



Rob van Tulder

Rob van Tulder, PhD is full Professor of International Business-Society Management at RSM Erasmus University Rotterdam and Academic Director of the Partnerships Resource Centre. He is co-founder of the department of Business-Society Management, one of the leading departments in the world organizing research and education on the way business can create value for society either alone or through cross-sector partnerships. He advises international organizations, governments, multinational enterprises and international NGOs on issues of sustainability and strategy. His academic work has appeared in journals like *California Management Review*, *Journal of International Business Studies*, *Journal of International Business Policy*, *Research Policy*, *Journal of Management Studies*, *Journal of Business Ethics*, *Journal of World Business*, *World Development*, *Transnational Corporations*, *European Management Journal*.

He made scientific knowledge practical in a variety of directions, for instance: (1) to help managers assess the transition stage they are in (www.betterbusinessscan.org), (2) to help societal parties and students assess and address wicked problems (wicked problems plaza), (3) to help partnerships identify relevant intervention points and theories of change (www.rsm/prc), (4) to help students apply analytical frameworks to corporate cases and their personal leadership ambitions (posters, checklists and profilers). His latest books include: *Principles of Sustainable Business. Frameworks for Corporate Action on the SDGs* (2023); *Getting all the motives right* (2018); *Skill Sheets: an integrated approach to research, study and management*, (2018).

More information: www.principlesofsustainablebusiness.nl or www.robvantulder.nl

Email: rtulder@rsm.nl