

# THE PIR 2025 SUMMIT

## RETHINKING SOCIETAL IMPACT



# Agenda – 75 minutes

Welcome and purpose of session – Thomas Dyllick (PIR)

News from PIR: The Faculty Survey & PIR Working Groups – Katrin Muff (PIR)

Break-out sessions about challenges and opportunities – student led

Sharing insights from sessions – Allie Koenigsfeld (PIR Working Group member)

Global panel reflecting on student debrief – Danette Kenne, Drake University

- Beatrice Avolio, Director General, CENTRUM PUCP, Peru
- Ann Kristin Calish, Special Adviser - President's Staff, BI Norway Business School, Norway
- Myriam Degrave, Social and Environmental Deputy Director at IESEG, France
- Vasu Srivibha, Chief Impact Officer and Head of Accreditation - Sasin School of Mgmt., Thailand
- Chris Wright, Academic Director, University of Sydney Business, Australia

Closing remarks from Danette Kenne & Allie Koenigsfeld, Drake University

# PIR 2025 Innovations

**Partnership with PRME**

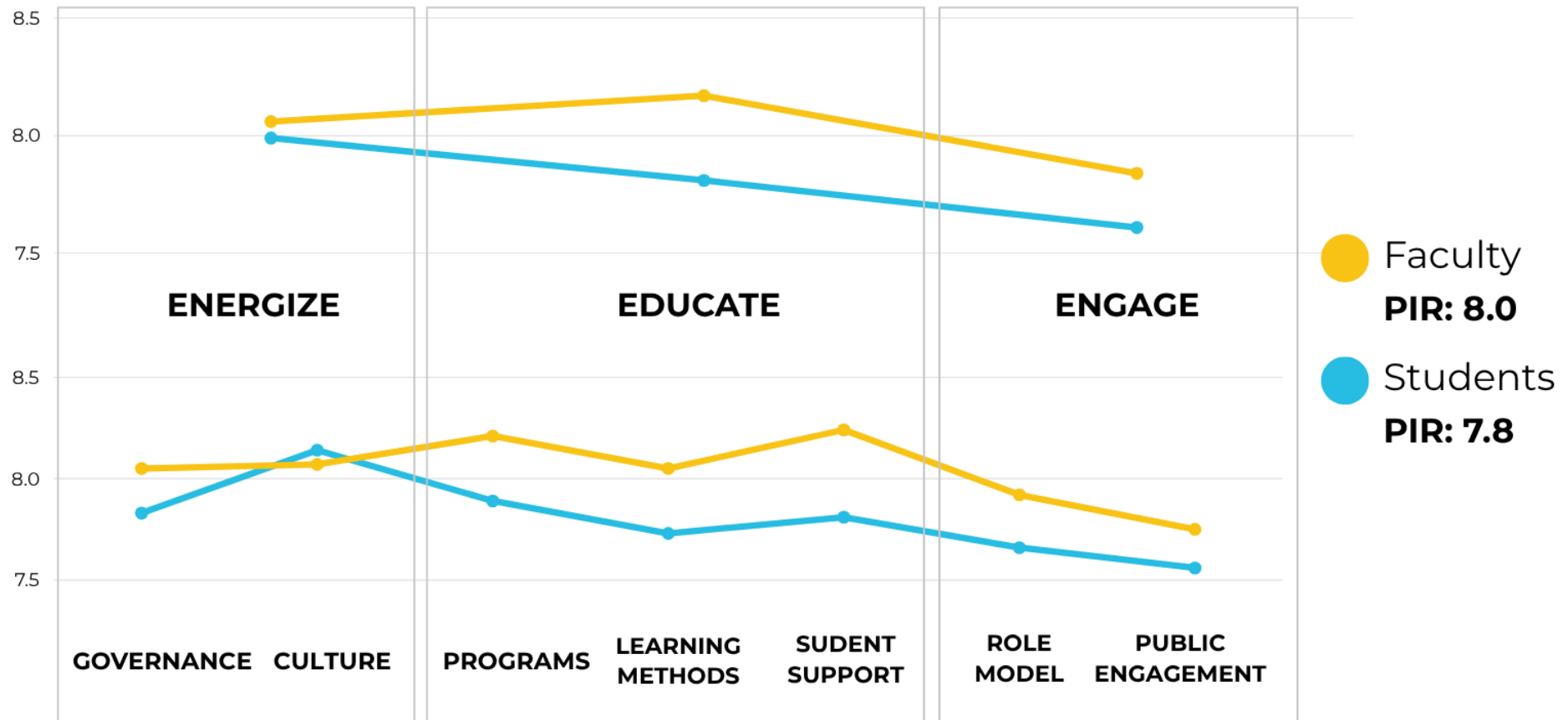
**EQUIS Add-On - in support of  
EQUIS Accreditation**

