



# Amsterdam Business School

## Sharing Information on Progress Report 2019-2020



## Table of contents

University of Amsterdam Business School at a glance	3
Mission	3
Values	3
A word from the Dean	4
Preface	4
Assessment of outcomes	5
Principle 1: Purpose	6
Principle 2: Values	7
Principle 3: Method	8
Principle 4: Research	9
Principle 5: Partnership	10
Principle 6: Dialogue	11
Operations	12
Faculty & researchers	13

# University of Amsterdam Business School

## ***At a glance***

- ❖ A research-based business school with a strong focus on business ethics, corporate responsibility and sustainability
- ❖ Highly internationalised (49% of all faculty (full and part-time) is non-Dutch, with 36 different nationalities and students from 99 different countries)
- ❖ Embedded in a broad-based research-driven university with a strong international reputation
- ❖ A strong portfolio of bachelor, master, doctoral and executive programmes

## ***Mission***

At the Amsterdam Business School, we guarantee scientific research and business and management education that has **societal impact** and high quality. We offer an inspiring and leading internationally-oriented academic community with a strong believe in key **values** like open mindedness, independence, critical thinking, balancing our entrepreneurial attitude with corporate engagement and **social responsibility**. We take our learners seriously and are committed to encourage them to develop their professional and personal capacities to their full potential, aiming for excellence.

## ***Values***

- ❖ Excellence
- ❖ Critical thinking
- ❖ **Social engagement**
- ❖ Entrepreneurial

## A word from the Dean

At Amsterdam Business School, we strive to integrate ethics, responsibility and sustainability into all our teaching programs, research endeavours, engagement with stakeholders, and operations of the university. In all these areas we have achieved many successes in the past two years and have a recognized profile in these topics both in Europe and globally. Our students yearn to explore the themes of ethics, responsibility and sustainability and want to put them into practice. Our growing faculty tackles a range of topics within this field leading to world class research. Increasingly the field of ethics, responsibility and sustainability comes closer to the fields and practice of entrepreneurship and analytics, making ABS a hub of knowledge and expertise in these key future trends. The Principles of Responsible Management Education acts as an integrator and guiding framework for our activities and helps us set goals for our business school and the impact we want to see in the world.

Marc Salomon, Dean University of Amsterdam Business School



## Preface

In this report we present our recent developments related to responsible management education, building on our previous progress reports. We take an inclusive approach to the theme of responsible management education meaning that we cover a range of topic areas related to business ethics, corporate responsibility, corporate sustainability, thus taking into consideration individual ethical decision-making, programs and practices related to organizational responsibilities, as well as broader societal impact and sustainable development.

We highlight some key new developments and point out some challenges that lay ahead and opportunities that still have not been taken. We should note that many elements remain unchanged from previous progress reports and we obviously build on our fairly extensive past efforts. Our key aim has been to integrate ethics, responsibility and sustainability into all our activities in a context-dependent way, meaning that the university and broader institutional context in part shapes our approach. Some relevant policies that we adhere to are either formulated at the university level (ABS is part of a larger University of Amsterdam) or at the national level. The following websites summarize our ethics, responsibility and sustainability efforts:

- ❖ [Ethics, Responsibility and Sustainability at Amsterdam Business School](#)
- ❖ [Sustainability at the University of Amsterdam](#)

## **Assessment of outcomes**

In this section, we present a short assessment of perspectives and plans, linking back to our previous report.

### ***Principle 1: Purpose***

- ❖ Implement a school-wide strategy for integrating the principles in all existing programmes. [Continued]

### ***Principle 2: Values***

- ❖ Integrate ethics, responsibility and sustainability into all programs. [Continued]

### ***Principle 3: Method***

- ❖ Inform our students of our initiatives in research and teaching regarding corporate responsibility. [Continued]

### ***Principle 4: Research***

- ❖ Launch of new research priority areas related to ethics, responsibility and sustainability themes. [To be implemented]

### ***Principle 5: Partnership***

- ❖ Develop new innovative partnerships in the area of the PRME principles. [Continued and to be implemented].

