

PRME

Sharing Information on
Progress (SIP) Report

2018-2020

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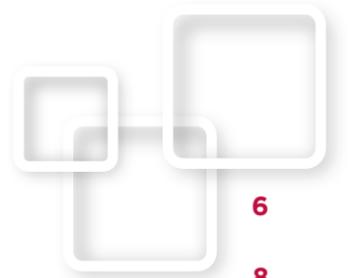
SEB LU [celebrated its 75th anniversary](#) on March 8, 2021. It was founded in 1946 as part of the University of Ljubljana and soon after its establishment became one of the most influential university organizations in the region. Throughout the period following its establishment, 41,820 students graduated from SEB LU with a Bachelor's degree, 9,545 students completed their Master's studies and 493 earned a Doctor of Science degree.

The School of Business and Economics is entering its 75th anniversary with the 3C Charity Project - Create, Connect, Change. Through this project, we encourage students and their entire academic family to think and act in ways that contribute to sustainable solutions and progress and positive social change. Project 3C is also socially responsible; a portion of the proceeds will go towards purchasing computer equipment for students. In this way, we will be even more successful in encouraging and supporting young minds in their passion for creating, connecting and changing.

[See the 75th anniversary gallery here](#)

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Letter from the Dean

When SEB LU signed the UN Principles for Responsible Management Education, (PRME) in 2009, we were determined not only to contribute, but to serve as a role model, a creator, or now both, to show how diverse and multidimensional an organisation can be to fulfil the idea of PRME. Of course, if the changes are values-driven and not institution-driven, each of us will have our own perspective and contribution. That's the way it's always been here at SEB LU. We enable strong individuals, and we support them. We listen to new initiatives, and we listen to strong voices in our community, we hear them and try to follow them. Some of us lead, others support, follow and sometimes step up to move them forward.

We are fighting the greatest global humanitarian crisis of our lifetime. We sometimes feel isolated. But this feeling is global and universal. Technology has given us the opportunity to connect and help each other, and we have embraced it. If we may have been vocal about the importance of collaboration in the past, we now see the true value of it.

In 2021, SEB LU continues on a consistent path to fulfil its mission, broaden horizons, and build competencies for socially responsible management to address business and economic challenges. Now more than ever, it does not function alone, but as a part of an ecosystem of individuals, of institutions, ideas, values and aspirations. What we have in common is that we can only become better by supporting each other, respecting the individual as well as society, and using our resources efficiently. In 2020, we recognised the true value of flexibility and resilience, and how important it is to always act based on a long-term perspective.

When society is faced with strong signals of change, as is the case with 2020, you cannot survive by reacting only to the immediate. Over the past two years, we have taken important steps to leverage our prominent position in the region to share our research as a foundation for connecting our society. During the first wave of the Corona Crisis, we organised 43 webinars with 70 speakers, reaching 30,000 participants. The first SEB LU Contributes webinar was completed in just three days. This is an example of our resilience at its best. It is far from an isolated story. Our research matters and everyone who reaches out to SEB LU matters.

What the future holds remains to be seen. We stand ready to continue to contribute to solving complex societal challenges. Our guarantee is our dedicated academic community of scholars, professional staff, students, alumni, and practitioners. We recently celebrated our 75th birthday and this milestone has made us agile, alert and optimistic.

Indeed, we believe we can contribute by being thought leaders and empowering our students to be thought leaders as well - to carry the torch and always combat stereotypes and biased public opinions that result from superficial knowledge and understanding of complex phenomena.

We want to be part of a global school community and change the world for the better together with our fellow students!

prof. Metka Tekavčič



Sharing information on Progress (SIP)

The School of Economics and Business, University of Ljubljana (SEB LU) became one of the signatories to the UN principles for Responsible Management Education (PRME) in 2009. In 2011, the SEB LU prepared its first PRME 2009–2010 progress Report, followed in 2013 when the SEB LU prepared its second PRME progress Report focused on achievements in implementing the principles during 2010–2012, while in 2015 and 2017 the third and fourth PRME progress Report were prepared for the periods 2012–2014, 2014–2016 and 2016–2018. This is the Sharing Information on Progress (SIP) report for 2018–2020 with information on our diverse activities concerning implementation of the six PRME principles.

Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007. As a platform to raise the profile of sustainability in schools around the world, PRME equips today's business students with the understanding and ability to deliver change tomorrow.

As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organised relationship between the United Nations and management-related higher education institutions.

Working through Six Principles, PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact.

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.

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.

PRINCIPLE 3: METHOD

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

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.

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.

PRINCIPLE 6: DIALOGUE

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



Vision

By 2025 we will be the school of choice among business and economic schools in Central and Eastern Europe for doing research, learning, and creating sustainable development solutions.

