

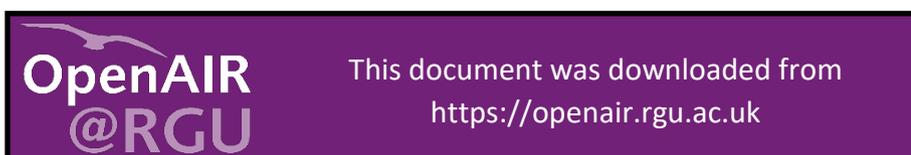
NDUBUKA, N.N. and REY-MARMONIER, E. 2017. The road ahead: a contribution to identifying some of the current challenges to the implementation of PRME: a review of the literature. Presented at the *4th UK and Ireland Principles for responsible management education (PRME) conference 2017: envisioning the future of responsible management education in the era of the sustainable development goals*, 26-27 June 2017, Newcastle, UK.

The road ahead: a contribution to identifying some of the current challenges to the implementation of PRME: a review of the literature.

NDUBUKA, N.N. and REY-MARMONIER, E.

2017

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The Road Ahead

A Contribution to Identifying some of the Current Challenges to the Implementation of PRME: A Review of the Literature

PRME

Areas for
Improvement

Challenges

Benefits of
Advancing
the SDGs

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4Th PRME UK & Ireland Conference

**Business
&
Management
Schools**

**Educational
Groups**

Universities

**Global
Community**

PRME

A Diverse Community with a Shared Vision

Foundations

Colleges

**UK
Community**

**Research
Centers**

Global Community

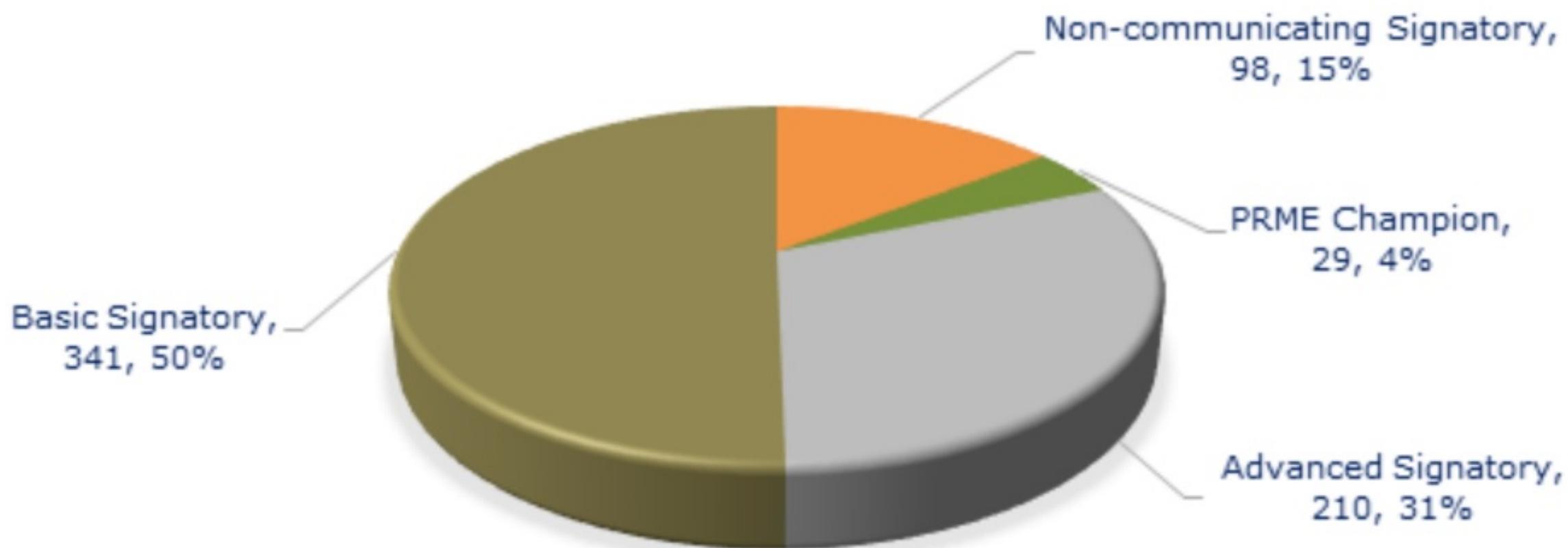


**More
gains than
losses**

**Future
Projection**

Global population as of June 9, 2017

PRME Global Community



More gains than losses

- Total = 678
- Basic = 341
- Advanced = 210
- PRME Champions = 29
- Non-active signatories = 98

Future Projection



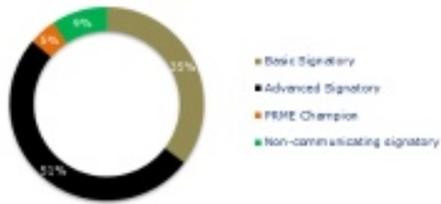
Reduce the number of
inactive signatories.



