CEU Business School became a PRME signatory Institution in July 2011. In the past three years we made significant progress in promoting the six principles and the overarching goal of PRME.

1. Major achievements and future plans in relations to the implementation of the 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.

**Achievements:** CEU BS has developed several new courses in the past two years devoted to sustainability and social responsibility:
- Sustainability in Business
- Socio-cultural Dimensions of Global Management
- Collaborating for Green Growth
- Legal Political and Policy Environment
- Sustainable Operations Management
- Business in a Global City: New York City
- Integrity in Business
- Ethical Leaders and Integrity in Business
- Legal and Market Instruments in Controlling Corruption
- Corporate Intelligence in Managing Risk and Business Integrity

**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.

**Achievements:**
Special attention is given to integrity as a central business principle.
In the syllabus of: 'Legal and Market Instruments in Controlling Corruption' course, the main topics are, the following:
- Protecting integrity: anti-corruption laws on international level: international Treaties and conventions: their scope & impact;
- Protecting integrity: anti-corruption laws in chosen jurisdictions [EU & US];
- Further-development of integrity: formation of public-private partnerships;
- Prevention of corruption through market instruments: CSR, due diligence, codes of conduct, government control methods, financial & non-financial incentives;
- Governmental control methods;
- Prevention of corruption: collective actions;
- Strategies for combating corruption;
- Prevention of corruption in emerging markets.

**Principle 3 | Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

**Achievements:**
A five year project, to be ended in 2016, is devoted to the development of a new innovative Integrity Curriculum Framework.
Social responsibility is highlighted in several case studies developed by the School, such as:

- Ksilkowski, Maciej. Bullfogus under the Carpet - The Scandal Surrounding the Polish Broadcasting Act Amendment (Parts A-D, video component, teaching note); European Case Clearing House (sole author) 2011
- In 2011, the Center developed a methodology for case study writing and prepared two case studies on Hungarian companies. Both cases discussed Corporate Social Responsibility practices in the Hungarian context. The first case investigated the relationship of the State and CSR. The title of the case study: "E.ON Hungary: CSR—Social Obligation or Financial Burden?" The other paper covered Telenor Hungary's sustainability practices in order to introduce how an originally Scandinavian company incorporated sustainability in its business strategy while operating in Hungary. This case entitled: "Telenor House: Symbol of an Outstanding Environmental Consciousness or More?" The project was funded by the Academy of Business in Society (ABIS). The case studies are under publication at the Case Center (formerly ECCH).
- The School has developed an innovative online survey on ethical business problems and their dependence on cultural diversity.

**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.

**Achievements:**
Research centers are addressing the importance of these issues:
A) Center for Business and Society
B) Center for Integrity in Business and Government
C) Initiative for Regulatory Innovation Research Center (IRI)
D) Institute for Entrepreneurship and Innovation (IEI)

A) Center for Business and Society (CBS)

CEU Business School's Center for Business and Society was founded in September 2002. The mission of the Center is to promote research and encourage multi-stakeholder dialogue on:
- The role of business in society;
- Socially responsible and ethical business practices; and
- The responsibilities of business in promoting sustainable development.

The Center has three strategic objectives linked by the unifying theme of responsible management of business for the benefit of society:
1. Create adaptable business knowledge on the role of business in society and the interaction between major social partners
2. Raise the quality of the CEU Business School curriculum through teaching support, case study materials and other outputs from the Center's research
3. Raise public awareness on relevant and timely topics and improve quality of stakeholder dialogues on such topics.

The Center continues to work with a small permanent staff. It is through essential strategic partnerships and collaboration on projects that the Center generates funding and supports to achieve its mission and objectives.

The Center concluded two research projects launched during the reporting period as a collaborating partner in two research consortia. One project was IMPACT, MEASURING THE SOCIAL IMPACT OF CSR, supported by an EC FP7 grant (the single biggest research project on CSR). This project was completed in September 2013 with a closing conference held in
Brussels. For more on the project see at http://www.csr-impact.eu/ Within the frame of the IMPACT project two additional volumes were published in the book series Evaluating Sustainable Development (Edward Elgar Publishing), coedited by Professor Peter Hard, the Center's director.

