle, Head of the PRME Secretariat at the UN Global Compact, also welcomed participants stating, "We are very encouraged by the launch of the new PRME CEE Chapter, which brings together top business schools and management departments of the region. The fact that the new PRME Chapter already counts PRME signatories in EU countries, Russia as well as other CIS countries shows that business and business education benefits and, importantly, can contribute to cross-national and regional dialog. We encourage the PRME Chapter to raise awareness about responsible management education and practices and the new UN Sustainable Development Goals."

# Chapter Steering Committee

- **Irina Sennikova**, PRME Chapter CEE Chair, RISEBA University Rector and CEEMAN Vice – President
- **Olga Veligurska**, CEEMAN Director
- **Assylbek Nurgabdeshev**, Dean of Faculty of General Education at Almaty Management University
- **Yaroslav Pavlov**, Director of Distance Learning Programms, IBS- Moscow, RANEPa
- **Mikolaj Pindelski**, Assistant Professor, SGH Warsaw School of Economics
- **Dusan Kucera**, Assistant Professor University of Economics Prague
- **Gabor Harangozo**, Associate Professor Corvinus University of Budapest and Corvinus Business School
- **Irena Krzan**, Project Manager for International Accreditations, Faculty of Economics University of Ljubljana

# 2<sup>nd</sup> PRME CEE Chapter Meeting Agenda

10:00 – 13:00, Radison Blu Olumpia Hotel

9:00 Registration open

10:00 Welcome by **Irina Sennikova**, CEEMAN Vice President, Rector of RISEBA University, PRME CEE Chapter host

10:10 – 11:00 **Boosting Social Entrepreneurship through Management Education**

- **Monika Kolb**, research assistant and project manager, Dr. Juergen Meyer endowed chair for international business ethics and sustainability at the Cologne Business School (CBS), Germany
- **Yaroslav Pavlov**, Director of Distance Learning Programs, Institute of Business Studies (IBS-Moscow), RANEPa, Russia
- **Anita Negri**, President, OIKOS International, Switzerland
- Participants sharing their experience

11:00 – 11:30 Coffee break

11:30 – 13:00 Discussion on the future activities of the Chapter

13:00 Lunch

# Keynote speakers



## Monika Kolb

Monika Kolb is a research assistant and project manager at the Dr. Juergen Meyer endowed chair for international business ethics and sustainability at the Cologne Business School (CBS).

She finished her Master of Arts in International Culture and Management at CBS in 2016. Her research interest includes Sustainable Management Practise and Sustainable Education. She started the project CBS Sustainable University and is involved in networks to transform management education towards a sustainable and responsible business success. Her passion is educating the game changers of tomorrow.

E-Mail: [m.kolb@cbs.de](mailto:m.kolb@cbs.de)



## Anita Negri

Anita Negri is the President of oikos, an international youth-driven organization for sustainability in education, economics and management. Founded in 1987, oikos seeks to empower young leaders. Anita manages 45 oikos Chapters around the world, in conjunction with the global community of oikos alumni, faculty, and partners, as well as an international team based in Switzerland. She is also External Advisor to the UNPRME, and External Advisor to the Centre for Corporate Sustainability and Innovations HK.

As a Maastricht University graduate, Anita has always had a passion for education, sustainability leadership and HR development.

E-Mail: [anita.negri@oikos-international.org](mailto:anita.negri@oikos-international.org)



## Yaroslav Pavlov

Yaroslav Pavlov is Director of Distance Learning, IBS RANEP, RABE Council member, PRME CEE Chapter Steering committee member.

An alumnus of PhD and Master in Management program of GSOM St. Petersburg State University. An alumnus of Bachelor of IT from the National Research University of IT, Mechanics, and Optics.

