

## Responsible Leadership: An Essential Attribute



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In June, we held our third Sustainability Conference and co-sponsored with the United Nations Global Compact (UNGC), EFMD, and several other associations, the Second Global Forum on Responsible Management Education. These events convinced me that there is a strong and growing core of schools that are committed to producing graduates with a healthy balance of economic and social commitment. We don't have to look very far for examples of long-term disadvantage to companies that place an inordinate emphasis on profit over social right. Successful, enduring leaders will drive their organizations toward the greater good of society as a whole while keeping a strong financial focus.

AACSB International is a co-author and co-sponsor of the Principles for Responsible Management Education (PRME). Since the PRME's beginning in Geneva in July 2007, 320 schools have endorsed the principles from 59 countries. AACSB's own PRME Affinity Group has 218 members. While these numbers are impressive, I believe more schools should join in the movement. Some may think that to be a PRME school, it must practice all six of the PRME principles. Even though most would agree that the six principles are good intentions, few schools will be able to contribute in all six areas. This reality may deter a school from becoming a signatory. Maybe, there is a belief that the reporting process to remain a PRME school is onerous. I want to clarify reality over myth. To be a PRME signatory, it simply means that a school must send a letter to the UN Global Compact indicating its support of the principles and intention to follow them. If a school is making progress in just one of the six principles, it is still eligible to be a signatory. A brief annual report is provided to the UNGC PRME Secretariat indicating the school's accomplishments in the spirit of PRME is all that is needed to be part of the PRME movement.

More than 6,000 companies around the world have joined the UN Global Compact. It is my hope that we will continue to grow the number of PRME schools and reach 1,000 signatories by 2015. That is the commitment the delegates to the Second Global Forum on Responsible Management Education made in their Declaration to the UN Secretary General Ban Ki-moon on June 23, 2010. I ask each school to review the principles and to seriously consider joining as a PRME signatory. There is more information at [www.unprme.org](http://www.unprme.org), or simply direct your questions to the UNGC PRME Secretariat, Jonas Haertle, or me. Join us!

As you are planning your upcoming schedule, I invite you to join your colleagues at the first Annual Accreditation Conference in Houston, Texas, September 26–28, 2010. In this new conference format, we plan to examine challenges and effective practices for schools seeking accreditation, accredited schools that are implementing new or revised programs, and schools just trying to keep up with changes in accreditation standards. I invite you to attend a session led by our PRME Affinity Group chairs: Beyond the B-School: Accreditation's Societal Role. In this session, Dean Carolyn Woo (University of Notre Dame, USA), Dean Linda Livingstone (Pepperdine University, USA), Professor Ira Jackson (Massachusetts Institute of Technology, USA), and I will discuss accreditation in light of the growing societal demand for responsible leaders. We hope to see you in Houston in September.