### ***Principle 6: Dialogue***

- ❖ Continuing to contribute to new and existing dialogues. [Continued]

## 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.*

### Overview

The mission and vision of Amsterdam Business School explicitly refer to societal engagement, responsibility and impact. We take this mission and our vision very seriously through particular attention to ethics, responsibility and sustainability in research, education and outreach activities. Amsterdam Business School has been working on these issues since its inception.

### Achievements/Activities

- ❖ Integration of ethics, responsibility and sustainability across all teaching programs and the explicit mention of these themes in learning objectives and outcomes.
- ❖ Launch of a dedicated [Honours programme Sustainability](#).
- ❖ Award-winning specialized courses developed in partnership with companies, public sector organizations and social entrepreneurship networks.
- ❖ Larger sustainability themed events and prestigious awards for students.
- ❖ Continuous hiring of tenure track and permanent faculty who combine a thorough knowledge of at least one business discipline with a focus on or interest in ethics, responsibility and sustainability.

### Future perspectives

- ❖ Continue implementing a school-wide strategy related to integrating ethics, responsibility and sustainability into all our activities.

## 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.*

### Overview

The themes of ethics, responsibility and sustainability are well integrated in our teaching at ABS. We have included compulsory courses for bachelor, master, all MBA and part-time executive programs as well as several specialized courses in the master's program and in executive education (see principle 3 on method for more specific information). The themes feature prominently in our broader seminar series (see also principle 6 on dialogue for more specific information).

Similarly, the themes are also integrated into our research foci and processes. Several scholars study these topics, either as a primary or secondary focal area (see full list of relevant faculty at the end of the report). New faculty receive the Netherlands Code of Conduct for Scientific Practice at the beginning of their employment. Research ethics and responsibility has been clearly defined both in policy and practice and both at the university and business school levels. For the research ethics and data management policies, see [website](#).

In all our interactions and actions, we aim to exemplify our values of critical thinking and social engagement. Our efforts of incorporating global social responsibility in a systematic way are led by two Co-Directors of the Sustainability Initiative of ABS.

### Achievements/Activities

- ❖ Continuation of fairly extensive offering of specialized teaching as well as integration of themes in all teaching programs.
- ❖ Continuation of communication to students and lecturers about ethics, responsibility and sustainability interest through our website, newsletters, events and direct emails. Information made available on [ethics, responsibility and sustainability website](#).
- ❖ Development of research ethics and responsibility policy and finalizing ethical approval, research data management, and privacy law related processes.
- ❖ Systematic approach to implementing PRME guidelines by two Co-Directors of the Sustainability Initiative of ABS.

### Future perspectives

- ❖ Continue the integration of ethics, responsibility and sustainability into all programs.

## Principle 3: Method

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

### Overview

As already mentioned in the previous section, ABS has both mandatory and specialized courses in ethics, responsibility and sustainability as well as specialized dedicated programs. These courses are highly popular at BSc, MSc and MBA levels. In our full-time MSc in Business Administration program, all track coordinators have aimed to integrate these topics in all courses.

We approach ethics, responsibility and sustainability in a contextualized way, meaning that the content and methods are adapted to the specific topic or focus (e.g. related strategy courses use different approaches than for instance entrepreneurship courses). In the past, our faculty members that teach these topics have received several awards including the lecturer of the year in the faculty of economics and business, MBA lecturer of the year awards and executive (part-time) programme lecturer of the year.