E-mail: [yaroslav.pavlov@gmail.com](mailto:yaroslav.pavlov@gmail.com)

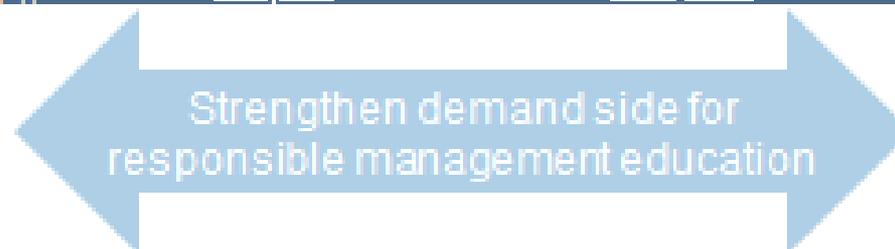
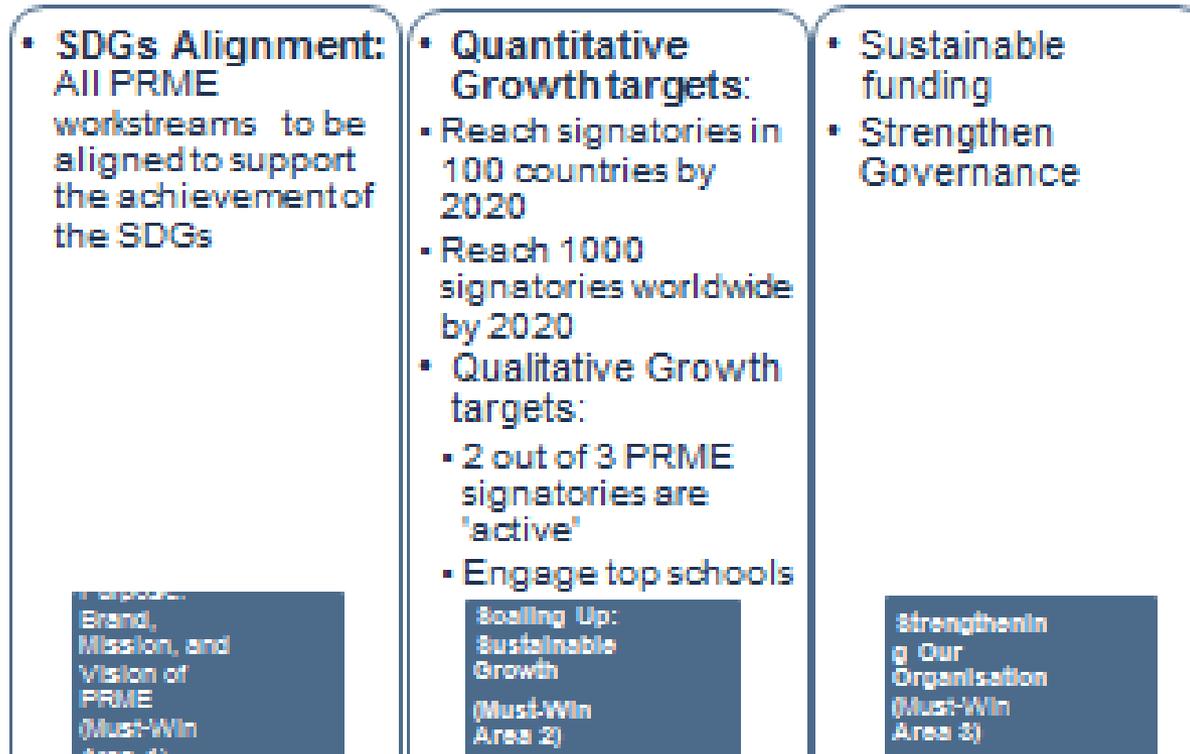
# Discussion on the future activities of the Chapter

## 11:30 – 13:00

1. Operational issues and short-term objectives (sharing platform, sharing our achievements, setting some priorities for the next period)
2. Strategic planning (long-term goals, future directions etc.)

Businesses are economic organisations that operate within a framework of a concrete society with its morality and official law system, they are organised to provide goods