**New Faculty Survey – Dual  
Stakeholder Lens**



# Faculty Survey for a Dual Stakeholder Comparison

## FACULTY VS. STUDENT SCORES ACROSS THE PIR AREAS & DIMENSIONS



# PIR for PRME Measuring & Reporting – in a Dual Perspective

#	PRME Principle	Faculty	Students	Diff (F-S/S)
1	<b>Purpose</b> We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.	8.93	8.20	9%
2	<b>Value</b> We place organizational responsibility & accountability to society and the planet at the core of what we do.	8.59	7.93	8%
3	<b>Teach</b> We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.	8.49	8.37	1%
4	<b>Research</b> We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.	8.32	7.79	7%
5	<b>Partner</b> We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.	7.61	7.47	2%
6	<b>Practice</b> We adopt responsible and accountable management principles in our own governance and operations.	8.08	8.09	0%
7	<b>Share</b> We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.	7.86	8.15	-3%
Average Results		8.27	8.00	3%

# Launch at 3:30.... Capturing the voice of 17'167 students (+13%)

## PIR Participation in 2025

86 schools rated (+12%)

from 28 countries (5 new countries) and  
6 continents

199 student responses per school (+3%)  
(min. required: 100)

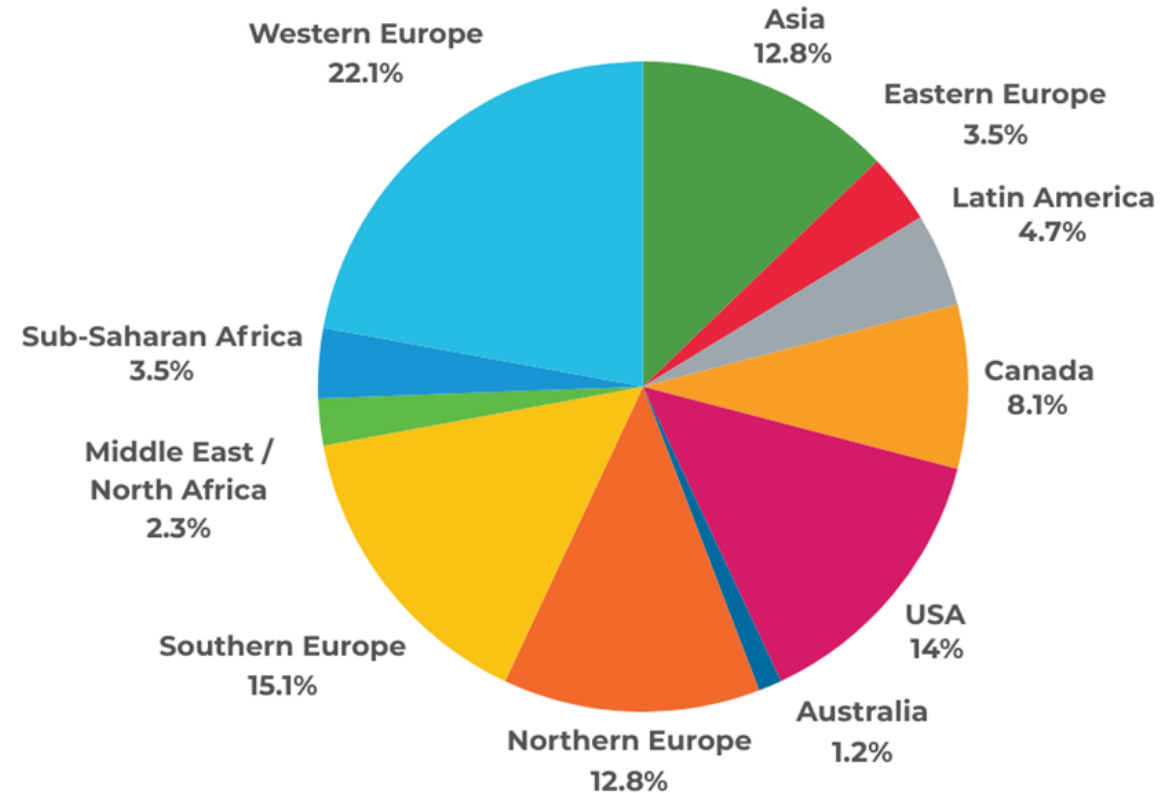
Signatories & Accreditations of rated  
schools:

