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Norman de Paula Arruda Filho is the President of the Higher Institute of Administration and Economics - ISAE, affiliated to Getulio Vargas Foundation, coordinator of the Council for Business Sustainability of the Paraná Commercial Association and member of the UN Global Compact Brazilian Committee. As a responsible management education enthusiast in Brazil, Norman integrated the task force that created the UN Principles for Responsible Management Education (PRME) defining guidelines that guide the management of more than 800 Business Schools worldwide. Currently, is part of the PRME Champions Group, the PRME Advisory Committee and is Co-chair of the Latin American and Caribbean PRME Chapter. Norman also contributes as a Board Member in several segments such as the The Latin American Council of Management Schools and the Global Reporting Initiative in Brazil of Continuing Education. He holds PhD in Applied Business Management from the Higher Institute of Labor and Business Sciences, ISCTE, Portugal (2012).