

Dear Friends,

Hope you are fine, safe and doing well at a time when the start of the science-enabled immunization could be followed by an overall mobilization towards the recovery and rebuilding that we all looking forward to as we move ahead in the post-pandemic world.

Our **WG Update February 2021** comes with a small delay, since we wanted to include the latest news regarding the most recent and upcoming activities of our Working Group and its members.

### **8<sup>th</sup> Responsible Management Education Research Conference, 19-22 October, Suzhou, China**

In about a week, the Program Committee of the **8<sup>th</sup> RME Research Conference** will release the event's preliminary program with a list of selected conference tracks and the respective Call for Contributions. The general theme of the conference is: *Poverty and Prosperity: Implications for Advancing the SDGs, 2030 Agenda and Responsible Management Education in a Post-Pandemic World*. As in the past seven editions of the RMER events, our WG will be well represented:

- We will have a **special conference track** focused on poverty alleviation, prosperity and responsible management education. Our two sessions include a **Research** session (*Action and Impact-Oriented Research that Fosters Poverty Alleviation and Facilitates Prosperity in a Post-Pandemic World*), and a **Teaching and Learning** session (*Developing Mindsets and Capabilities for Poverty Alleviation through Innovative Pedagogical Methods*).
- In collaboration with the PRME **Business for Peace (B4P)** Working Group, our WG has proposed a **joint track** on *Business for Peace, Poverty Alleviation, Prosperity and Advancement of the SDGs and the 2030 Agenda along the One Belt - One Road (OBOR) initiative in a Post-pandemic World: Implications for Responsible Management Education*. This track calls for contributions across different issues and geographies and therefore has a potential to be an overarching track with possible sub-tracks promoted and co-organized by the other PRME Working Groups and other players from the RME field.
- We have also proposed the **3<sup>rd</sup> edition** of the *Building RME Implementation Coalitions for Impact in the Decade of Action* **roundtable** that will focus on the *Internal and External Collaboration for Poverty Alleviation, Prosperity Building and Advancing the SDGs in a Post-pandemic World*. This builds on the success of the previous two roundtables held at the 6<sup>th</sup> and 7<sup>th</sup> RMER Conferences, which brought together major players within and beyond the landscape of RME to discuss how to create synergy through close internal and external communication and collaboration.
- As per tradition, we will have our **WG Planning Session**, where the current activities and new ideas for the future WG projects will be presented and discussed.

We are strongly encouraging our WG members to take an active part in all the above mentioned activities and opportunities. More information on the event is available at the [conference home page](#) which will be regularly updated. including with the upcoming [Call for Contributions](#).

### **Two New Surveys on the Issue of Poverty and the SDGs in Chinese Management Education: Faculty Plus Student Perspectives**

In order to acknowledge and promote the role of management education in poverty alleviation and the advancement of the SDGs in China, as well as to promote the upcoming 8<sup>th</sup> RME Research Conference and its possible contribution to the establishment of the future PRME Regional Chapter China, our WG, in collaboration with **Xuanwei Chao** (host of the 8<sup>th</sup> RMER event and WG member), is launching [two replication surveys](#). The first survey will target business schools' faculty and

administrators, while the other one will focus on collecting and learning from student voices. Survey results will be presented at the 8<sup>th</sup> RME Research Conference in Suzhou.

We will soon share with you a separate message kindly asking you to disseminate the respective questionnaires among your contacts in China.

### **Joint Webinar with the PRME Business for Peace (B4P) Working Group**

As the first step in the implementation of the MoU between our WG and the PRME Working Group on Business for Peace, the B4P WG hosted a joint webinar on 25 February 2021. The event, which received 80 registrations and was facilitated by the PRME Secretariat, enabled our WG to: (a) provide an overview of its past, current and future activities and achievements (presented by our WG Co-chairs, **Al Rosenbloom** and **Milenko Gudić**), and (b) present two specific WG or member outputs of joint interest. **Claudia Patricia Velez Zapata** and **Juan Alejandro Cortes Ramirez**, both from Colombia, discussed *Grupo Familia: A Study in Peacebuilding* in Colombia and Latin America, while **Vanina Farber**, our WG member from IMD-Lausanne, Switzerland, presented insights from the book, *The elea Way: Philanthropic Impact Investment*. The **recorded webinar** can be viewed for free [here](#).