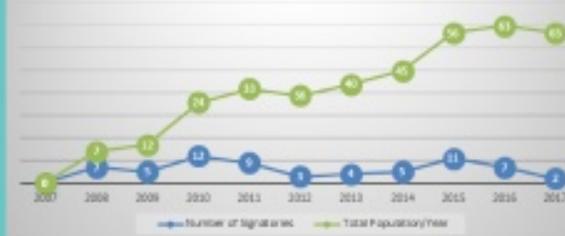


UK Community

THE UK COMMUNITY



Growth Rate of UK PRME Population



Constant growth, albeit irregular.

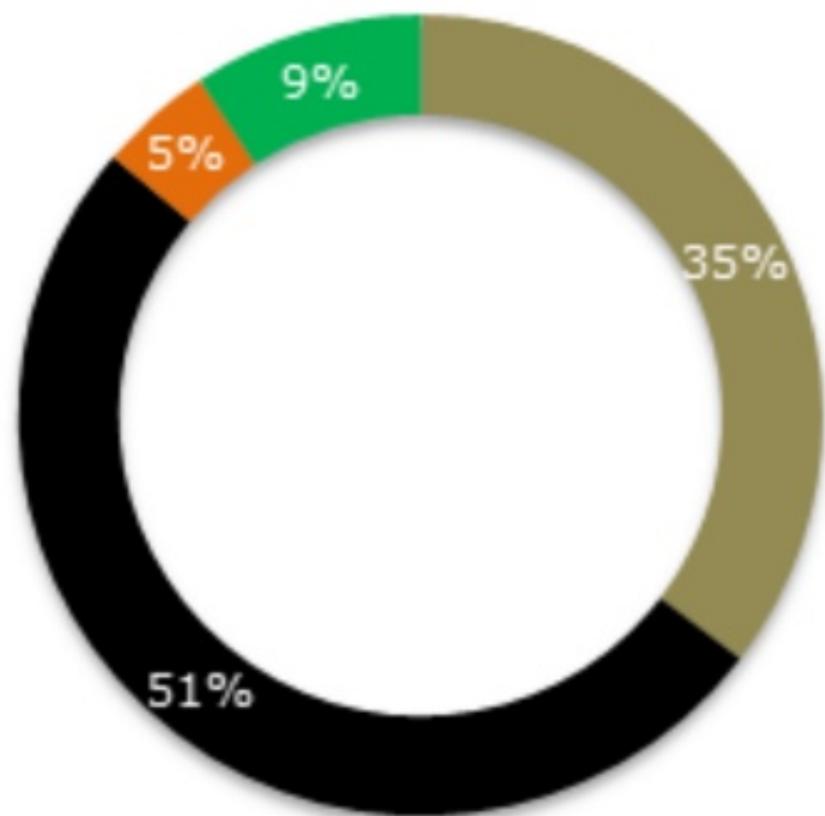
Advanced

Basic

Champions

Inactive

THE UK COMMUNITY



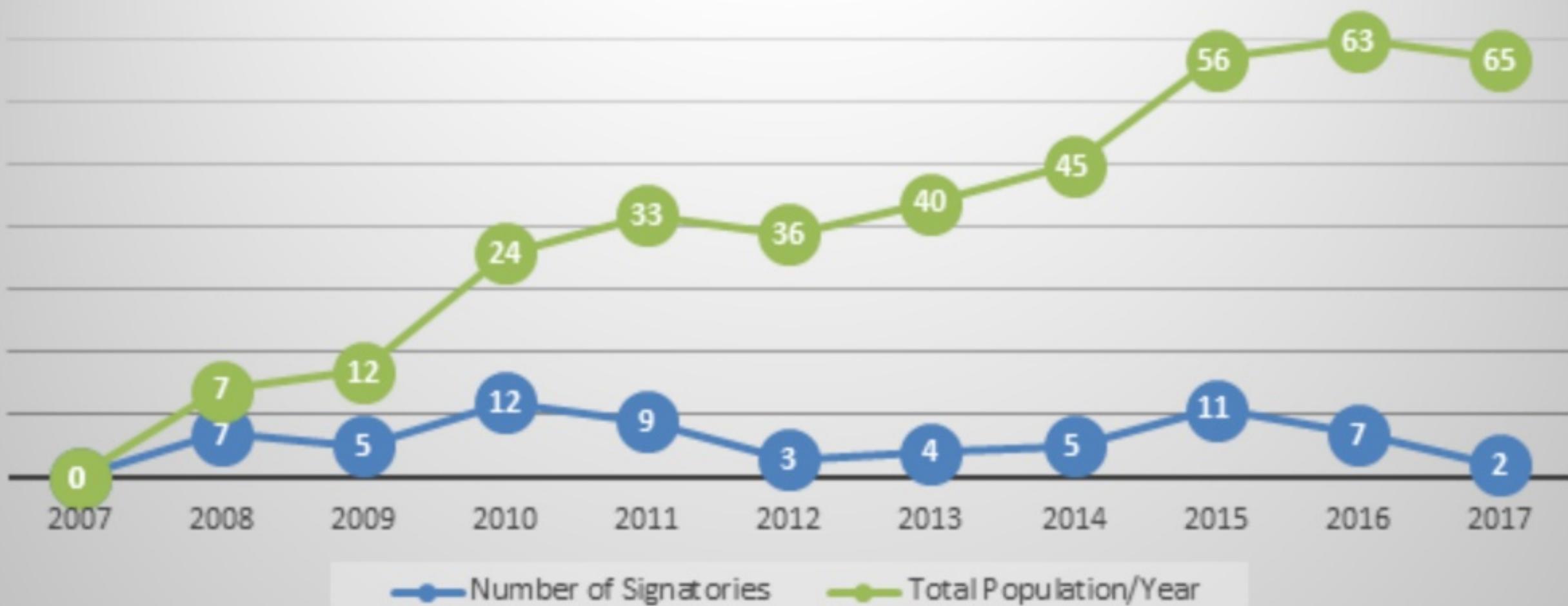
■ Basic Signatory

■ Advanced Signatory

■ PRME Champion

■ Non-communicating signatory

Growth Rate of UK PRME Population



Advanced Signatory

33

An aerial photograph of a landscape with a teal circle overlay. The landscape features a road, a body of water, and some buildings. The teal circle is centered on the image and contains the text 'Basic Signatory' and the number '23'.

Basic Signatory

23

PRME Champions

3

**Non-communicating
Signatory**

6

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Benefits of Advancing the SDGs

Learning processes that support transformative change chiefly rests on the competencies & preparedness of academic staff (Hegarty, 2008).

Considering the importance of the 17 SDGs to humanity's existence, signatories' advancement of one/more should surely account for some kind of impact.

An opportunity to move beyond self-interest to societal interest (Dyllick, 2015).

**Top
Management
Support**

**Opportunity
to Create
REF-worthy
Impacts**

**Enhanced
Legitimacy**

Top Management Support



Strong bargaining tool for soliciting the unflinching support of top executives & colleagues towards a university-wide integration of sustainability.

Opportunity to Create REF-worthy Impacts



The SDGs can potentially help signatories strengthen their research impact case studies for subsequent REF exercises.