The other project is on measuring the contribution to development by MNCs. The GLOBAL VALUE project is funded by the European Commission's Framework 7 Programme. The Center is a Work Package leader on assessing the implementation of the Millennium Development Goals and analyzing the process for defining the new Sustainable Development Goals. The Center will also prepare a case study on systems of governance in the field of transparency and accountability in the private sector. See more on the project at http://www.global-value.eu/

B) Center for Integrity in Business and Government (CIBG)

CIBG was founded as part of the Integrity Education: Leveling the playing field in regions with weak governance project financed by the Siemens Integrity Initiative grant in January 2011. CIBG comprises four full-time staffers: three faculty members and a coordinator. Several MBA and Ph.D. students across CEU participate in the Center's work as research assistants. It also cooperates with several faculty members of the Business School and CEU departments.

The objectives of CIBG are:

1. To increase the quality, impact and sustainability of integrity education through the research and development of an integrity education curriculum framework
2. To institutionalize integrity education in graduate and executive education programs at CEU Business School and CEU School of Public Policy, aiming to engage graduate students and junior, mid-level and senior business executives and public sector practitioners
3. To improve the reach and institutionalization of integrity education in undergraduate, graduate and executive education programs throughout targeted countries in the region of Central and Eastern Europe and the former Soviet Union

Main activities since the previous reporting period:
The Integrity Education Project is a five-year long research and curriculum development program. During the three and a half years since its inception the CIBG accomplished the following research tasks:

- Identified the most important skills and knowledge MBA education must provide in order to promote integrity and anti-corruption business cultures through a series of focus group brainstorming meetings and a global executive survey.
- Organized two international interdisciplinary workshops called "Integrity: an interdisciplinary exchange on theory and practice." The first was with the participation of leading European scholars; the second with leading North American scholars. The revised contributions will be published by Palgrave/MacMillan in 2014 as a peer reviewed volume edited by the CIBG.
- CIBG completed the Global Executive Survey on Integrity, reaching out to close to four thousand business executives for their views on integrity, anti-corruption and compliance issues. The results of the survey effectively shaped the development of the Integrity Curriculum Framework, and helped design new innovative courses for degree education (MBA and EMBA level) and management training. A paper reflecting on the most important findings is to be submitted to a leading peer reviewed journal.
- CIBG has organized several workshops to discuss the methodological problems and challenges of teaching integrity in the project's target regions (East-Central Europe and former Soviet Union countries). In the frame of the Business School's 25th anniversary series of events a highly successful workshop "Managing Integrity: The
Bad and the Good” was held at CEU in March 2014 with the participation of international scholars and business practitioners.

C) Initiative for Regulatory Innovation Research Center (IRI)

IRI was established during the 2009/10 academic year by two full-time faculty members of CEU Business School (Maciej Kisilowski and Bernadett Koles) and it gained formal research center status at CEU in late 2012. CEU Business School Initiative for Regulatory Innovation is a research center that aims to assess the current state as well as to explore directions for continuous improvement of economic regulation in the region. Bringing together business leaders of regulated enterprises, reform-oriented regulatory officials, and academics distinguished by their deep understanding of policy and political context of their respective countries, the aim of IRI is to be a unique transnational research network that significantly strengthens a link between CEU and some of the leading business and public organizations.

The central aim of the Center is to explore more effective ways to manage governmental institutions, predominantly in countries with relatively young structures of modern governance. The Center received a Google Research Award — a prestigious grant endorsing the most innovative and novel research ideas —, as well as a grant from the Central European Initiative Cooperation Fund to support IRI’s new multinational comparative empirical study of public and private knowledge-based organizations, a project that is currently in the field research phase. This work engages in a systematic comparative analysis focusing on the ecology of a sample of private and public knowledge-based organizations operating in various Central and Eastern European states. The project is intended to result in a variety of meaningful outlets for the purposes of scholars, practitioners, and ultimately the general public. Additionally, the Center has established a Steering Network — a group of distinguished practitioners and scholars of public and private management — currently consisting of 25 members representing 17 countries who will provide continuous insights regarding IRI’s activities.