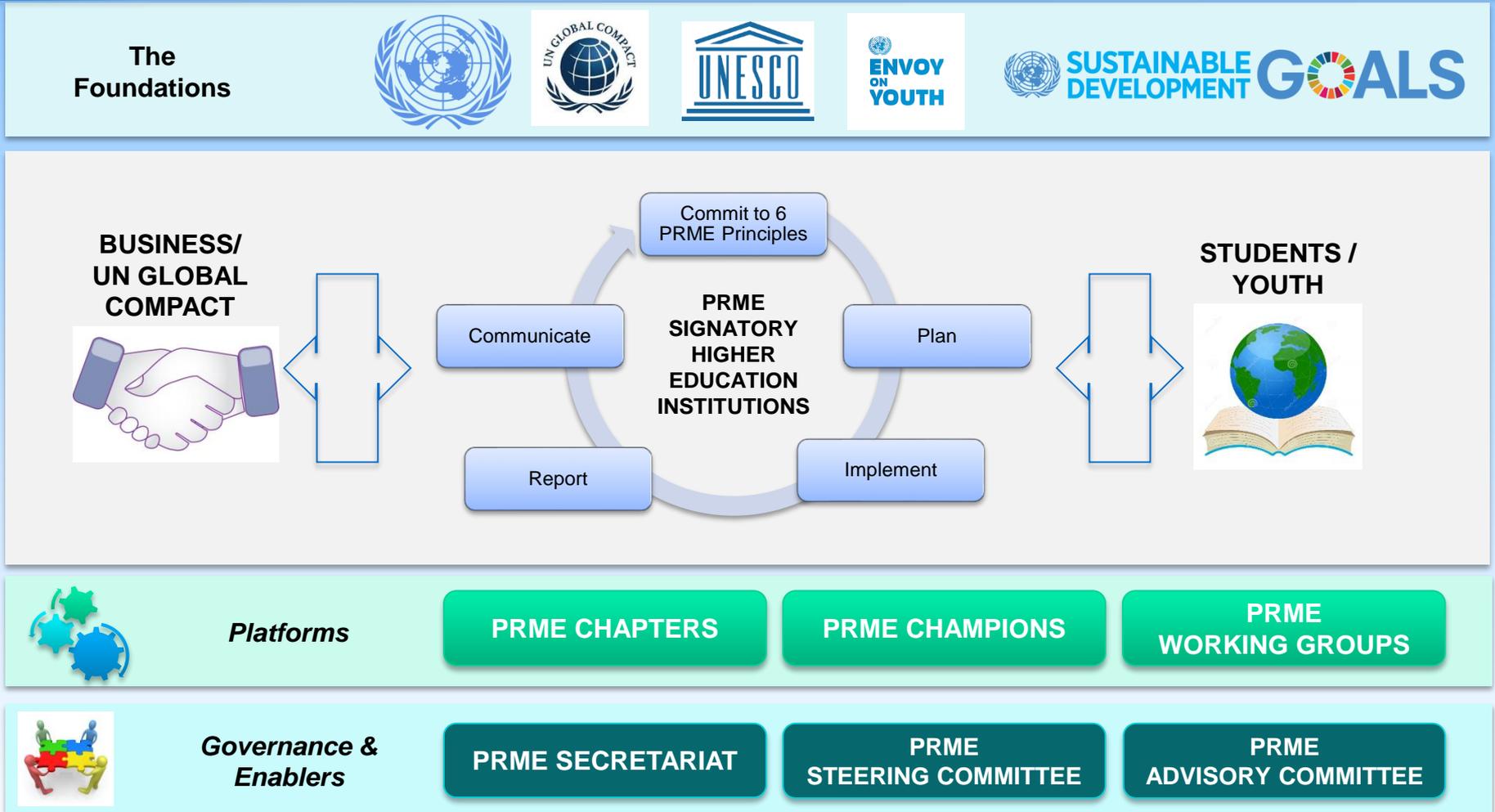
# Overarching PRME Strategic Targets



# PRME Strategy and Engagement Model overview

**Vision:** The UN Sustainable Development Goals realised through responsible management education.

**Mission:** PRME is the UN Global Compact's initiative to transform management education, research and thought leadership globally by providing the Principles for Responsible Management Education framework, developing learning communities and promoting awareness about the United Nations' Sustainable Development Goals.