Enhanced Legitimacy



The furtherance of the SDGs can potentially help signatories gain & maintain public trust, secure political support, attract & inspire outstanding students worldwide.

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Areas for Improvement

De-familiarizing stories to facilitate new: understandings, ecological consciousness or narratives of the organization-human-nature relationship (Jones, 2013).

HEIs curriculum often designed to *meet* rather than *determine* the specific requirements for SD (Scott & Gough, 2006).

SD encompasses 3 pillars. But it's often compartmentalized as an environmental issue (Drexhage & Murphy, 2010).

Inactive signatories? Need for targeted support towards achieving PRME's original & new agenda.

The need for a New Paradigm

Better Approach to Curriculum Design

Decompartmentalize Sustainability as an Environmental Issue

PRME not a Tick Box Activity

The need for a New Paradigm



We cannot realistically address sustainability issues using the very same paradigms that generated existing unsustainable systems in the first place.

Better Approach to Curriculum Design



Future-regarding approach that will encourage students to test & challenge society expectations & understandings of SD.

**Decomartmentalize Sustainability
as an Environmental Issue**



Take sustainability out of the environmental box
& consider wider social, economic & geopolitical
agendas (Drexhage & Murphy, 2010).

PRME not a Tick Box Activity



Should be treated as a philosophy - something that must be done & not a tick box activity (Doherty, 2014).

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