IRI structures its research design around a few preliminary hypotheses. Most importantly, its approach consists of looking at regulatory policies and institutions through a prism of value creation. Remote as it may be from the reality of many Central European countries, the idea of a Value-Creating Government serves as a useful benchmark, both for exploratory and for prescriptive analysis. In addition, such analysis allows the center to draw on the unique managerial expertise of its Faculty Colleagues, whom the Center intends to engage closely at various stages of its research.

D) Institute for Entrepreneurship and Innovation (IEI)

The Institute supports a wide variety of research activities related to innovation and entrepreneurship, including research, curriculum development, conferences and round tables.

It is important to note that while IEI is important for research, it is useful to discuss in some detail because of its transformational potential for the School. CEU Business School received a $7.55 million grant to launch an initiative focusing on entrepreneurship and innovation. This grant was made in support of the School’s new commitment to these fields. The School subsequently established an Institute for Entrepreneurship and Innovation to plan and implement this activity. A faculty oversight committee was appointed to provide overall guidance for this endeavor (which we also call the "Innovation and Entrepreneurship Project").

Principle 5 | Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental
responsible and to explore jointly effective approaches to meeting these challenges.

Achievements:
CEU BS operates a wide international network of business leaders. Relationship with customers & organizations:

- Dean's Office (Director of External Relations (DER)) oversees those projects that are directly delegated to her by the Dean and those projects and partnerships she is proactively seeking and providing to the Dean at regular weekly basis. The project types span academic customers, corporate relations, NGO organizations, and governmental agencies. The DER has responsibility for communications with such parties and negotiating with them and also provides relevant analyses and project plans.
- Executive Education Office (Director of EEP Programs and Development) is responsible to the executive educational business development services of the school. The office provides business opportunities for the school mainly from Hungary and the nearby region.
- International Study Tours (Manager of IST is responsible to keep contact and develop study programs for visiting universities and business schools from all around the world (approx. 10 group visits per year).
- Career Development Office (Career Services Coordinator is providing this service for the students of the school – more insights below).
- Alumni Relations Office (Manager of Alumni Relations is responsible to harmonize the Business School alumni agenda with the Main Campus agenda and in the AY 2013/14 the 25th Anniversary Event Series are a key part of the event portfolio.)
- Faculty Head of Student Exchange Programs manages the school's various external partnerships with other distinguished business schools, with which the School has active partnership agreements for the MBA student exchange programs.
- The Director of Strategic Initiatives and Implementation serves directly under the Dean for such initiatives as: (1) launching an MBA in partnership with regional institutions. (2) Executive Education Program developments with distant geographic locations like Japan and China.)

Services offered to employers:
- Corporate Showcases
  Making a company presentation to the MBA candidates gives companies the opportunity to present their organizations to our students. Along with sharing information about the company, their history, corporate culture, product and activities, it gives firms a chance to describe employment opportunities and position requirements. And equally importantly, these events give companies, especially those working in the CEE region, an unparalleled platform for interacting with students and faculty on pressing current topics, challenges, and HR trends.

The Institute for Entrepreneurship and Innovation (IEI) also directly collaborated with external partners, including industry partners, including following:
- Conference on Entrepreneurship and Innovation, organized by the American Chamber and American Embassy on October 6, 2012, Budapest.
- Créativité and Business in the New Media, organized by TEDx-Danubia, CreativeWaves France, and the City Hall of Budapest May 10, 2012.
- EIT Conference on Innovation, Industry and Research – EIT HQ, October 25, 2012. CEU Business School represented by Professor Mel Horwitz, Dean and Head of the IEI committee.

- Student Venture Competition, in association with Kairos International – Auditorium CEU November 30, 2012. IEI supported this high-level venture competition in which the winning student went on to present winning business idea at NY Stock Exchange in March, 2013.