73% are AACSB accredited

64% are EQUIS accredited

64% are PRME Signatories

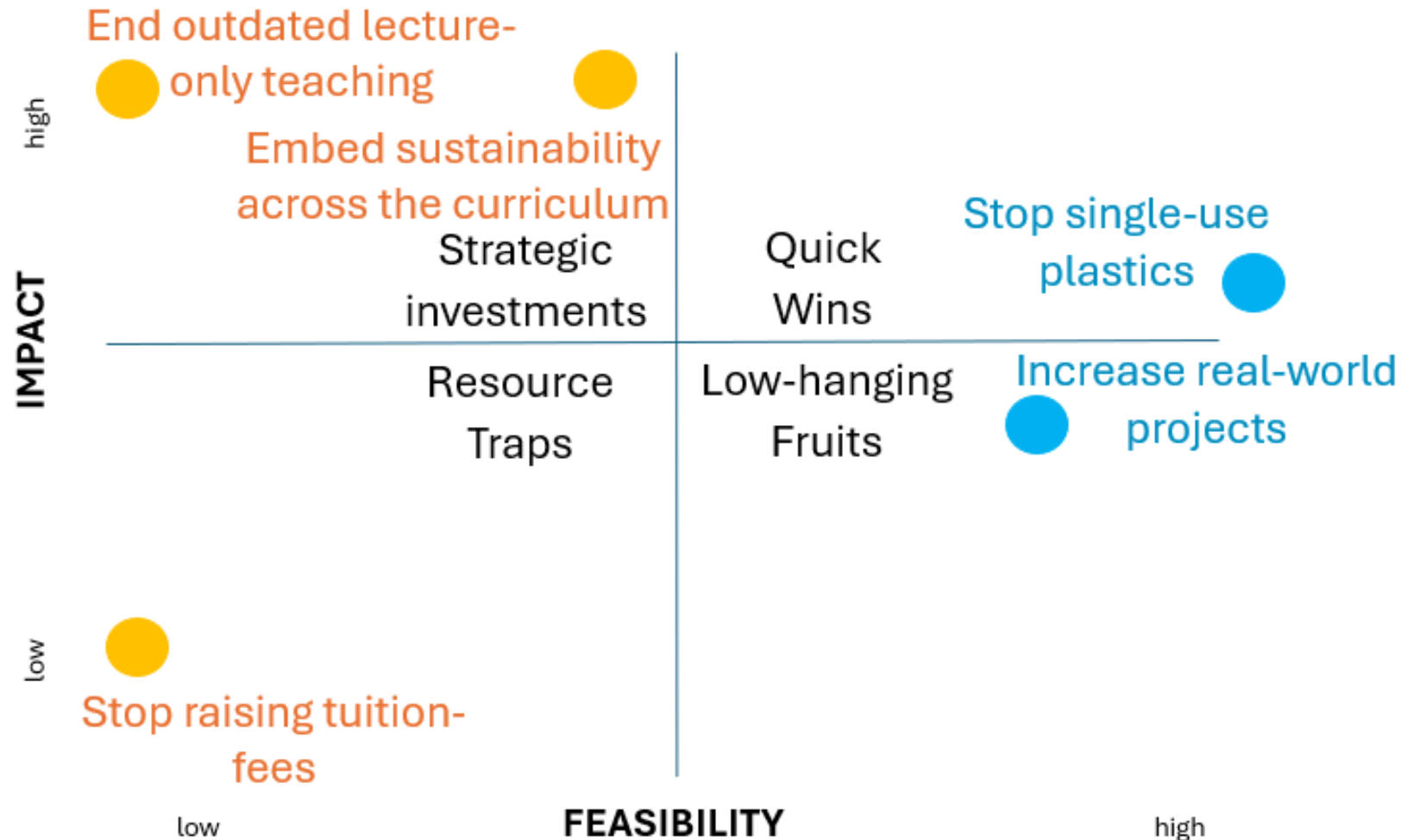
## Participating Schools by Region



# Regional Differences in how Students Perceive Impact



# Translating Student Feedback into Strategy





# Governance - Missing Link for Business School Development

## From Discontent to Co-Design

## A Future-Literate Education and the End of Theory-Only

## One Generation, Many Realities – One Shared Call



*The Colorado State University College of Business's approach to governance **ensures that sustainability and social impact are not peripheral**, but embedded in financial, curricular, and operational decision-making.*

Grace Wright, Director of Sustainability,  
Colorado State University College of Business, USA



*Manchester Metropolitan University has been delighted to **use PIR to better understand our students' priorities** and assessment of our aim of transforming lives, businesses and communities.*

Jennie Shorley, Professor, Director of Accreditations,  
Manchester Metropolitan University, UK



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# Challenges & Opportunities across the PIR Impact Dimensions