### **News from our Members and Partners**

- Our WG member, **Ali Awani** (Egypt) continues with his “After Covid 19” webinar series at the American University in Cairo. You are invited to attend them for free. Upcoming topics and speakers can be found [here](#). Video links to **Vanina Farber’s** presentation (Switzerland) on [Mobilizing Private Capital to Speed and Scale Social Innovations](#), and **Ted London’s** discussion (USA) of [Business Models for the BoP Markets](#) are embedded in the presentation title.
- **Shiv Tripathi**, our WG member, hosted and moderated a webinar on *Collaborative Academic Action for Good Health and Well-Being*, which was a part of the UGC SDG Week at the IIHMR University in India. Among the panelist in the event held on 2 March 2021 was our WG Co-chair **Milenko Gudić** (Serbia). Here is the [link](#) for the recorded webinar. Following the success of this event, the host and panelists agreed to continue discussing these issues in a special conference track proposed for the 8<sup>th</sup> RMER Conference in China.
- **Urs Jaeger** (Costa Rica) has published a new book, [Scaling Strategies for Social Entrepreneurs](#), with co-authors Felipe Symmes and Guillermo Cordoza. The book draws on the authors’ direct experiences in Latin America and uses case studies to illustrate a practical, three-part scaling-up strategy for social enterprises.
- **Consuelo Garcia-de-la-Torre** (Mexico) informs of her upcoming book (publication date May 2021), [Humanistic Management in Latin America](#), which she co-edited with Osmar Arandia and Mario Vázquez-Maguirre. The book provides a comprehensive overview of what is happening in Latin America in terms of Humanistic Management and the promotion of the SDGs.
- **Raymond Saner** (Switzerland) and **Lichia Yu** (Switzerland) are co-authors, along with Roland Bardy and Arthur Rubens of [Public Goods, Sustainable Development and the Contribution of Business](#). The book provides a review of the public goods theme and highlights the inherent linkage between sustainable development and corporate responsibility.
- Our WG member **Shirley Yeung** (Hong Kong) published her 17<sup>th</sup> book on [Sustainability Impacts With UNSDGs And STEAM Mindset](#). She has lined up with a film director and students from School of Business, Gratia Christian College to produce a micro movie on [Cross Generation Transformation with Cross Disciplinary Knowledge+Cross Generation for Resilience with Business Impacts](#).
- Our WG member **Monica Thiel** (China, USA), as a topic editor, is sharing with us the news on the research topic on [Exploring Social Networks, Competitive Actions and Dynamic Capabilities in Organizations](#) that has been launched by **Frontiers in Psychology**. More information on the publishing opportunity is available in the [Call for Papers](#), while you can also directly contact Monica at: [mt5721@yahoo.com](mailto:mt5721@yahoo.com)

- A Call for Contributions comes from our friend **Eva Lechman** for an edited volume on Technology Brands in the Digital Economy to be published in 2022 by Routledge. The volume is designed to provide deep insight into theoretical and empirical evidence on how digital technologies and technology brands are interrelated. For more information contact Eva at: [eda@zie.pg.gda.pl](mailto:eda@zie.pg.gda.pl) .
- Our friends from **GRLI** are sharing with us the [learning](#) from the 22 February RME Affinity Group Session on *Assessing the Trajectory for RME n 2021 and Beyond* that was held at the 2021 AACSB Deans Conference on *Leading for Impact*. The session was facilitated and hosted by GRLI Executive Director **John North**.
- Our friend **Giselle Weybrecht** published on 8 March her latest and the last post on *PrIMEtime*. Her 530<sup>th</sup> post is focused on [How to Embed Sustainability and the SDGs into Management Education](#) . It mentions also list of 100 ideas of what Giselle thought the [future of management education](#) would look like, not once, but [twice](#), while specifically offering her most interesting and inspiring list of [twelve ways](#) to embed sustainability into management education. We are using this opportunity to express thanks on behalf of our WG for all the great work that Giselle has done in the past 10 years on promoting the idea of responsible management education within PRME and beyond. We highly appreciate her understanding and appreciation of, and support to, the work carried out by our Working Group

Looking forward to our future communication and collaboration in the coming months,

With best wishes,

Al Rosenbloom and Milenko Gudić

P.S. Attached please find the latest updated **WG membership list**, which includes **222 members** from **178** institutions in **62** countries!