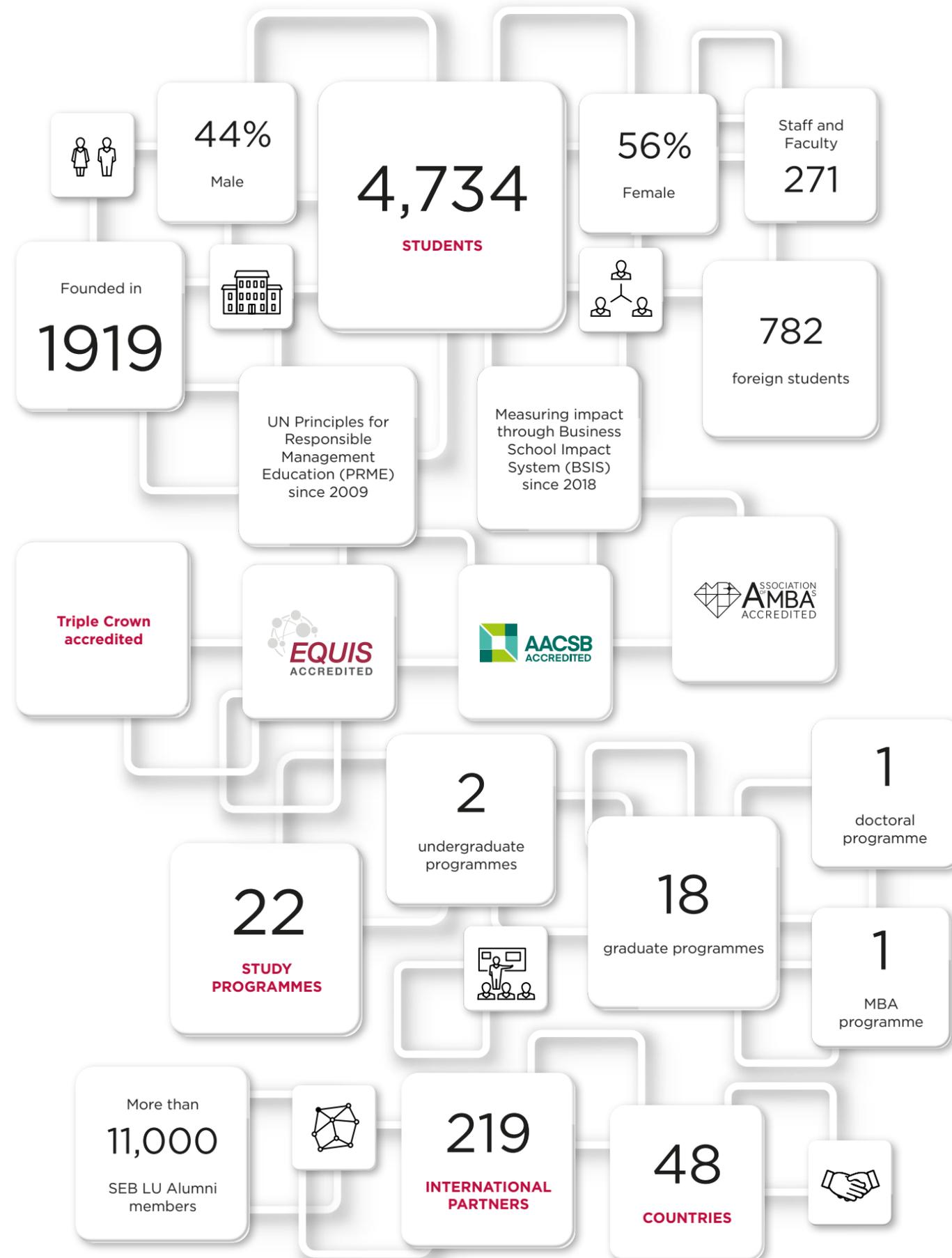
Mission

We broaden horizons and build competences for socially responsible management to master business and economic challenges.

Core Values

Eagerness to learn, Creativity, Entrepreneurialism, Integrity, Respect, Inclusiveness

School of Economics and Business



INCLUSIVNESS



"I strive for broad collaboration between students, companies, SEB LU, our faculty, and staff because it leads to better project results and more creative problem-solving."

Barbara Čater
Academic Unit for Marketing



"I believe that in modern organisations inclusiveness is a privilege everyone should experience. Diversity, inclusion, participation, engagement, and belonging are the concepts that will co-create the future in an increasingly digitally oriented society."

Luka Tomat
Academic Unit for Business Informatics and Logistics



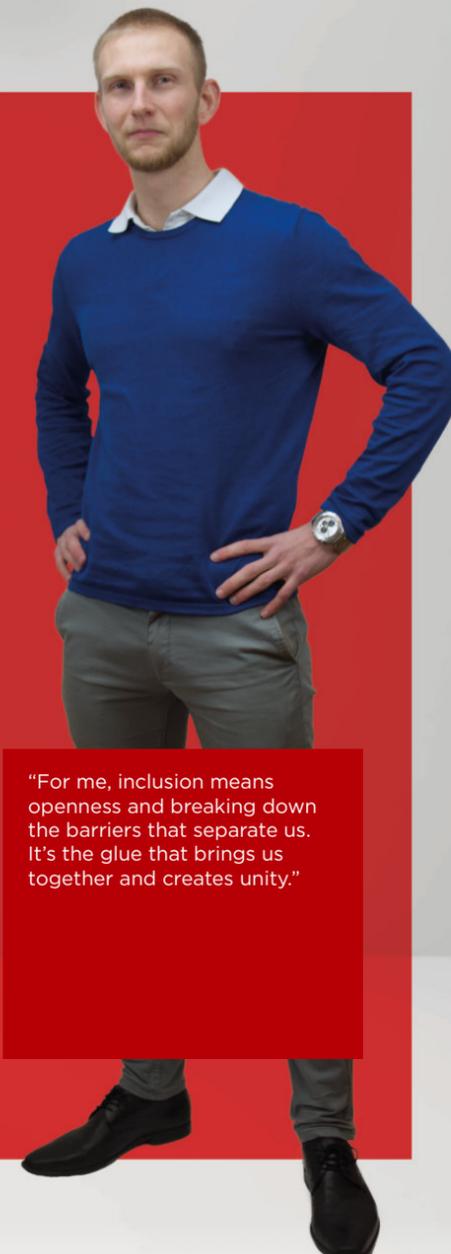
"Inclusiveness at SEB LU means collaboration among faculty, staff, and students so that efficiency and work effectiveness increase. It also improves the work environment/culture in general and increases school spirit."

Sašo Novak
Academic Affairs Office



"Leadership is inclusiveness and reaching out to others by embracing their differences, focusing on their strengths and expertise. Working together is the ultimate success."

Antoinette Bechara
Student of the Master's Programme in International Business



"For me, inclusion means openness and breaking down the barriers that separate us. It's the glue that brings us together and creates unity."

Blaž Zupanc
Student of the Master's Programme in Management, Tutor



SEB LU CONTRIBUTES - 43 online webinars for the general public regarding the Covid-19 pandemic

SEB LU prepared advice, suggestions and specific content for all stakeholders, both directly and through media posts and webinars. With the help of professors and the Center of Business Excellence (CBE), more than 43 different open webinars were conducted in two months, with more than 30,000 participants attending. In addition, the Government Advisory Group chaired by SEB LU prof. dr. Matej Lahovnik with the participation of prof. dr. Marko Jaklic, prof. dr. Igor Masten, prof. dr. Dušan Mramor and prof. dr. Sašo Polanec prepared measures to help individuals and companies respond to the crisis due to COVID-19. The expert group continues to advise on the development of measures to help the population and the economy to prevent and mitigate the effects of the pandemic.