- EIT Climate-KIC (Knowledge and Innovations Communities) Conference on Renewable Energy – at EIT HQ, December 10-11, 2012. Assistant Professor Michael Labelle led sessions at this two-day conference and workshop organized by the EIT.

- Adria Hotel Forum on Sustainability – Zagreb, February 13, 2013. Assistant Professor Michael Labelle lectured at this two-day conference and workshop organized by the Adria Hotel Forum Agency on ideas and best practices for sustainability innovations in hospitality industry. 340+ attendees present.

- Blue Economy Program* Round Table Discussion at the University of Pecs, Charles Simony Center for Innovation, April 17, 2013. CEU Business School presented its mission and accomplishments and exchanged ideas. Judit H. Hajas and CEU Advisory Board member, entrepreneur, and Executive in Residence Charles Huebner contributed at this event.

- World Sustainable Energy Forum in Vienna, Hofburg – June 2-4, 2013. Members of CEU Business School joined more than 31 representatives from industry and academia worldwide to share best practices and insights. Assistant Professor Michael Labelle participated in a panel discussion in which he proposed re-conceptualizing energy efficiency as energy waste. Judit Hildegard Hajas, Executive Director of CEU Business School’s Innovation Project and the School’s External Relations, gave a welcome talk discussing Vienna’s role as a regional hub for business and thinking, and how cities can and should learn from each other. She shared as examples CEU Business School’s own actions, including developing curricula that deals with sustainability and business in emerging and advanced economies from multiple perspectives, including environmental, economic, managerial and ethical. She also referred to the School’s efforts to become "paperless." Recruiters of the school were also present. (For more information on this event see: http://business.ceu.hu/news/2013-06-10/ceu-business-school-contributes-to-world-sustainable-energy-forum).

- Panel Discussion on: What do the Banks and the Government Expect from Each Other Nowadays? March 6, 2014 CEU BS EEP organized workshop for Raiffeisen Bank top management. Two leading and internationally prominent experts in the banking and financial world shared opinions and ideas: Péter Ákos Bod, former Minister of Finance, former Hungarian National Bank governor, university professor and György Barczay, leading analyst at Századvég, and editor-in-chief of Napi Gazdaság

- Art Nature Vs Nurture - A different perspective on investing in art – Discussion with Alejandro de Villota - 23 May, 2014. Lecturer introduced findings and insights on art's extrinsic value, art's market transparency and its asymmetries and comparing this with equity market efficiency theories.

- Conference on Boosting Growth in CEE: PE, VC and Entrepreneurship - June 12 2013. in collaboration with the Hungarian Venture Capital Association [HVCA] and Portfolio.hu (the Bloomberg of Hungary). Over 250 participants attended this event and another 3,000+ viewed it via Ustream.tv. CEU Dean Mel Horwitz moderated all morning sessions, including a conversation with CEU founder and philanthropist,
George Soros spoke on the importance of entrepreneurship for the region and for business education. More information about this conference and the Ustream video can be found at http://www.portfolio.hu/en/events/program.tdp?

Other Achievements and Recognition of the CEU Business School:

CEU Business School MBA Recognized as One of the World’s Greenest MBA Programs

The CEU Business School MBA was recognized as a global leader in sustainable management education by Corporate Knights, publishers of widely circulated magazines focused on the intersection of business and society. According to a survey, Corporate Knights found CEU Business School’s full-time MBA program to be among the world’s top 30 green MBA programs. (Among the other schools joining CEU Business School in the top 30 green MBA programs were: Schulich School of Business, York University, Canada (#1), Korea Advanced School of Science and Technology, South Korea (#6), the School of Management, Boston University, US (#11) and the School of Management, Royal Holloway, University of London, UK(#26).)

MBA Student Earned 5th Highest Score in Europe on Bloomberg Aptitude Test: May 2013

The Bloomberg Aptitude Test (BAT), is a global, standardized online exam designed to identify and screen undergraduates and recent graduates who are interested careers in finance and business. One CEU MBA student earned the fifth highest score among all test takers in Europe, the Middle East, and Africa, placing this student in the Bloomberg Hall of Fame for the May 2013 test.

