



Amsterdam Business School

Sharing Information on Progress Report 2017-2018



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University of Amsterdam Business School

At a glance

- ❖ A research-based business school with a focus on business ethics, corporate responsibility and sustainability
- ❖ Highly internationalised (41% non-Dutch faculty, over 28 different nationalities)
- ❖ Embedded in a broad-based research-driven university with a strong international reputation
- ❖ A strong portfolio of pre-experience and post-experience master programmes

Mission

- ❖ Fostering independent minds, excellently prepared for the future

The mission of ABS is to offer an inspiring international learning community to study business and management, where both staff and students can develop their capacities to optimum effect. We aim to foster independent minds with an impact on international business and society at large by conducting high-quality academic research on innovative and socially relevant themes, and by offering research-based teaching that meets the highest international standards. We are committed to advancing the understanding of business and its role in society and to leveraging synergies between our School and its institutional and corporate environment.

Values

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

A word from the Dean

Topic areas such as corporate governance, corporate responsibility and sustainability have traditionally had an important role in the University of Amsterdam Business School's (ABS) educational programs, research endeavours, engagement with a wide range of stakeholders and every day operations. We are proud of the progress we have made in all these fronts. Ethics, responsibility and sustainability themes are fairly integrated in our teaching programs, with several specialized courses available for deeper knowledge. The large number of scholars focusing or interested in these topics makes Amsterdam a hub for relevant research talent. Furthermore, our business school engages in a range of partnerships in this area, with the aim to also link to emerging technological developments such as big data. The Principles of Responsible Management Education have proved to be an important tool in achieving our aims related to responsible management education, fitting well with the overall goals of our business school.

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 governance, 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. This [website](#) summarizes our ethics, responsibility and sustainability efforts.

Assessment of outcomes

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

Principle 1: Purpose

- ❖ Developing a school-wide strategy for implementing the principles in all existing programmes. [Implemented and continuing]

Principle 2: Values

- ❖ University initiative exploring whether to establish a data governance centre on ethics and sustainability issues regarding big data. [Explored, not implemented]
- ❖ Further developing and communicating of ethical/CR guidelines for students. [Implemented and continuing]

Principle 3: Method

- ❖ More thoroughly informing our students of our initiatives in research and teaching regarding corporate responsibility. [Implemented]

Principle 4: Research

- ❖ Continuing to further develop our Corporate Governance research priority area which is guided by our top CR researchers. [Continued]

Principle 5: Partnership

- ❖ Cooperating with external teachers and adjunct faculty affiliated with ABS; exploring possibilities of cooperation with these individuals and their organisations. [Implemented through policy change].

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

We aim to foster independent minds with an impact on business and society as a whole. This capability for critical thinking combined with a range of practical skills prepares ABS students to adapt to a rapidly changing environment and aim to address sustainability challenges. Integration of ethics, responsibility and sustainability is central to ABS. In subsequent pages we will give further information how relevant themes are integrated into our activities and how we aim to develop them further.

Achievements/Activities

- ❖ Integration of ethics, responsibility and sustainability across the curriculum of teaching programs and the explicit mention of these themes in learning objectives and outcomes.
- ❖ 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.
- ❖ Continuation of a separate research master program titled [Business in Society](#).
- ❖ 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. This impacts values and methods, as well as research, teaching, and our partnership and dialogue activities.

Future perspectives

- ❖ Continue implementing a school-wide strategy related to integrating ethics, responsibility and sustainability into our management education and all other 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 fairly well integrated in our teaching at ABS. We have included compulsory courses for bachelor, MBA and part-time executive programs as well as several specialized courses in the master's program (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 is an on-going task at the university more broadly, and the business school more specifically. For the research data management policy at the university level, see [website](#). For business school level policies and ethical committees, see [website](#). We are in the process of finalizing new forms of ethical approval incorporating research data management policies and privacy law developments.

In all our interactions and actions, we aim to exemplify our values of critical thinking and social engagement.