Freshmen learned about Sustainable Development Goals through meeting activities

It is SEB LU's mission to broaden students' horizons and train them to be socially responsible in dealing with business and economic challenges. With this in mind SEB LU decided that the meeting activities for freshmen would not be held as a single event, but should be spread over a longer period (October 5 - 16). The main theme of the workshops was sustainability and learning about the 17 Sustainable Development Goals of United Nations. In total, nearly 60 workshops were held, facilitated by 17 SEB LU professors and other faculty members. During the workshops, students learned more about each other while trying to find solutions to challenges such as responsible consumption and production and reducing inequality.



Research by Prof. Dr. Ljubica Knežević Cvelbar published in Real Impact Cases by Emerald Publishing

Research by prof. Dr. Ljubica Knežević Cvelbar published in Real Impact Cases by Emerald Publishing in partnership with EFMD – BSIS (Business School Impact System) carries out activities to bridge the links between business school research and practice in order to demonstrate the impact of research in the real world. For this purpose, they have launched a series of case studies with a real impact on society called Real Impact Cases. The publisher's series presents the research findings published in the article "A Sharing-Based Approach to Enticing Tourists to Behave More Environmentally Friendly" by Sara Dolničar (University of Queensland, Australia), Ljubica Knežević Cvelbar (University of Ljubljana, Slovenia) and Bettina Grün (Johannes Kepler University Linz, Austria). For this article, the authors have received the prestigious 2019 Charles R. Goeldner Article of Excellence Award. The case study highlights the key finding of the project that pro-environmental reminders to tourists are not enough to encourage them to behave in an environmentally responsible manner. Accordingly, important behavioral shifts (especially in tourist environments) should either be encouraged or created by service providers, hotels, and tour operators in a way that tourists can accept as part of a wider travel package.



Founding and launching of the European Ethics Bowl

SEB LU is one of the founding partners and the organisational headquarters of European Ethics Bowl (EEB). The EEB was created to raise awareness of the relevance and complexity of ethical dilemmas in the European context and to improve students' ability to discuss ethical issues in the work environment. The EEB is a collaborative and competitive event that connects undergraduate and postgraduate students across geographical and academic boundaries. In 2020, SEB LU co-hosted a pilot version of the EEB with three other institutions and all the case studies revolved around the various dilemmas surrounding the Covid 19 pandemic. This year, six European universities have joined the EEB, with plans for more to join in the future. The main theme of this year's competition is Environmental Challenges.

RESEARCH



Staycation vouchers

SEB LU faculty, who are experts in tourism and international economics, were able to set up a government-funded programme that encourages Slovenian residents to spend their vacations within the country by issuing personal staycation vouchers. These can be used to purchase bed and breakfast accommodation in Slovenia or for overnight stays only. The initiative has helped keep Slovenian tourism afloat as tourism sector revenues halved during the covid epidemic. The initiative has received international recognition for designing an instrument that is implementable, perceived as fair and effective, and has been adopted in several other countries to support the tourism industry by creating demand rather than distributing subsidies.



Summer school on Cultural Management & EIT Digital Summer School

SEB LU's summer programme is very diverse and interesting, with several summer schools taking place in July and August. In 2019 and 2020, SEB LU organised one of 14 EIT Digital Summer Schools around the world in cooperation with successful Slovenian companies. We partnered with EIT Digital, a leading European digital innovation and entrepreneurial education organisation that drives digital transformation in Europe. Their way of working embodies the future of innovation through a pan-European ecosystem of over 200 top European companies, SMEs, start-ups, universities and research institutes where students, researchers, engineers, business developers and entrepreneurs collaborate in an open innovation environment. The Summer School of Cultural Management (PŠKM) is a university project within Arts Council, jointly organised by four faculties, including SEB LU. PŠKM 2020 was the sixth in a row and was attended by 30 attendees. It is considered a cross-university interdisciplinary project. Thematically, it was dedicated to Creative Cultural Sector in the context of COVID-19 in 2020: the dimensions of the crisis and the possibilities for solutions.



SEB LU Urban Bees

With the intention of raising awareness of the importance of bees and the key role they play in the environment and humanity in general, SEB LU adopted two hives in 2019, which are home to 120,000 bees. Since then, several activities have been organised for employees and their families. Children of SEB LU faculty and staff participated in potting bee-friendly plants, painting wooden bees, and received a visit from a hive keeper who explained the importance of bees to our planet. At the end of summer 2019, the SEB LU beekeeper harvested the first batch of honey, which we later incorporated into the Traditional Slovenian breakfast event.



The 16th IAEE Conference: Energy Challenges for the Next Decade

The IAEE conference has established itself as a platform for the impartial and objective exchange of knowledge and experience in all areas of the energy industry. At the official opening, the then Minister of Infrastructure, Alenka Bratušek, highlighted the importance of innovation in the energy sector and outlined that shaping the energy future will be a challenging task and the main goal is to transition to a carbon neutral energy source accessible to all citizens. The dilemmas of energy development in the next decade (2020-2030) were presented in an objective, transparent, high-quality and neutral manner in 49 parallel sessions with more than 400 participants.



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.

Principle 1 Purpose

An Impactful Responsible Society

Business schools are committed to educating conscious individuals with high ethical standards, who can successfully work in teams and co-create sustainable business solutions for the needs of a resilient global society. Ethics, responsibility, and sustainability are best reflected in SEB LU's values, mission, and vision, which express who we are and what we believe in. Educating individuals to be responsible citizens in the world creates the greatest long-term impact on society. We educate our academic community and general public about ethics, responsibility, and sustainability with numerous activities.



SEB LU is an important member of Ljubljana University and a contributor to its mission, vision and values. The University of Ljubljana's mission statement begins, "The University of Ljubljana implements and promotes basic, applied and developmental research and strives for excellence and the highest quality, as well as the highest ethical criteria in all scientific fields and in the arts."

