Preface:

The Lorange Institute of Business Zurich is member of the Principles for Responsible Management Education (PRME) initiative by the United Nations since September 2011 (http://www.unprme.org). As an institution of higher learning involved in education of current and future managers and business leaders, we undertake efforts to ensure RESPONSIBLE MANAGEMENT as the tenor of the students’, stakeholders’ and our own thinking and operations. The six principles advocated by the initiative guide our efforts.

The momentary status is an outset; an example of an action or attitude per principle is given below. We look forward to implementing ideas, developing content and setting new objectives with our stakeholders in 2012. Thought- and action-provoking impulses from all sides are welcome (info@lorange.org).

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.

The Lorange Institute of Business Zurich seeks to develop responsible leaders for business and society. Our mission statement reflects the purpose to qualify students and executives for acting responsibly. A triad of questions guides us to take sustainable and valuable decisions with care for the customers, business and environment.
The Lorange Institute of Business Zurich brings together the worlds of global business practice and academic theory. We offer modular and flexible graduate degree programs, short open enrollment programs and customized courses for qualified executives from middle and upper management. We foster an environment for reciprocal learning and are a productive meeting place for realistic and optimistic value creation on different career stages.

We make faculty, students and staff conjointly create innovations and sustainable value for the complex business world. The professional and personal advancement and further development of all stakeholders is the utmost concern.

Our decisions are led by the following triad of questions:

- Is it beneficial to the stakeholders?
- Is it beneficial to the global business world?
- Is it innovative?

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.

The studies at the Lorange Institute of Business Zurich are committed to convey an optimistic and farsighted view on business. Intercultural understanding is advanced and the participants are trained to think outside the box.

Ethical and sustainability aspects constantly resonate in all study modules.

The module “Sustainable Business Management” is part of all master studies. It provides knowledge and debates about social, environmental and financial aspects of corporate social responsibility. It prepares the participants to introduce, support and drive sustainability initiatives. Key questions are how issues around sustainability impact the way to do business now and in the future, how people are managed and a transformation based on sustainability is lead.

Principle 3

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

The Lorange Institute of Business Zurich exposes the participants to diversity in various respects. Faculty from different cultures, study groups made up of participants of heterogeneous backgrounds, leadership-tasks with a group-work,
and Living Case studies from various branches expand the study experiences and test behavioral patterns.

A new electronic learning and working platform will be put on stream at the Lorange Institute in January 2012. This will further facilitate the exchange of material on and off campus. It also is a next step to a paper-less, efficient learning environment.

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.

The quality of the faculty working for the Lorange Institute of Business Zurich also arises from their up-to-date research activities. A few examples of research subjects are “International HRM/Policies and Practices for Multinational Enterprises” (Prof. Dr. Susan Jackson/Prof. Dr. Randall Schuler); “Market Creation in Conflict Zones, Deep Rural Areas and Urban Slums/Lessons from the Developing World” (Prof. Jamie Anderson, MBA); “Sustainable Future of Mankind / Put your Corporate Social Responsible Act Together“ (Prof. Dr. Mark Esposito); “The Social Uses of Advertising/ Ethnographic Studies” (Prof. Dr. Mark Ritson); “A relational demography model of workgroup identification: Testing the effects of race, race dissimilarity, racial identification and communication” (Prof. Dr. Marcus Stewart); “Firm Reputation” (Prof. Dr. Ian Williamson).

The book “Leading in Turbulent Times - Lessons Learnt and Implications for the Future”, written by Prof. Dr. Peter Lorange, (Emerald 2010) includes several “lessons” about sustainability and corporate responsibility.

In 2011, the Lorange Institute of Business Zurich has been a Leadership University Sponsor at the Academy of Management Conference 2011 with the title: “West meets East, Enlightening-Balancing-Transcending”. See: http://annualmeeting.aomonline.org/2011/menu-sponsorshipinfo/2011-sponsors/leadership-sponsor

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.

The Lorange Institute of Business Zurich participates in the myclimate initiative (http://www.myclimate.org) and the Global Campaign for Education (http://www.campaignforeducation.org).
Our campus is located in Horgen at the lake of Zurich; Horgen is labeled as “Energiestadt/Energy City”. Environmental protection and energy saving is a compulsive element to all businesses. Our institute strives to operate the facilities with modern, energy saving technologies, prefers suppliers that hold environmental certificates and supports the use of public transport (e.g. by sponsoring half-fare travelcards for the employees.

**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.

The Loranger Institute of Business Zurich has invented and started an event series that creates and facilitates the dialog among various stakeholders and groups: “Speed, Action: Results!”. This 1-day event takes place once every month on topical issues related to global social responsibilities.

The recent event (December 2011) was dedicated to the topic “Doing Business in China”. A lively dialog on political, economic and social aspects of business opportunities in China was triggered by presentations of 5 experts from different branches, organizations or ministries.

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