## The 7 PIR Impact Dimensions are:

**Governance** – Inclusive, transparent, impact-oriented leadership.

**Culture** – Shared values promoting positive impact mindset.

**Programs** – Curricula integrating sustainability and responsibility.

**Learning Methods** – Experiential, participatory, real-world learning approaches.

**Student Support** – Resources fostering student well-being and development.

**Institution as Role Model** – School exemplifies positive societal impact.

**Public Engagement** – Active collaboration with external communities.

→ Tables are organized by Dimension

## 20 Minutes Table Discussions:

- 2 Min. Introduction by host
- 6 Min. Quick Introductions – why are you here and in what role
- 7 Min. What works best in your experience – a select few inputs
- 5 Min. Where are the biggest challenges – everybody's input

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# Level 5: Pioneering Schools

11 schools – Ø Score 9.1 – listed in alphabetic order



**CENTRUM PUCP Business School, Peru**

**HKUST Business School, China**

**IIM Bangalore, India**

**IIM Indore, India**

**INCAE Business School, Costa Rica**

**IPADE Business School, Mexico**

**POLIMI School of Management, Italy**

**S. P. Jain Institute of Management & Research, India**

**Universal AI Business School, India**

**Woxsen University School of Business, India**

**XLRI Xavier School of Management, India**

**2025 average score of all rated schools: Ø 7.8 (stable since 2022)**

# Level 4 Transforming Schools

46 schools – Ø Score 7.9 – listed in alphabetic order



**Audencia Business School, France**  
**Bologna Business School, Italy**  
**BSB Burgundy School of Business, France**  
**Colorado State University College of Business, USA**  
**CUNEF University, Spain**  
**Deusto Business School University of Deusto, Spain**  
**Drake University Zimbleman College of Business, USA**  
**EADA Business School, Spain**  
**EAE Business School, Spain**  
**ESADE Business School, Spain**  
**Excelia Business School, France**  
**Fordham University Gabelli School of Business, USA**  
**Fortune Institute of International Business, India**  
**GIBS Business School University of Pretoria, South Africa**  
**HHL Leipzig Graduate School of Management, Germany**  
**IESEG School of Management, France**  
**IMC University of Applied Sciences Krems, Austria**  
**Imperial College Business School, UK**  
**Iscte Business School, Portugal**  
**ISEG Lisbon School of Econom. & Management, Portugal**  
**John Molson School of Bus. Concordia University, Canada**  
**Jyväskylä University School of Bus. & Economics, Finland**  
**Ketner School of Business Catawba College, USA**

**Kozminski University, Poland**  
**Lang School of Business & Econ. University of Guelph, Canada**  
**Leeds University Business School, UK**  
**Maastricht University School of Business and Econ., Netherlands**  
**Manchester Metropolitan University Business School, UK**  
**MCI Management Center Innsbruck, Austria**  
**Nottingham University Business School, UK**  
**OBS Business School, Spain**  
**Qatar University College of Business and Economics, Qatar**  
**Rennes School of Business, France**  
**Rome Business School, Italy**  
**Sasin School of Management, Thailand**  
**SGH Warsaw School of Economics, Poland**  
**Sobey School of Business, Canada**  
**Strathmore University Business School, Kenya**  
**The Haub School of Business Saint Joseph's University, USA**  
**The University of Sydney Business School, Australia**  
**University of Buffalo School of Management, USA**  
**University of Exeter Business School, UK**  
**University of Porto School of Econ. & Management, Portugal**  
**University of Vermont Grossman School of Business, USA**  
**UPF Barcelona School of Management, Spain**  
**Wits Business School, South Africa**

# Level 3 Progressing Schools

29 schools – Ø Score 6.9 – listed in alphabetic order



**Adam Smith Business School University of Glasgow, UK**

**Berlin School of Business and Innovation, Germany**

**Bern University of App. Sciences Bus. School, Switzerland**

**BI Norwegian Business School, Norway**

**EDHEC Business School, France**

**EM Lyon Business School, France**

**FHNW School of Business, Switzerland**

**HEC Montréal, Canada**

**I.H. Asper School of Bus. University of Manitoba, Canada**

**ICHEC Brussels Management School, Belgium**

**IIM Visakhapatnam, India**

**K J Somaiya Institute of Management, India**

**KEDGE Business School, France**

**King Abdulaziz University Faculty of Economics and Administration, Saudi Arabia**

**Loughborough Business School, UK**

**Miller College of Business Ball State University, USA**

**Montpellier Business School, France**

**Odette School of Business University of Windsor, Canada**

**Robert Morris University Rockwell School of Business, USA**

**School of Bus. Econ. & Law University of Gothenburg, Sweden**

**Silberman College of Business, FDU, USA**

**Sprott School of Business Carleton University, Canada**

**Universidad de San Andrés, Argentina**

**University of Economics and Human Sciences Warsaw, Poland**

**University of Namur, Belgium**

**University of Rhode Island College of Business, USA**

**University of Salford Business School, UK**

**University of San Francisco School of Management, USA**

**ZHAW School of Management and Law, Switzerland**