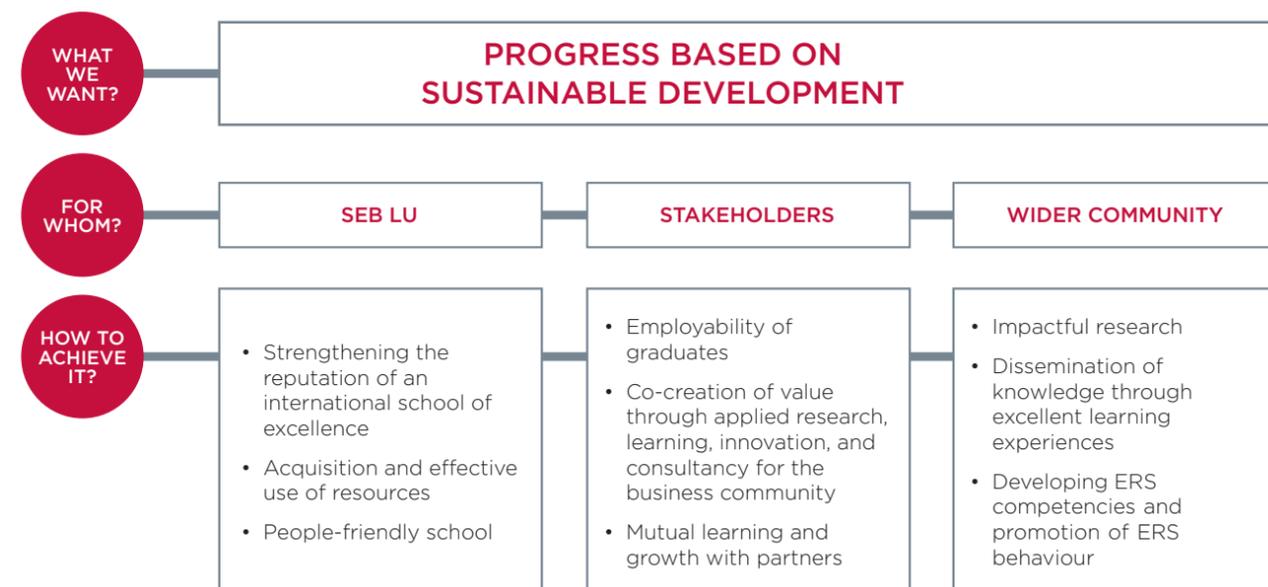
In 2020, to a certain extent, all employees of SEB LU were involved in the activities in the process of preparing a new university strategy, and many individuals also participated in working committees. The strategic directions of the University in the next period will be an important starting point for the preparation of the future strategy of SEB LU.

SEB LU's 2016-2020 strategy is guided by the slogan that underscores SEB LU's mission: "Knowledge for Progress." We can only recognize that we have made an impact when we create important breakthroughs in society and the economy (Slovenian, regional and global) - economic and social impact. SEB LU graduates will not only be employed and productive, they will be innovating, working and creating jobs in a highly diversified society.

Likewise, this is also how we produce more than just research publications. Our researchers are making an impact. Practically and scientifically. In 2018-2020, SEB LU researchers contributed an estimated €27.6 million worth of 6,500 research-based media appearances (that is four times the total invested in research by this indicator alone). More importantly, our research helps us understand and proactively respond to the challenges of the future. Research contributions must solve complex, socially relevant issues. This is what SEB LU's strategic focus aimed at.

SEB LU Strategic Direction

SEB LU's formal commitment to ERS is illustrated by the signature of Principles for Responsible Management Education (PRME), as evidence of SEB LU's commitment to responsible education. The SEB LU's tourism programmes hold the UNWTO's prestigious TedQual international accreditation since 2002. Tourism programmes are based on the UN Tourism Educational Future Initiative (TEFI) and emphasise the importance of sustainability, knowledge, professionalism, mutuality and ethics in tourism education, development and business. Key activities that show SEB LU's commitment to ERS and contribute to strengthening SEB LU's drivers of impact as shown below.

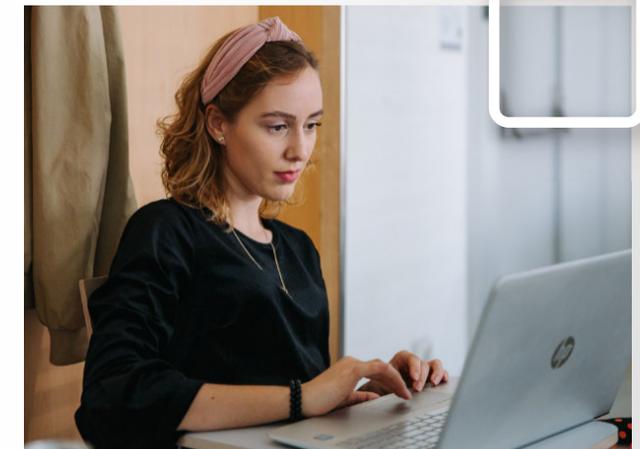


Slovenia's Green Network

SEB LU joined Slovenia's Green Network. This association brings together businesses, local communities, educational institutions, institutes, offices, and other legal entities that are aware of the importance of sustainable development and social responsibility. It paves the way for networking and communication about ecological and sustainable projects, solutions, innovations and achievements. It highlights the sustainable and environmental achievements of organisations, their green products and services, and reveals their concrete steps on the path to environmentally and socially responsible action.

Students' survey on values and ethical behavior

At SEB LU, we want to measure the impact of our education. Our goal is to find out if our students are gaining competencies through their studies to deal with business and economic challenges in a socially responsible way. Therefore, in the 2019/2020 academic year, we launched a special survey among first and final year students regarding their socially responsible behaviour. 554 first-year students and 395 final-year students participated in the survey. The results showed that students at the end of their studies at SEB LU are more interested in environmental issues, more critical of the information they read in the media and consider profit to be less important than corporate social responsibility.

