Seoul Action Plan

Participants of the Special Session on “PRME: Asian Perspective” at the World Civic Forum 2009, call upon Kyung Hee University School of Management, in collaboration with UN PRME, UNGC Korea Network, and other Asian PRME member universities to pursue the vision of Principles for Responsible Management Education by establishing appropriate institutional and operational capacities to advocate and promote this Action Plan;

1. In the light of the current economic and financial crisis, we renew our commitment to stepping up the process of adaptation of our curricula, research and learning methods to the values and principles of the UN PRME. Reinventing management education is a necessity, when, in the aftermath of this crisis, the role of companies in society will be more clearly defined along the lines of sustainability and corporate responsibility.

2. We value the new policy of Sharing Information on Progress (SIP) as a crucial building block of the initiative. Sharing information on our advances in the implementation of the principles is the next step in the development of PRME, through the creation of a learning global community of management education institutions.

3. Today’s session clearly shows the importance of the Asian region in disseminating the PRME spirit worldwide. Asia remains one of the most dynamic regions in the world economy. Educating future business leaders in the region will drastically impact the way business is done worldwide in the future.

4. Asia has a deep root in the philosophy of human dignity, community and common good. However, we should admit that modern business education in Asia (including Korea), has been influenced by modern business philosophy, focusing mainly on the mechanistic side of efficiency in business while ignoring the human side of effectiveness. From this perspective, recasting management education on the basis of our own oriental values is needed more than ever.

5. Recognizing the unique demand for the region in pioneering the mission of Responsible Management Education, we propose a closer collaboration among leading Asian business schools in the near future. Sharing information and experiences with each other will make us better deal with the change in paradigm in management education and increase the number of PRME signatories, especially among top business schools in the region.

6. We propose to build an Asian Forum for PRME among leading business schools in the region. Kyung Hee University School of Management will be happy to host its first Forum next year. This regional Forum will work closely with the Global Forum for PRME and with the PRME Secretariat.