### Achievements/Activities

- ❖ Across our different programs, we offer approximately 30 different courses dedicated to ethics, responsibility and sustainability themes and a large number of courses where these themes are integrated into other topic areas.
- ❖ All regular BSc and MSc educational programmes have dedicated objectives related to the ability to cope with ethical dilemmas in their final qualifications.
- ❖ Our BSc Business Administration has compulsory courses on 'Business Law & Ethics' and 'Corporate Social Responsibility'.
- ❖ Our MSc in Accountancy and control has a course on 'Accountability & Risk Management', our MSc in Entrepreneurship has a course on 'Social Entrepreneurship', our MSc in Finance has a course on 'Ethics and Professional Skills in Finance'.
- ❖ In addition to a new mandatory ethics, responsibility and sustainability course reintroduced in 2021 ('Ethics and the Future of Business'), we offer several elective courses at the master's level. Our elective courses use a business lab format, where students work together with companies, public sector and civil society organizations on real life challenges and PRME relevant topics. Examples of MSc electives include the following courses: 'Business Strategy and Sustainability', 'International Business and Sustainable Development', and 'Sustainable and Ethical Marketing'.
- ❖ Addressing big social themes (sustainability, climate change, equality, ethics, digitization) is no longer considered a unique selling point but a must-have for all our executive programmes and other commercial offerings. The part time executive program Business Administration (EPMS) has a compulsory 'Business in Society' course. Our full-time three MBA programs have courses on 'Ethics, Responsibility and Sustainability' and 'Conscious Marketing' (MBA in general management), 'Law & Ethics for Big Data' (MBA in big data), and 'Ethics and Sustainability in Healthcare' (MBA in healthcare).
- ❖ ABS faculty members also participate actively in teaching in the cross-disciplinary minor 'Sustainability and Economics' and bachelor program 'Future Planet Studies'.
- ❖ A full list of courses is available via the [ethics, responsibility and sustainability website](#).
- ❖ Our PRME relevant courses have received several (university internal) teaching awards.



- ❖ In 2020, we launched a highly selective dedicated [Honours programme Sustainability](#) on top of the master's program for 25 accomplished and ambitious students. This co-created program involves two tailor-made courses and two practical projects with business, municipal, and civil society and international university partners.

### **Future perspectives**

- ❖ We aim to strike a balance between top down coordination of ethics, responsibility and sustainability and creative and innovative bottom-up approaches across programs and sections. We will continue to offer and develop a range of courses and dedicated programs.

## 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.*

### Overview

ABS is a global hub for research on the broad themes of ethics, responsibility and sustainability in and of corporations. Several top academic peer review publications on these themes appear annually and faculty members are very active in relevant academic journals, conferences and societies. Research on business ethics, corporate responsibility, and sustainability have been areas of specific interest at ABS for some time. We have a significant number of core faculty members and PhD students whose research is fully focused on these themes, while many others have a vivid interest in related aspects.

### Achievements/Activities

- ❖ The University of Amsterdam Business School is ranked by the Financial Times in the Top 10 European business school's publishing on the Sustainable Development Goals (SDGs): [Link to article](#).
- ❖ ABS employs about 50 faculty members or doctoral students focusing on ethics, responsibility and sustainability. A full list of scholars working on PRME relevant themes are listed at the end of the report. Examples of recent hires (2019-2020) include Prof.dr. Dick den Hertog, Asst. Prof. Armin Pircher Verdorfer, and Asst. Prof. Carina Thuerridl.
- ❖ ABS has a strong track record of high quality publications related to the topic as well as several faculty members with expertise in the field who have editorial roles in leading mainstream and specialized journals and/or management roles in central academic societies.
- ❖ Recent PhD theses relevant to PRME themes include Hannah Berkers on employee well-being, Sofija Pajic on sustainable careers, Katinka Quintelier on micro-foundations of stakeholder theory, and Binqi Tang on time and corporate social responsibility.
- ❖ ABS faculty are involved in several on-going research projects related to sustainable social, environmental and economic value, broadly speaking. Examples of recent successes in external funding include Dutch Research Council funded projects on sustainable business models, circular economy, moral markets, and responsible AI.
- ❖ Several initiatives related to PRME principles cross disciplinary boundaries, such as [A Sustainable Future](#) platform providing research seed funding and the [Amsterdam Centre for European Studies](#) which includes strong elements of sustainability and diversity.
- ❖ The Faculty of Economics and Business (which houses ABS) has launched the following research priority areas: 1) Sustainability and Environmental Economics, 2) Responsible digital transformations, 3) Resilient society and stability, 4) Nudging for a better world.