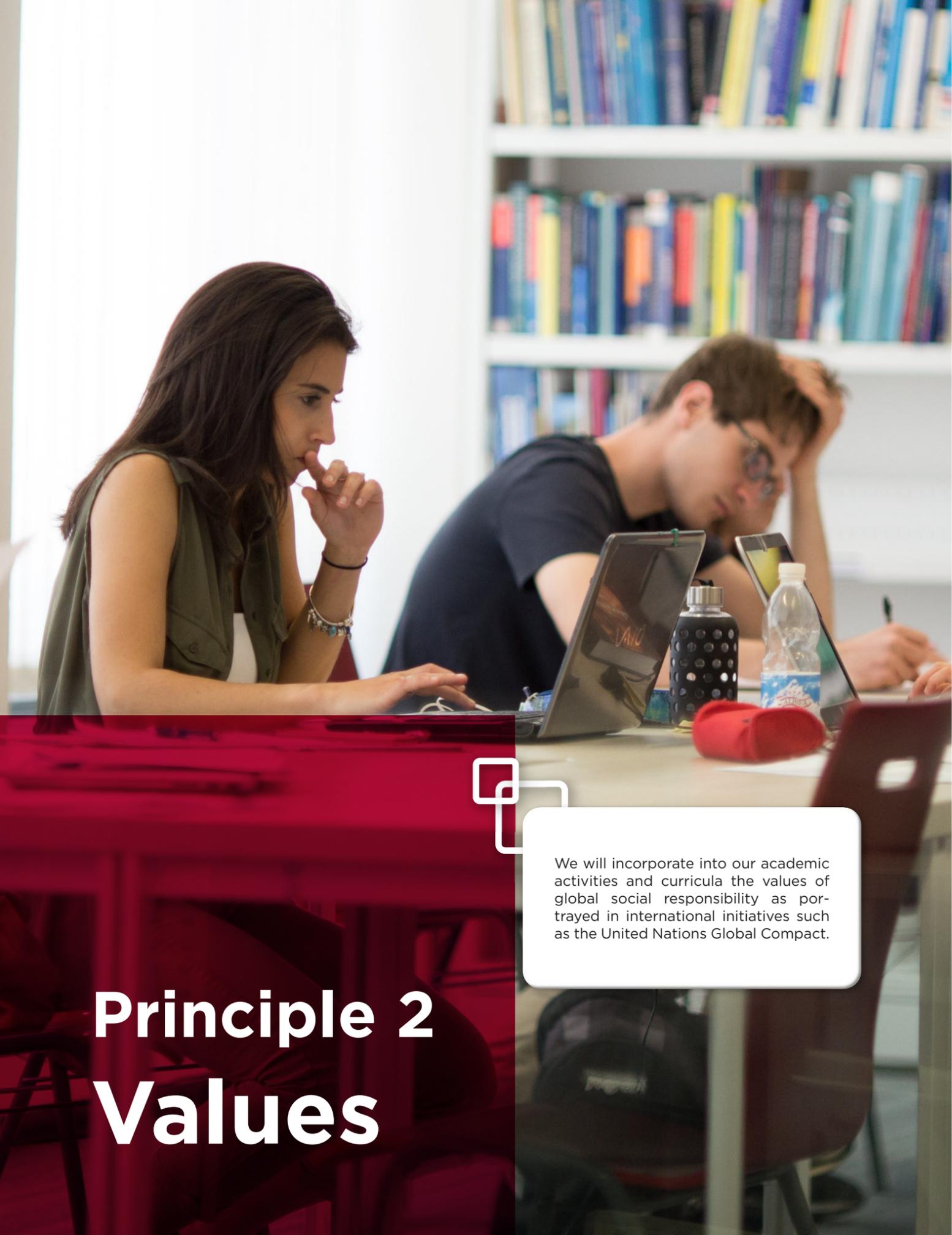


EUTOPIA

European Universities Transforming to an Open Inclusive Academy for 2050 (EUTOPIA) is an alliance of six like-minded European universities: University of Ljubljana, Vrije Universitat Brussels, CY Cergy Paris Université, University of Gothenburg, University of Pompeu Fabra and University of Warwick. The coordinator of the project is University of Ljubljana. The aim of EUTOPIA is to shape a new educational model in Europe in line with contemporary practices and approaches in the knowledge market and to improve the links between the four areas - research, education, innovation and knowledge transfer. EUTOPIA partners have received a grant of 6 million € through the Erasmus+ program, for the establishment and development of European universities of the future.



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Principle 2 Values

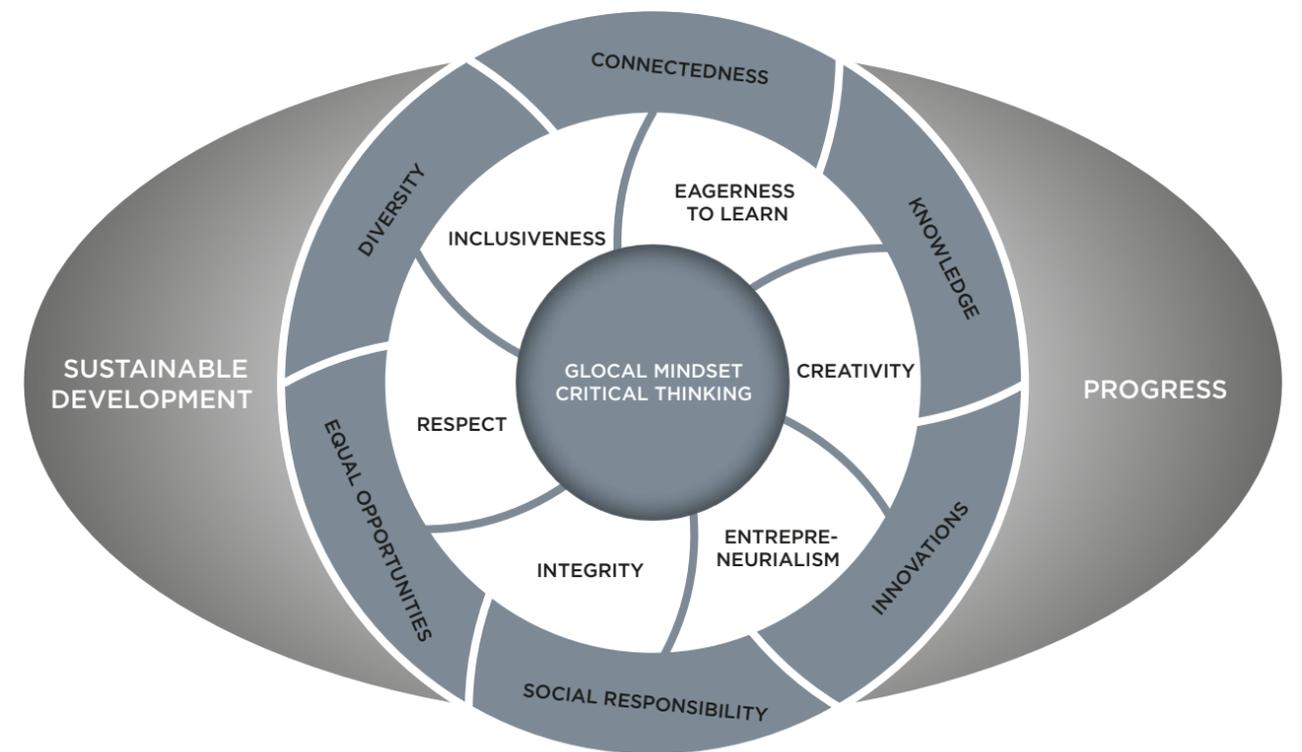
We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

