PRME Chapter Middle East
Second Provisional Committee Meeting
28 September 2021
Agenda

1. Welcome
2. Chair & Vice-Chair Introductions
3. Results of the questionnaire & next steps
4. Global Chapter Forum reminder
5. Wrap up
Introduction of Chair & Vice-Chair of PRME Chapter Middle East PC

*through EOY 2021*
Chair:
Yaprak Anadol (UAE)
Assistant Professor, Dubai Business School, University of Dubai

Vice-Chair:
Wasseem Abaza (UAE)
Assistant Professor, Strategy and Entrepreneurship, College of Business, Zayed University
Questionnaire Overview
What priority focus should, in your opinion, PRME Chapter Middle East have based on regional context, academic interests, competences of Committee Members, etc.?

7 responses

- Research: 6 (85.7%)
- Curriculum: 6 (85.7%)
- Partnerships: 3 (42.9%)
- Thematic focus on specific SDG(s): 2 (28.6%)
- Principles of Responsible Management Education (PRM...): 1 (14.3%)
- SDG blueprint implementation: 1 (14.3%)
Short-Term Vision

**Increase** size of the network/# of Signatories

**Help** MENA business schools initiate specific activities to *create visibility for the PRME Principles* in MENA B-Schools

**Connect** ethics, sustainability, and social responsibility educators in the region

**Provide** regional Signatories with a forum to discuss issues

**Establish** an inclusive & strong network

**Spread awareness** about PRME and its valuable objectives

Create a *shared communication, experience and knowledge platform* that enables the region to learn from each other and proactively to act on the Principles & the SDGs
Medium-Term Vision

Engage business schools in several positive societal impact activities

Engaged in different initiatives and projects that support the SDGs at the regional level

A forum to discuss issues on how will AI impact the business education world and how may AI be used for PRME implementation?

Help embed responsibility values into our curricula and academic activities

Coordinate and collect student learning data and curricular advancements

Enhance the PRME regional network, start sharing regional best practices, co-create shared values, tools and resources (joint events, competitions, and projects) and strengthen the institutional partnership within the Middle East.
Long-Term Vision

Enable PRME Signatories to help all education related institutions undertake diverse efforts to embed responsibility values in their curricula and academic activities

Be able to jointly apply for research grants and conduct joint research; establish partnerships among universities on related topics; exchange programs and visits for students

Move beyond the business school education and engage the chapter in partnerships with regional and international partners

Be a significant contributor to the Global PRME and UNGC strategies and to unify the Middle East institutions’ efforts toward transforming business and management education & research to guide the future sustainable leaders achieving the 2030 Agenda for Sustainable Development and the Paris Agreement.

Transform the mindset of business and society, in the region in the time of Fourth Industrial Revolution, by making integrity, sustainability, and responsible management education the norm.
MENA vs. Middle East – North African Cooperation

How should we engage NA schools?

...In the same way we engage with the “core” region

...Egypt a very relevant member to the MENA chapter compared to other NA countries

...Get in touch with North African Schools through other networks and networking events. North Africa and the middle east share a common culture and development plans

...Very close cooperation with separate identity; however, we should not isolate ourselves only to the collaboration within MENA

...Although the culture and the languages of NA is similar to the Middle East, the issues are of those countries are quite different

...With online technologies, distances become negligible. If NA schools chose to be part of the ME region, engagement can be achieved through collaborative seminars projects, student and faculty engagements. Maybe the schools in the ME can work together with NA schools as a bridge between industry and respective societies through the PRME/UNGC.

... Asking the Deans where they wish to engage!