As an example of our efforts of incorporating global social responsibility becoming more systematic, we have a new post of Director 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.
- ❖ Enhanced 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](#).
- ❖ Continuous development of research ethics and responsibility policy.
- ❖ New post of Director of the Sustainability Initiative of ABS.

Future perspectives

- ❖ Strengthen 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. 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). Our faculty members that teach these topics have received several awards including the lecturer of the year in the faculty of economics and business as well as the MBA lecturer of the year award for 2017 and 2018.

Achievements/Activities

- ❖ The MSc Business Administration has a dedicated entry on the ability to cope with ethical dilemmas in its final qualifications.
- ❖ We have implemented a business lab format for elective courses, where students work together with companies on real life challenges, also for PRME relevant topics. Our current MSc elective offering includes the following three courses: Business Strategy and Sustainability, Sustainable Business Models, International Business and Sustainable Development. Our accountancy program also has a course titled Sustainability Accountability and Ethics.
- ❖ Our bachelor's program has had a compulsory Corporate Social Responsibility course and our part time executive program has a compulsory Business in Society course.
- ❖ Our full-time MBA program starts with the course Ethics, Responsibility and Sustainability.
- ❖ Our PRME relevant courses have received several (university internal) teaching awards.
- ❖ External education offerings such as Professor Alexander Rinnooy Kan's master class on ethical dilemmas for CEOs.
- ❖ Continuation of a separate research master program titled [Business in Society](#).

Future perspectives

- ❖ We aim to more thoroughly inform our students of our initiatives in research and teaching regarding CR.

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 and fall neatly under the corporate governance research priority area. 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

- ❖ Examples of new hires (2017-2018) with research related to our Corporate Governance Research Priority Area / PRME relevant themes include: PhD student André Baart, Assistant Professor Siri Boe-Lillegraven, Assistant Professor Panikos Georgallis, Assistant Professor Gijs van Houwelingen, Postdoctoral Fellow François Lenfant, Assistant Professor Frauke Mattison Thompson and Assistant Professor Peter Snoeren. A full list of scholars working on PRME relevant themes are listed at the end of the report.
- ❖ 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.
- ❖ Six PhD theses finished on PRME-relevant themes in 2017-2018 (two supervised by Profs Belschak & Den Hartog, two by Prof. Kolk, two by Prof. O'Dwyer).
- ❖ An ABS team led by Dr. Niccolò Pisani won the 2017 International Association for Business and Society (IABS) Best Published Article Award.
- ❖ An article co-authored by Prof.dr. Ans Kolk received an Emerald Citation of Excellence Award in 2017.
- ❖ 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: Dr. Panikos Georgallis was awarded the prestigious Veni grant from the Netherlands Organization for Scientific Research (NWO) to study the evolution of moral markets; Dr. Michelle Westermann-Behaylo and her team were awarded an NWO-WOTRO Science for Global Development research grant for an interdisciplinary project to design accountability innovations aiming to improve responsible production in low and middle income countries with weak institutions.
- ❖ ABS faculty have been active in organizing academic events such as the International Association for Business and Society (IABS) annual conference in 2017 and the 2018 University-wide Sustainable Development Goals conference.

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.

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.

In the past report, we discussed the aim to engage more with external lecturers. The Faculty Board decided that, as of the beginning of 2018, all external lecturers (most of who were traditionally linked to a specific executive educational programme) will be formally part of the academic sections. This has provided opportunities for sections to engage with lecturers from business and other organisations in society. Most sections have embraced this development and are currently seeking for ways to establish and intensify contact.