SEB LU's aim is to educate individuals who will be responsible citizens of the world. What we believe in is expressed through our values, mission, and vision. Ethics, responsibility, and sustainability are therefore reflected throughout the School's activities. Our final goal is to have a positive impact on the society and the economy. We want to achieve all this through leading by example. Therefore, our faculty, staff, students, and partners launched many initiatives with an aim to build an academic community of responsible citizens of the world who will have a positive impact on the world around us.

Our students chose "eagerness to learn" in 2019 and "inclusivity" in 2020 as the first in SEB LU's value chain of what they want to take away from their time at university and into their lives. Setting the stage for this gives us a great responsibility. It reminds us in the academic community that we should never stop learning, especially in times of crisis, online channels should be used to the utmost to promote our mission. At SEB LU, we strive to leave a lasting impression on society, and only looking at immediate results will not be enough for us. Each of our faculty, our students, our visitors, take with them a lifetime of history to unravel, and we want to be an important story, a memory to remember and revisit.

SEB LU's Eye for the 2025 Vision

At the centre are two guiding principles to orientate SEB LU's actions: a 'glocal mindset' and critical thinking, followed by the core values that support SEB LU's mission and vision, and guide SEB LU's community. The guiding principles, together with the core values, support SEB LU's drivers for impact: diversity, relevant economic and business knowledge, innovation, connectedness, equal opportunities, and social responsibility. In doing so, SEB LU will contribute to the progress and sustainable development in Slovenia, the CEE region, and globally, and create value for SEB LU's stakeholders.



The impact of responsible education

SEB LU has integrated its commitment to responsible education into all of its activities. This is particularly evident in programme's curriculum. The analysis of course delivery conducted in academic year 2019/2020 showed 181 courses from all three levels have well incorporated ERS topics (social responsibility, ethics, sustainable development) into the course content (30% or more). 120 courses covered at least one half of its course content with topics of social responsibility, ethics, or sustainable development and 9 courses are fully devoted to one of the ERS topics: 312 courses out of 410 include or mention one or more ERS topics in their course content. This means that a lot of students attended a course which covered ERS topics in the majority, and almost all attended at least one course that covers some or all of these topics. The number of students attending courses in academic year 2019/2020 devoted to these topics is 4,506, where each student is included only once. This means, if the student attended two or more courses which covered these topics of more than one third, he/she is included only once. Accordingly that 96% of the School's students received significant instruction on ERS.



Healthy Lifestyle Promotion

SEB LU not only promotes a healthy lifestyle, but also strongly encourages students and staff to participate in sports activities. During the pandemic, SEB LU organised an online gym for students and staff every weekday with the help of three physical education lecturers. SEB LU students who are professional athletes are granted professional athlete status, which provides them with additional help in managing their studies and athletic activities. Currently, 36 students have professional athlete status, including PhD student Nik Pletikos who won a bronze medal at the World Championships in Melbourne, winning the bronze medal in the non-Olympic Men's Laser Radial class (sailing).

Gender equality at SEB LU among faculty and students

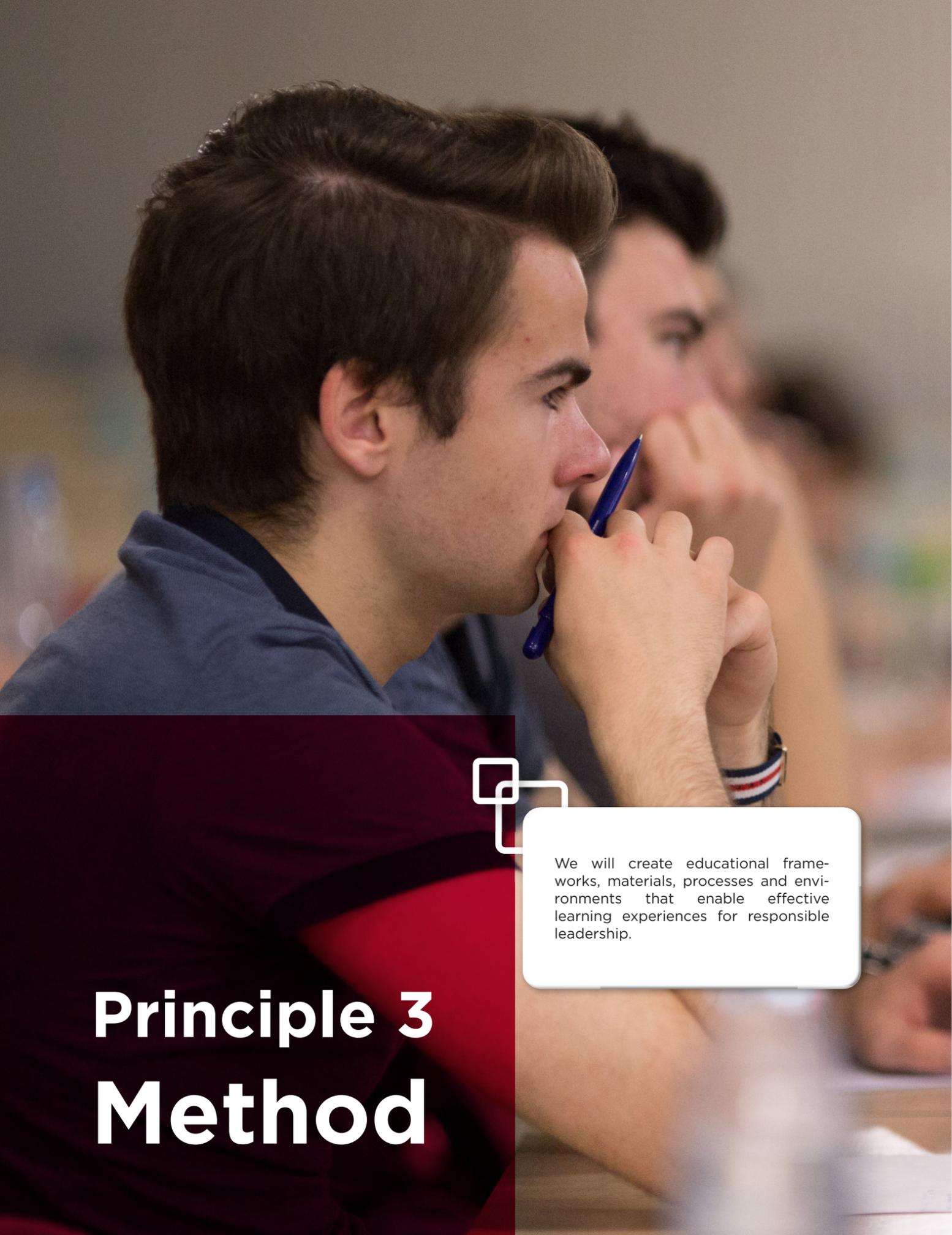
SEB LU is committed to achieve an even gender distribution. Women make up 51% of the faculty and 48% of the members of School Senate are women. There are currently 2,928 female students (57% of all students) enrolled at SEB LU. Women also make up 40% of the student council. Special workshops on women's health are held annually at SEB LU as part of Health Promotion Programme, with new content and initiatives added regularly. In addition to striving for gender equality among faculty members, our researchers have addressed gender equality issues in their research. Of all SDG-related publications, at least 15 included the topic of gender equality.



