

AACSB and PRME
(Principles for Responsible
Management Education)
developed a webinar series
that brings together a
community of leaders
committed to creating
positive societal impact
and action.

PANELISTS:

- Veneta Andonova, Dean, Universidad de los Andes School of Management, Colombia
- Soumitra Dutta, Dean, Saïd Business School, University of Oxford
- Ann E. Harrison, Dean, Haas School of Business, University of California Berkley
- Morris Mthombeni, Dean, Gordon Institute of Business Science (GIBS), University of Pretoria

TOPICS:

- Systemic shifts needed among business schools to drive societal impact
- Regional context and practices shape business schools' societal impact

priorities and paths. For example, in parts of Latin America, the private sector is a driver for creating models and mechanisms that address societal issues.

- Business schools face the challenge of integrating their differing terminology and perspectives into a consistent framework that would bring more clarity to conversations and encourage a more unified effort.
- Revamping outdated curricula to meet learner and societal demand is not easy; it requires a shift in the philosophical mindset around academia alongside new approaches to teaching.
- Some schools in emerging markets face resource and supply challenges in their attempts to meet business education demand. By expanding and enhancing their collaborations with other educational providers and the community, business schools are empowered to curate transformative educational experiences.

Our challenge is to be more effective in telling our story, [rather] than doing something profoundly different, in support of the companies from the region.

—Veneta Andonova



It is not a question
of 'or,' it is a question of
'and' You can actually
have strong business