### Future perspectives

- ❖ Continue our active research and publication work on PRME-relevant themes.
- ❖ Participate in and promote relevant interdisciplinary university initiatives.
- ❖ Apply for further external funding for projects aiming at sustainable social, environmental and economic value.
- ❖ Launch of new research priority areas related to ethics, responsibility and sustainability themes.

## 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.*

### Overview

Partnerships are central to achieving the United Nations Sustainable Development Goals. In the past two years, we have built on existing relationships and developed several new partnerships with companies and other organizations. Partnering takes place with companies as well as universities, non-profit organizations and the public sector in areas of research, teaching and societal engagement. In the below achievements and activities, we list several examples of deep interaction with managers.

### Achievements/Activities

- ❖ We have developed several partnerships with companies around themes of ethics, responsibility and sustainability. Examples of recent integration efforts into courses include students exploring the developing new sustainability approaches with Patagonia, Philips, Unilever, VodafoneZiggo, or new social entrepreneurial ventures.
- ❖ We have organized an annual [George Molenkamp Sustainability Thesis Award](#) sponsored by KPMG since 2017.
- ❖ The Honours Program Sustainability has a prestigious Sustainability board with corporate and municipal leaders in the field.
- ❖ Every year, a large number of students undertake master's theses related to ethics, responsibility and sustainability in collaboration with public, corporate and non-profit organizations.
- ❖ Interaction also takes place through inviting public, corporate and non-profit sector speakers into our classes. In addition, a large number of our part-time and full-time executive and MBA programs work for companies, which offers ample opportunities for engagement.
- ❖ National and international research collaboration with companies, invited speeches at companies for our professors, as well as other forms of exchange are also common.
- ❖ We have a common program with IT DEL in North-Sumatra, Indonesia, to develop their business curriculum and prepare selected students for the MSc Business Administration.

### Future perspectives

- ❖ Continue and solidify existing partnerships and develop new ones.

## Principle 6: Dialogue

*We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.*

### Overview

ABS participates in and organizes several initiatives and forums for dialogue. We highlight here two types of forums for dialogue: UvA in Carré and Room for Discussion. UvA in Carré is a seminar series for all master's students across different programs to come together at the Royal Theatre Carré in Amsterdam to hear the latest thinking on critical societal and business issues. Several of the seminars in the series deals with global social responsibility and sustainability with invited guests ranging from large companies' sustainability experts to social entrepreneurs changing the rules of the game. In the spirit of critical thinking, our students get to challenge the approach of these experts. Another prominent initiative has been the so-called Room for Discussion, a bi-weekly debate on various topics with academics, politicians, policy-makers, top managers and civil society representatives.

Much of ABS' societal dialogue is driven by our students. The students of the university are very active in organizing a range of relevant events and forums, including through Students for Sustainability Amsterdam (SFSA), a student association committed to sustainability for students of the University of Amsterdam, and the UvA Green Office.

Many faculty and staff members are also active in national and international meetings to engage in in-depth conversations with academic and particularly non-academic audiences as well. ABS is an active member of networks such as the Academy of Business in Society (ABIS) and the Network for Business Sustainability (NBS). Lastly ABS has been an active founding member since 2017 of the Benelux-France chapter of PRME.

### Achievements/Activities

- ❖ Active participation since in the founding of the regional PRME chapter for Benelux-France.
- ❖ Continuation of the successful 'Room for Discussion' to provide students and the wider public insight from academics and high ranking business and political leaders typically dealing with broad topics related to the role of business in society.
- ❖ Central role of ethics, responsibility and sustainability themes in the prominent UvA in Carré seminar series.
- ❖ Engagement with student associations and [UvA Green Office](#) in a dialogue about global social responsibility and sustainability.

### Future perspectives

- ❖ Continue to contribute to new and existing dialogues.