Diversity of needs during the pandemic

In 2019/2020 academic year, we placed special focus on the diversity of our students and staff and their needs when dealing with distance learning and social distancing. We helped our students to return home when needed, provided technical appliances, and tutorship. We created four different communication categories to help our community. The main focus of SEB LU Informs platform was to keep our academic community informed about measures taken by the university and the school during the Covid-19 outbreak. With SEB LU Helps we wished to connect and help prepare our community for social distancing and provide a special forum for sharing experiences. SEB LU Contributes was all about providing assistance to the government and businesses, through research, online events, articles, and media messages. And through SEB LU Personal our students shared their own stories and showed us that, if we all stick together, we can achieve anything.





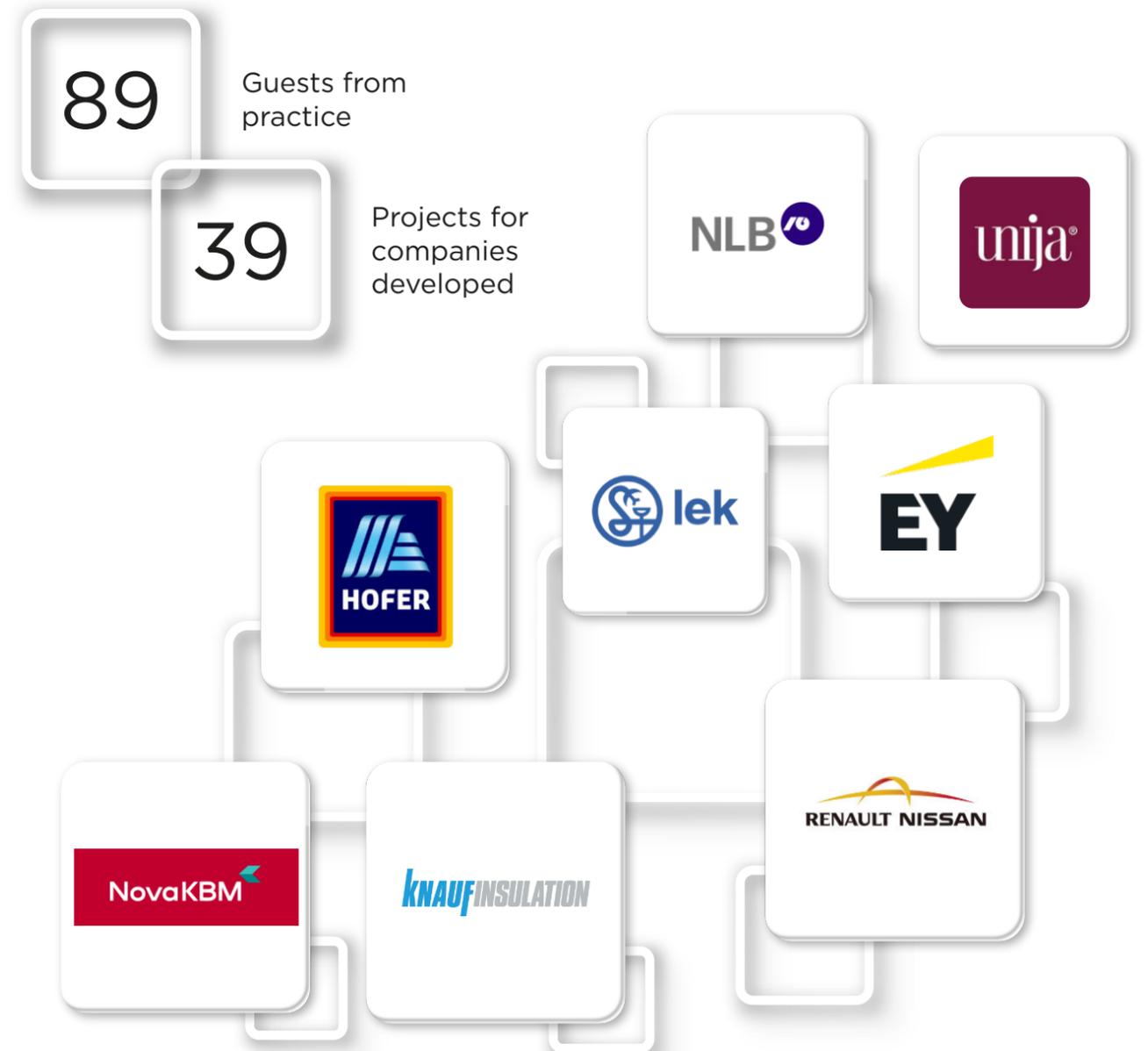
Principle 3 Method

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

SEB LU maintains 16 double-degree programmes with partner institutions from France, Germany, South Korea, Norway, Italy, Portugal, Sweden, and Bosnia and Herzegovina, and recently 31 students have graduated under this framework.