- Making the Case: CEU MBA Team Won the International Ethics Competition-May 8-10 2013 A CEU Business School MBA student team won divisional championship in the Intercollegiate Business Ethics Case Competition (IBECC) held in San Diego, California, May 8-10, 2013. IBECC is the oldest and most recognized business ethics competition of its kind. (Other schools represented in this competition included IESE, INSEAD, Warwick, Oxford, and Simon Fraser University).
- MBA Students’of CEU Business School Won the International Ethics Competition Fourth Consecutive Year- May 2014. The CEU MBA student team was the runner-up at the divisional championship at the Inter-Collegiate Business Ethics Case Competition (IBECC) in May 2014 among 25 international participating teams.
- NASDAQ OMX Educational Foundation Awarded $195,00 Grant to CEU Business School CEU was the first institution in the CEE to receive a grant from the NASDAQ OMX Educational Foundation. This three-year grant will annually fund three MBA or Master’s in Finance students from countries with emerging economies.

Principle 6 | Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Achievements:
- Cooperation with different organizations (Chambers of Commerce, Business Leaders Forum, Venture Capital Association, etc.)
- Special Round Tables and business workshops (Innovation and Entrepreneurship, 25th Anniversary events, etc.), see details below
• Launching a Round Table Series on Entrepreneurship and Innovation. These Round Tables serve many important purposes. They provide opportunities for a wide range of professionals, high-level managers, entrepreneurs, students, our own faculty, and external academic colleagues to learn about state-of-art issues related to innovation management and entrepreneurship. The Round Tables encourage engagement with relevant business communities in Hungary and beyond, thereby increasing good will and respect.

• Designing and launching a series of executive education programs dealing with key aspects of modern entrepreneurship and innovation management.

• Thus far, anticipated executive education programs include one on modern entrepreneurship, which we held in spring 2012, and one on corporate technology strategy, which we held in fall 2012.

• Planning and launching a business-school-based incubator, called the CEU Innovations Lab, for nurturing selected ventures involving CEU faculty, students and alumni.

• University-based incubators are increasingly common. They are seen as important for teaching entrepreneurship. They accelerate economic development by leveraging the university’s intellectual property and the ideas of faculty and students. They also promote interdisciplinary activity by bringing together business and engineering schools and even medical schools. Because CEU does not have an engineering or life sciences department, CEU Business School has established partnerships with selected technology and design universities in which these institutions can provide the technology pipeline and the Business School can provide the competencies in business models, firm strategy, financial planning, scaling and organization building.

• Planning a large-scale event on global entrepreneurship. We carried out this effort in partnership with the US Embassy, AmCham and the Hungarian Entrepreneurship Foundation on October 9, 2012 in the auditorium on the main CEU campus. This activity demonstrated that the Innovation Project is building new partnerships and engendering support within the Hungarian and regional business community.

• Launching a company, CEU Business Innovations, to conduct non-academic-degree and commercial activities.

• The Innovation Project requires a company in order to conduct commercial transactions. CEU Business School requires a company to operate its incubator, hold equity in start-up firms, and become an innovation and entrepreneurship hub. CEU’s US and Hungarian counsel have prepared the required legal framework and drafted legal documents to initiate the company under Hungarian and US law.

• Beginning to support curriculum and course development and targeted research that are aligned with the goals of the Innovation Project.

Below are some of more recent activities and developments associated with research and with building stronger ties with outside stakeholders:

• Round tables and other larger events are flagship activities of CEU Business School’s Institute for Entrepreneurship and Innovation [IEI]. The Institute has organized several mid-sized (participation number 60+) round tables and three big events (participation number 250+). The attendance has improved both quantitatively and qualitatively. Write-ups on the topics and findings were developed and then posted to CEU Business School’s website. We believe that such high-level content has contributed to increased web traffic and numbers of followers in relevant social media channels. (CEU Business School has generally increased its registered followers by 23% in the last 6 months.)
Our Round Table series, and other larger events, offer efficient and creative ways to explore important and forward-thinking issues related to modern entrepreneurship and innovation. The aim of IET is to ignite an ongoing dialogue on how Budapest and the region can be hubs of pacesetting discussion and actual examples of modern entrepreneurship and innovation. More information on specific Round Table thematic and outcomes is on the Business School’s website at: https://business.ceu.hu/iel/past-roundtables.