## Operations

In this section we will provide information on development within our university, as sustainability in operational management (in relation to facilities) is coordinated at the University level, as well the national and institutional context. For more detailed information UvA has a [dedicated website](#), which also makes available the university's annual environmental report. From sustainable buildings and logistics to eco-conscious printing and movement sensors, the UvA is working to make its operations sustainable. The University has adopted a sustainable approach to construction, building management, energy management, transportation, purchasing and consumption.

### Achievements/Activities

- ❖ Uva published a [white paper on sustainability](#) laying out the strategy of the university.
- ❖ Sustainability policies and targets include a 2% annual reduction in energy consumption (relative to 2005) and a 3% annual reduction in the CO<sub>2</sub>-emissions from UvA buildings (relative to 2010). Over the 2005-2016 period, our primary energy consumption per student dropped by 31%, a major improvement.
- ❖ We are reducing energy use by improving the energy characteristics of our buildings during maintenance, renovations and new construction efforts. All renovation and new construction work aims at energy efficiency levels that exceed mandatory targets by 10%.
- ❖ In terms of generating our own sustainable energy supply, we have installed solar panels on buildings at the Amsterdam Business School, the Faculty of Science and Amsterdam University College, among others.
- ❖ Reductions of CO<sub>2</sub> emissions per student have already been achieved through various energy efficiency measures including transitioning to 100% Dutch wind power.
- ❖ Our campuses serve as a testing ground for sustainable innovations. Working with local government and businesses, the UvA is carrying out an original and ambitious series of sustainability projects. Some examples:
  - From 1 January 2020, all utility buildings in the Netherlands must meet the requirements for 'nearly Zero Energy Buildings'. The UvA strives to meet or surpass these requirements in its new buildings and renovation work. For example, at Amsterdam Science Park, the UvA is constructing a new, energy-neutral building to house Informatics.
  - A logistics hub has been set up for efficient, sustainable delivery of supplies to UvA and Amsterdam University of Applied Sciences.
- ❖ Founded in 2016, [UvA Green Office](#) organizes a range of programs, projects, events and trainings related to sustainability.

### Future perspectives

- ❖ In addition to the above-mentioned targets, several projects are under way. Some examples: A) We are working to apply government criteria for sustainable procurement, including social procurement, and we regularly exchange information on sustainable procurement with other higher education institutions. B) At the UvA we want to separate waste in a different, more sustainable way. 2020 was a testing period to see what the best approach is and these findings will be implemented in the coming years. C) We are working with the municipality to develop an underground heat and cold storage system that will reduce CO<sub>2</sub> emissions by the University and its urban partners.

## Faculty & PhD students

Examples of faculty members (and selected relevant topics/lenses towards PRME themes) and PhD students who are active in areas related to PRME or address ethics, responsibility and/or sustainability as one of the topics in their wider research portfolio:

1. Dr. Aleksandar Andonov (Associate professor): Institutional investors, asset management.
2. Prof.dr. Frank Belschak (Full professor): Ethical leadership.
3. Dr. Sanjay Bissessur (Assistant professor): Earnings management.
4. Dr. Siri Boe-Lillegraven (Assistant professor): Inter-firm collaboration, strategic foresight.
5. Prof.dr. Arnoud Boot (Full professor): Corporate governance and financial markets.
6. Kayleigh Bruijn (PhD student): Civil society and business, climate change.
7. Dr. Niek Brunsveld (Lecturer): Research, innovation and sustainability.
8. Robert Bwana (PhD student): Crowdsourcing, responsible production.
9. Dr. Guido van Capelleveen (Assistant Professor): Business analytics and data mining, circularity and sustainability.
10. Eugénie Coche (PhD student): Information security-privacy-ownership nexus.
11. Prof.dr. Willemijn van Dolen (Full professor): CSR and marketing.
12. Dr. Martijn Dröes (Associate professor): Home ownership, renewable energy.
13. Dr. Georgios Georgakopoulos (Assistant professor): Social and environmental account reporting
14. Dr. Panikos Georgallis (Assistant Professor): Moral markets and renewable energy.
15. Ioan Gheorghe Ivănescu (PhD student): Audit quality.
16. Dr. Bianca Groen (Assistant professor): Employee participation.
17. Prof.dr. Deanne den Hartog (Full professor): Ethical leadership.
18. Dr. Ilir Haxhi (Associate professor): Strategy and corporate governance.
19. Dr. Tanja Hentschel (Assistant professor): Diversity, gender issues.
20. Prof.dr. Dick den Hertog (Professor): Optimization with machine learning, analytics for a better world.
21. Dr. Anneli de Hoogh (Associate professor): Ethical leadership.
22. Dr. Gijs van Houwelingen (Assistant professor): Moral behaviour.
23. Dr. Torsten Jochem (Associate professor): Governance and (local) democracy.
24. Prof.dr. Ans Kolk (Full professor): Corporate responsibility and sustainability in international business.
25. Dr. Sebastian Kortmann (Associate professor): Strategy, innovation, co-creation and sustainability.
26. Dr. Arno Kourula (Associate professor): Corporate responsibility and sustainability.
27. Parvathy Krishnan (external PhD student): Data for Sustainable and Resilient Development.
28. Dr. Tomislav Ladika (Assistant professor): CEO pay, corporate governance.
29. Dr. François Lenfant (Postdoctoral researcher): Business, peace and conflict areas.
30. Donato Maragno (PhD student): Optimisation, machine learning.
31. Dr. Frauke Mattison (Assistant professor): Privacy issues.
32. Dr. Sadaf Mokarram Dorri (Assistant Professor): Consumer behaviour.
33. Dr. Stefan Mol (Assistant professor): Organizational Behaviour and Research Methods.
34. Danique de Moor (PhD student): Hard minimization problems, optimal food supply-chain.
35. Václav Ocelík (PhD student): Environmental sustainability and cities.
36. Prof.dr. Brendan O'Dwyer (Full professor): Corporate and NGO auditing and accountability.
37. Prof.dr. Sander Onderstal (Full Professor): Auctions, Industrial Organization, behavioural economics.
38. Melanie O'Neill-van der Lem (PhD student): Business and peacebuilding.

39. Prof.dr. Alessio Paces (Full professor): Sustainable corporate governance.
40. Sofija Pajic (Postdoctoral researcher): Refugees at work.
41. Dr. Markus Paukku (Lecturer): Inter-organizational alliances and sustainability.
42. Prof.dr. Enrico Perotti (Full professor): Corporate governance and corporate finance.
43. Dr. Armin Pircher Verdorfer (Assistant professor): Leadership, leadership development, ethical leadership.
44. Dr. Niccolò Pisani (Associate professor): International corporate social responsibility.
45. Dr. Richard Ronay (Associate Professor): Power and status, leadership, inequality.
46. Dr. Stevan Rudinac (Associate Professor): Multimedia analytics, machine learning.
47. Dr. Vittoria Scalera (Associate Professor): Green entrepreneurship, innovation, diversity.
48. Dr. Joeri Sol (Assistant Professor): Anthropocene, environmental economics.
49. Dr. Peter Snoeren (Assistant professor): Stakeholder orientation.
50. Prof.dr. Jan-Willem Stoelhorst (Full Professor): Strategy, stakeholders and governance.
51. Maarten Sukel (PhD candidate): Artificial Intelligence, urban development.
52. Dr. Carina Thuerridl (Assistant Professor): Repurposed products.
53. Dr. Mark van der Veen (Associate professor): Environmental management in strategy and marketing.
54. Sonia Vidal (external PhD student): Necessity social entrepreneurship.
55. Dr. Pushpika Vishwanathan (Assistant professor): Corporate governance, stakeholder management and corporate social responsibility.
56. Dr. Vladimir Vladimirov (Associate professor): Bankruptcy law and indirect costs of bankruptcies.
57. Dr. Marlene Vock (Assistant professor): Marketing and corporate social responsibility.
58. Dr. Andrea Weihrauch (Assistant professor): Consumer reactions to new technologies.
59. Dr. Michelle Westermann-Behaylo (Assistant professor): Stakeholders, business and human rights and business and peace.