Achievements/Activities

- ❖ We have developed several partnerships with companies around themes of ethics, responsibility and sustainability. Examples of recent integration efforts into courses include master's students exploring the Sustainable Development Goals with the Dutch Development Bank (FMO), developing new sustainability strategies with Unilever, or new entrepreneurial ventures with social enterprise network Impact Hub. Our MBA students also address ethical and sustainability dilemmas developed by VodafoneZiggo together with our faculty.
- ❖ We have launched an annual George Molenkamp Sustainability Thesis Award sponsored by KPMG.
- ❖ 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 continued our common program with IT DEL in North-Sumatra 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. One 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, especially through Students for Sustainability Amsterdam (SFSA), a student association committed to sustainability for students of the University of Amsterdam. The [Isaac Roet Prize](#) can also be seen as a form of dialogue between our students and the wider stakeholder community. This annual award goes to the student with the best thesis on a social entrepreneurial topic with the aim of making their idea a reality.

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 and importantly, ABS was a participant at the founding meeting in 2017 for the new Benelux-France chapter of PRME. This will certainly prove to be a wonderful opportunity for dialogue and engagement.

Achievements/Activities

- ❖ Participation in the founding of a new regional PRME chapter.
- ❖ 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.
- ❖ Integration of the ethics, responsibility and sustainability theme into the prominent UvA in Carré seminar series.
- ❖ Continuation the Isaac Roet Prize for social entrepreneurship.
- ❖ Engagement with student associations in a dialogue about global social responsibility and sustainability.

Future perspectives

- ❖ Continue to contribute to new and existing dialogues.
- ❖ Participate in the newly formed PRME Regional Chapter events and dialogues.

Operations

In this section we will give some 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](#) and a separate chapter (6) on sustainability in its [annual report](#). ABS has minor initiatives of its own (e.g. related to energy savings from lights operated by sensors), although most operations related developments are at the university level.

Achievements/Activities

- ❖ UvA is the most successful employer in the region with regards to social return in our learning/working environment for Pantar workers (distance to labour market workers). Most of these work in facility services.
- ❖ The REC campus, but also many other UvA premises have solar panels.
- ❖ In October the first hydrowashr toilets have been installed. With these hands can be cleaned with a minimum of water and energy, and no soap (soap pollutes the surface water supply). The invention won the eco-prize 2016.
- ❖ UvA Green Office (established 2016) has development many activities in 2017, such as drafting list of 'green educational programmes', organized lectures etc. on biodiversity in the city and put in effort to diversify the offerings in the UvA canteens.
- ❖ The Amsterdam Green Campus (AGC) is a knowledge platform aimed at strengthening the green sector in North Holland and Flevoland initiated by Professor Michel Haring, who also serves as chair of the board. The AGC started out as an alliance between three UvA institutions (SILS, HIMS, IBED) and IXA with InHolland University of Applied Sciences, Aeres University of Applied Sciences and senior secondary vocational education institutions Wellant College and Clusius College. The initiative also receives support from the business community (Chamber of Commerce and greenports) and government bodies (through the Amsterdam Metropolitan Region's Regional Economic Structure Platform). The AGC focuses on the training of professionals, knowledge sharing between different types of tertiary education institutions and knowledge exchange with the business community and government bodies. The AGC project portfolio is one of various concrete manifestations of the UvA's valorisation agenda.

Future perspectives

UvA together with the University of Applied Sciences Amsterdam (HvA) have bundled forces to diminish the traffic generated by cars and other vehicle transporting goods and providing services to both institutions. Research unveiled annually there are about 90.000 trips resulting in a staggering 2.8 million km from 16.000 (external) suppliers. A research team from the Urban Technology programme made a first analysis and proposed a logistical hub, which has now materialised in Duivendrecht, near Amsterdam for 8.000 suppliers. From the hub electrical bikes and cars will distribute to HvA and UvA. Current partners are Canon, Maas International, Heijmans and Staples and UvA/HvA is trying to convince all current suppliers to use the hub. New suppliers are forced to join the hub-structure. Where most other hubs run on governmental subsidies, this one was successful due a smart cost-distribution between UvA/HvA and suppliers.

Waste separation is an area of concern. UvA has worked with various schemes but none were very successful. Since the aim of Amsterdam is to be fully circular in 2024 UvA has to follow suit and new initiatives will be implemented.