Below are examples of certain other larger events:
- The First Entrepreneurship Summit – Auditorium at CEU, October 9, 2012. Our partners included the US Embassy, AmCham, the Entrepreneurship Foundation Hungary, the Hungarian Private Equity and Venture Capital Association. The event was fully booked, 215 attendees and it was also live streamed by Ustream.tv and viewed by 300 + viewers. Considering these numbers and the articles and content that were created after the event, we feel confident in having met our intended outreach strategy to our target audience.
- The Second Entrepreneurship Summit – September 26, 2013
The CEU Business School held its Second Entrepreneurship Summit with its key partners: the US Embassy, AmCham, the Entrepreneurship Foundation Hungary, the Hungarian Private Equity and Venture Capital Association. The event grew in participation numbers (260+ guests plus the on-line viewers) as well as in recognition. Media coverage was as excellent. The partners cooperated with more sponsors then at the previous occasion. CEU Business School presented it work from its Women in Leadership Research Initiative as part of a Round table Panel discussion it organized. The Third Entrepreneurship Summit will be held on 25 September 2014.

More Recent Round Tables and Other Events:
- 10 December 2012: ‘The Business Impact of Energy Innovation and Sustainability’
  Panelists: Dale Martin, CEO, Siemens Hungary; Szabolcs Erki, Co-founder and CEO, Remaíne Technologies; Mark Dickinson, CEO, M&C Energy Group - now part of Schneider Electric; Willy Benko, renewable energy entrepreneur, Commentator: Barbara Stoll, Greenpeace, and Moderator: Michael LaBelle, CEU Assistant Professor
- February 22, 2013: The Global Supply Chain Forum Workshop was designed specifically for supply chain professionals in the CEE. The School chose the supply chain sector and function as an area of interest because of its growing importance in our region since, among other things, the region represents a natural crossroads between east and west and between north and south. We joined forces with the University of Tennessee in the US, an acknowledged academic leader in supply chain education and research, to co-host this state-of-the-art event. Over 60 participants attended the Workshop. Managers from Hungarian-based operations of SIEMENS, China Mart, and GE Power & Water also spoke at the event.
- March 8, 2013: Social Entrepreneurship Forum Panelists and organizing partners: Professor Bala Mullott, Assistant Professor of Innovation Management at CEU Business School; Demner (representing SIAA – Social Impact Analyses Association HQ in London, UK), Ashoka (HQ in Munich, Germany), and NESSET
- Round Table on October 21, 2013: Innovation in Financing at CEE. This round table was organized by CEU Business School’s Institute for Entrepreneurship and Innovation. Panelists included Patrick Wigan, director, Wigan Acquisitions VC & PE; Zoltán Siklodi, Managing Partner, Investcom Corporate Finance; Bálints Tâny, vice
president, Riverside Europe; Nelly Salinkova, director, Moellendorf & Company Advisors; László Hradskó, partner, 3TS Capital Partners VC & PE; and Gábor Finizály, advisor and CEU Business School alumnus.

- November 14, 2013: Reaching the Customer and Earning Their Trust. How to Succeed in E-Commerce. Professor Paul Lacourbe hosted the event that brought together panelists from Hungary’s e-commerce leaders Digital Factory, Foodpanda, Easylynx.com and Jateknet.hu.

- February 24, 2014: The Coming Transformation of Healthcare: The Business Impact of Genetics and Information Technology. This round table discussion looked at the development and use of information technology regarding patient care through, among other innovations, remote health monitoring, voice recognition and transcription software, and smart rooms in hospitals. The discussion was moderated by Business School Advisory Board member Charles Huebner and featured panelists from IBM, General Electric and Nuance as well as audience members representing the industry, business community, and educational environment.