# Discussion points : Operational issues

- Creating the vision, purpose, values of the PRME CEE Chapter
- Defining the key stakeholders of the PRME CEE Chapter
- Defining the value of PRME CEE Chapter for different key stakeholders
- Defining the common issues and challenges in the CEE region
- Defining the best business cases in PRME CEE region that follow the sustainable principles
- Making the PRME CEE online report following PRME principles
- Web page PRME CEE
- Library of contextual sources, articles, books (electronic)
- Info about similar conferences, workshops, educational programs, exchange possibilities
- Sharing info about our common publishing, research

# Discussion points : Strategic/content issues

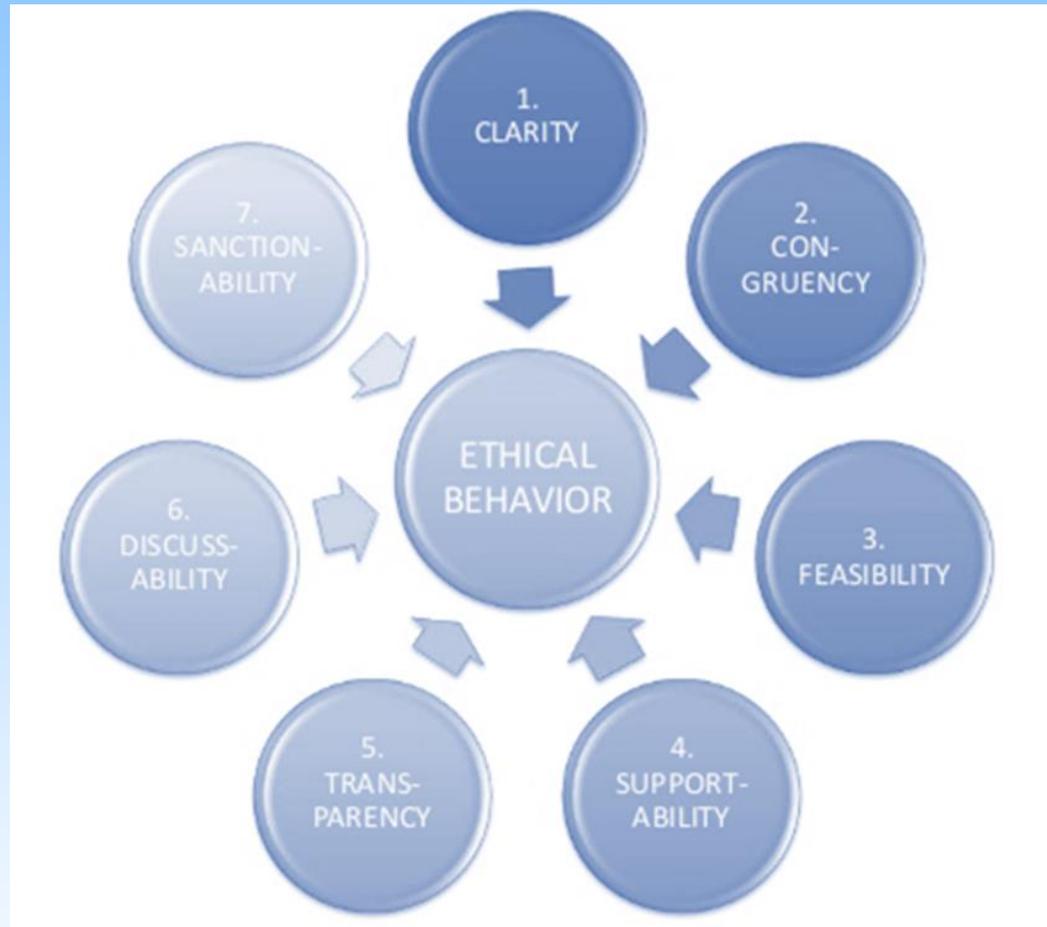
**Define strategic areas** where PRME CEE Chapter can add contributions to the society (Education, Leadership, Logistics, IT, HR, Entrepreneurship, Marketing, Bank and Finance, Tourism, etc)

**Identify key projects to focus on** in the short- and long-term

## Possible topics:

- Boosting Social Entrepreneurship through Management Education
- Philosophical frame of ethical thinking in countries in transition
- Anthropological challenges for managers (the role of management personalities)
- Spirit of capitalism – current ethical challenge in CEE
- Business school ethics?
- Sustainability and CSR courses: theoretical or practical tasks for students?
- Business ethics and Leadership. How to raise awareness: sharing experiences

# Corporate Ethical Virtues model by M. Kaptein, 2008.



Thank you for your work,  
and thanks to Olga Veligurska for  
organising the event!

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