Faculty & PhD students

Examples of faculty members (and selected relevant topics) 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. André Baart (PhD student): ICT for development.
2. Prof.dr. Frank Belschak (Full professor): Ethical leadership.
3. Jort ten Berg (PhD student): Risk management.
4. Dr. Sanjay Bissessur (Assistant professor): Earnings management.
5. Dr. Siri Boe-Lillegraven (Assistant professor): Inter-firm collaboration, strategic foresight.
6. Prof.dr. Arnoud Boot (Full professor): Corporate governance and financial markets.
7. Dr. Flore Bridoux (Associate professor): Stakeholder behaviour, strategy value creation.
8. Dr. Niek Brunsveld (Lecturer): Research, innovation and sustainability.
9. Dr. Francesca Ciulli (Postdoctoral researcher): Sustainable business models and the sharing economy.
10. Prof.dr. Willemijn van Dolen (Full professor): CSR and marketing.
11. Dr. Martijn Dröes (Assistant professor): Home ownership, renewable energy.
12. Dr. Georgios Georgakopoulos (Assistant professor): Social and environmental account reporting
13. Dr. Panikos Georgallis (Assistant Professor): Moral markets and renewable energy.
14. Merve Güvendik (PhD student): Smart energy systems.
15. Prof.dr. Deanne den Hartog (Full professor): Ethical leadership.
16. Dr. Ilir Haxhi (Assistant professor): Strategy and corporate governance.
17. Dr. Annel de Hoogh (Associate professor): Ethical leadership.
18. Dr. Gijs van Houwelingen (Assistant professor): Moral behaviour.
19. Dr. Torsten Jochem (Assistant professor): Governance and (local) democracy.
20. Prof.dr. Ans Kolk (Full professor): Corporate responsibility and sustainability in international business.
21. Dr. Sebastian Kortmann (Associate professor): Strategy, innovation, co-creation and sustainability.
22. Dr. Arno Kourula (Associate professor): Corporate responsibility and sustainability.
23. Dr. Tomislav Ladika (Assistant professor): CEO pay, corporate governance.
24. Dr. François Lenfant (Postdoctoral researcher): Business, peace and conflict areas.
25. Dr. Frauke Mattison (Assistant professor): Privacy issues.
26. Dr. Stefan Mol (Assistant professor): Organizational Behaviour and Research Methods.
27. Prof.dr. Brendan O'Dwyer (Full professor): Corporate and NGO auditing and accountability.
28. Prof.dr. Sander Onderstal (Full Professor): Auctions, Industrial Organization, behavioural economics.
29. Sofija Pajic (PhD student): Refugees at work.
30. Dr. Markus Paukku (Lecturer): Inter-organizational alliances and sustainability.
31. Prof.dr. Enrico Perotti (Full professor): Corporate governance and corporate finance.
32. Dr. Niccolò Pisani (Assistant professor): International corporate social responsibility.
33. Dr. Peter Snoeren (Assistant professor): Stakeholder orientation.
34. Prof.dr. Jan-Willem Stoelhorst (Full Professor): Strategy, stakeholders and governance.
35. Nicole Stofberg (PhD candidate): Stakeholders in the sharing economy.
36. Khadija van der Straaten (PhD candidate): International trade and domestic inequality.
37. Dr. Mark van der Veen (Associate professor): Environmental management in strategy and marketing.
38. Dr. Pushpika Vishwanathan (Assistant professor): Corporate governance, stakeholder

- management and corporate social responsibility.
39. Dr. Marlene Vock (Assistant professor): Marketing and corporate social responsibility.
 40. Dr. Vladimir Vladimirov (Associate professor): Bankruptcy law and indirect costs of bankruptcies.
 41. Dr. Andrea Weihrauch (Assistant professor): Consumer reactions to new technologies.
 42. Dr. Michelle Westermann-Behaylo (Assistant professor): Stakeholders, business and human rights and business and peace.