- March 26, 2014: Big Data and How Technology Will Shape the Future Of Business. As much as business used to determine the direction technology took, today increasing it is the other way around. Continuing in its capacity for bringing together industry leaders to discuss innovations, trends and strategies, the School hosted this round table discussion to discuss the impact of computing and technology on business development and consumer marketing. Business School Advisory Board member Charles Huebner moderated the discussion that featured speakers from IBM, UNISYS, Procter & Gamble and the Concor Fund, who shared the ways in which technology has affected their companies and what they expected from the future.

- April 6, 2014: The Unlikely but Constructive Addition that Anthropology Provides to Business. While most anthropologists conduct research in remote villages with a society somewhere far from civilization, other anthropologists can also be increasingly found in the boardroom, advising business leaders on how to make strategic decisions and how to improve customer relations. The Business School held a roundtable discussion on the phenomenon, hosted by Associate Professor of Social and Cultural Anthropology Davide Torsello, with guests from Citibank, McKinsey & Co. Inc., Adriatica Holding, and Central European University.

- May 20, 2014: Energy Business and International Strategy. For this Round Table the CEU Business School cooperated with the CEU Environmental Sciences Department to re-examine accepted concepts in energy strategy in light of recent political and business tension taking place in Ukraine.

**Major Guest Speakers and Special Lectures:**

Below is a list of selected major guest-speaker lectures and special lectures held at CEU Business School for our MBA students, alumni and invited guests. Further details on each of these events are available upon request.

- Going Lean and Disruptive: Guest Lecture by Patrick Vlaskovits, 21 May, 2013. With the notion of lean startups being increasingly important in today's entrepreneurial economy, CEU Business School invited Patrick Vlaskovits, New York Times bestselling co-author of The Lean Entrepreneur, to give a guest lecture on the topic of sustainable versus disruptive innovation.

- The Road to Creating the World's Largest Car-Sharing Company – Sept., 2013 Ms. Robin Chase, founder of the Buscar and Zipcar, the world's largest car-sharing company, explained how she started the firm and highlighted the key challenges she experienced during the growth phase. Chase also emphasized important differences between small companies and large companies. "In a small company you see mistakes in immediately and in real time. In big companies, it takes quite a while to find out if you're doing something wrong." She encouraged the audience of CEU Business School MBA students to manage and view firms as what she termed
“Learning companies” that can swiftly recognize and rectify problems as they emerge.

- Governor George Pataki - October 27, 2013 Former New York State Governor George Pataki and currently, CEU Board member, spoke to CEU MBA students on a wide assortment of topics, including political issues, sustainable energy, leadership and the importance of diversity.
- Robert Soros -17 March 2014 CEU MBA students met Robert Soros, the Managing Director of Quantum Funds, and member of CEU Board.
- Richard Blum - 29 November 2013 Private equity investor Mr. Richard Blum and CEU Board member met with CEU Business School MBA students and gave a lecture on investment global real estate sector and discussed Blum’s philanthropic activities.
- March 13, 2014: Managing Integrity: the Bad and the Good: Integrity in Business Conference Properly preparing business students means grooming them for realities they will face in their day-to-day working lives and, unfortunately, that can mean facing corruption and bribery. A large part of CEU’s Business School’s 25-year legacy in Central and Eastern Europe has been leading business education as the region transformed into a free market. With a $3-million grant from Siemens AG (within the framework of its Integrity Initiative), Professor Peter Hardi’s Center for Integrity in Business and Government at CEU Business School has built an innovative new curriculum that confronts students with real-life scenarios as they are earning their degrees.

Executive trainings in integrity:

- The executive training materials were tested in regional executive trainings and workshops for C-level managers from three Caucasian and five Central Asian countries, held in Tbilisi, Georgia in June 2014 and in Almaty, Kazakhstan in June 2013.

2. Desired support (meetings, tools, best examples, implementation guidelines...) from the PRME community which could help most in achieving your key objectives for the next 24 months

3. Renewal of the commitment to PRME:
CEU Business School renews its commitment to PRME, confirmed by the signature of its Dean below.

November 2014

Dean Professor Mel Horwitch