Renewal of Commitment to the UN PRME

A Word from the Dean

In the past two years, IESEG has achieved both EQUIS and AACSB accreditation, and we are proud to now be on the Financial Times’ list of best Masters in Management. We have continued to grow in student numbers and programme diversity. We remain strongly committed to educating young professionals with a strong sense of ethical business and we actively encourage those students who show an interest in social entrepreneurship.

The following pages will provide a more detailed overview of IESEG’s past actions and future plans in our drive to educate future business leaders with a strong sense of responsibility towards their stakeholders and future generations

Jean-Philippe AMMEUX, Director
Putting PRME into Action

Intermediate report, Autumn 2013

1. Continued Commitment to PRME

- Very active participation in the Globally Responsible Leadership Initiative (GRLI) (Principle 6). One faculty member is member of the Editorial Board of the Journal of Global Responsibility.
- We continue to produce a significant output of research on issues of ethical business and corporate governance (Principle 4)
- Membership of the “Responsible Campus” Campaign, an initiative of the French Conférence des Grandes Écoles that strives to establish eco-friendly practices on Campus life (Principle 6).
- We increased the number of permanent faculty members teaching and researching on Business Ethics and Corporate Governance
- Consolidation of the Certificate in Responsible Management programme (Principles 1; 2 and 3)
- IESEG’s Centre for Responsible Leadership (ICRL) has professional affiliations (Principle 6) with: UN Global Compact European Foundation for Management Development (EFMD); AACSB International: European Affinity Group and PRME Group; CLADEA (Latin American Council of Management Schools); European Association for International Education (EAIE ); Economics and Business Studies (EBS; professional section of EAIE); International Association of Jesuit Business Schools (IAJBS).

In this context, the members of IESEG’s Centre for Responsible Leadership participate and present in various conferences, workshops and seminars organized by the above mentioned

2. Key objectives with regard to the implementation of the Principles set 18 months ago and which have been achieved

- Extension of the number of partner schools with commitment to providing a solid grounding in Business Ethics.
- Start of “Yes, we can”, a two-day competition during induction week for first year students, during which they have to find solutions to ethical/ecological dilemmata
- Continued improvement of the compulsory module on Business Ethics & Corporate Governance at MSc level

3. Initiatives planned for the coming years

- Strengthening the teaching of Business Ethics at Undergraduate level (ongoing project)
- Continued search for partnerships with NGOs as internship destinations for our students
4. Desired support (meetings, tools, best examples, implementation guidelines…) from the PRME community which could help most in achieving your key objectives for the next 18 months.

- As ever, implementing PRME is a long process which we would very much welcome a possibility to link with other members of the PRME community through conferences and workshops, reflection retreats and electronic fora for the exchange of ideas on Best Practice.

**APPENDIX**

Relevant publications since 2011 (IESEG staff in bold print)

**Articles in Peer-Reviewed Journals**


Marquet-Pondeville S., **Swaen V.** and De Rongé Y., « Environmental Management Control Systems: Contextual and Strategic Drivers and Impacts on Environmental Competitiveness », Management Accounting Review, accepted for publication.


Book Chapters


Conference Papers


Maon, F. and De Roeck, K. (2013). Banks were bailed out, we were sold out! – An analysis of the Occupy Movement’s discourse on corporate influence and control in society – 29th EGOS Colloquium ‘Bridging Continents, Cultures and Worldviews’ – Montréal, Canada.


Kleymann, B. (2013), „Educating for Mindfulness in Business Schools – A Whiteheadian Perspective“. Annual Conference of the Academy of Value-Based Management, New Delhi, India


**Maon** F. and **Swaen** V. (2011), ”Ethical dimensions in Consumer Decision-making processes: Mapping the territory”, accepted for presentation at the 18th Annual International Conference Promoting Business Ethics at the Manhattan campus of St. John’s University, October 26-28, 2011.

Itänen Miia-Emilia, **Maon** F. and **Swaen** V. (2011), ”Digging into the corporate social responsibility discourse: a critical analysis of corporate frontrunners’ rhetoric”, accepted for presentation at the 18th Annual International Conference Promoting Business Ethics at the Manhattan campus of St. John’s University, October 26-28, 2011.


**Case Studies**

**Hota** M. and **Swaen** V. (2008), “Sleeping with the Enemy or a Marriage of Convenience? The Body Shop and L’Oreal Case”, submitted to the EFMD Case Writing Competition 2008, part of the EFMD Case Collection in the Corporate Social Responsibility Area.