SEB LU is also committed to supporting world-class student exchanges for both incoming and outgoing students by maintaining excellent and balanced working relationships with our partner institutions and managing the exchange portfolio to create a diverse and dispersed mix that truly enriches lives. Last academic year, incoming exchange students came from 142 institutions in 38 countries. SEB LU's students went on exchange to 98 institutions in 23 countries.

In 2020, 59 visiting professors from all around the world held guest lectures at SEB LU. The majority of them came from Europe, i.e. 24 (41%) from EU Member States, and 9 (15%) from other European countries.



SEB LUs life-long learning and executive education

Through its executive education, SEB LU stresses the importance of life-long learning, and the transfer of relevant knowledge and best practice to organisations. In this way, it is contributing to the development of the managerial profession, new business models, and improved business processes.

In 2020, we held more than 10 open events attended by more than 1,300 participants from companies of all sizes, both domestic and international. The main topics were remote team management, business transformation, business psychology, etc. Most of the open programs were moved or planned online due to the situation. Online delivery has enabled us to attract new clients.

CBE E-talks are a monthly series of video podcasts or webinars with representatives from business and SEB LU lecturers on current topics, trends, and challenges in business. With CBE E-talks, we bring high quality content, current knowledge and trends, practical experience, and best practices closer to the general professional public. Last year, we spoke with our guests about the macroeconomic view of the consequences of COVID-19; the impact of pandemic on entrepreneurs; the tourism, automotive, and trade industry; universal basic income; innovation in companies; personal branding; and more.



Business Development Skills

As a complementary course to our master study programmes we developed a Business Development Skills course. Students acquire skills and learn how to use various approaches, techniques, and tools used in today's business practice for analyzing, developing, implementing, and utilizing new advances. The course is mandatory for the majority of master programme students for 30 hours per study year. The content chosen by students must be program specific. The list of content is reviewed, added to, and approved by the program coordinator annually. In 2019/2020 academic year, students performed 3,083 individual participations in 48 different workshops, in which they completed a total of 29,859 contact hours.

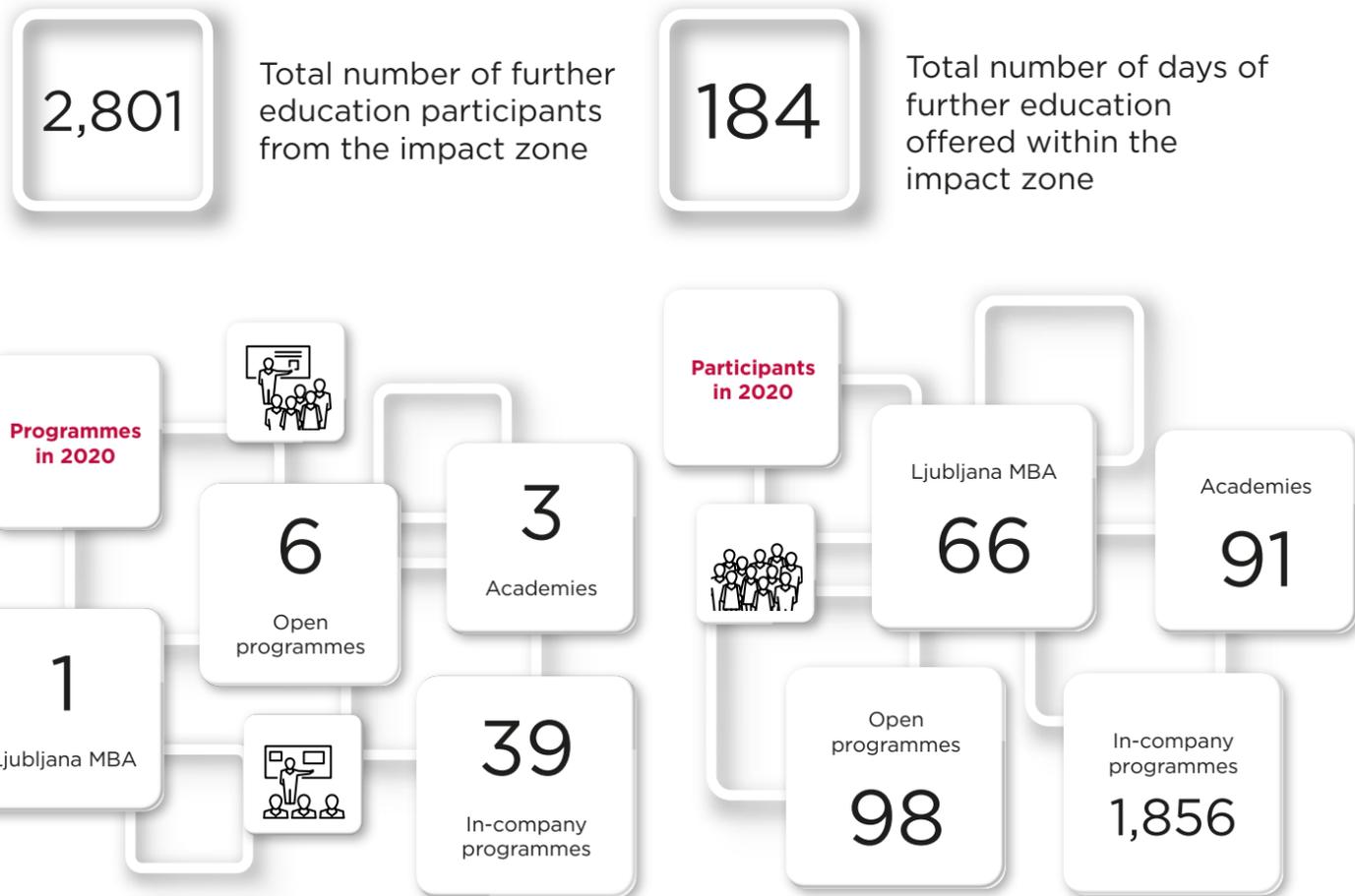
Student consultative projects

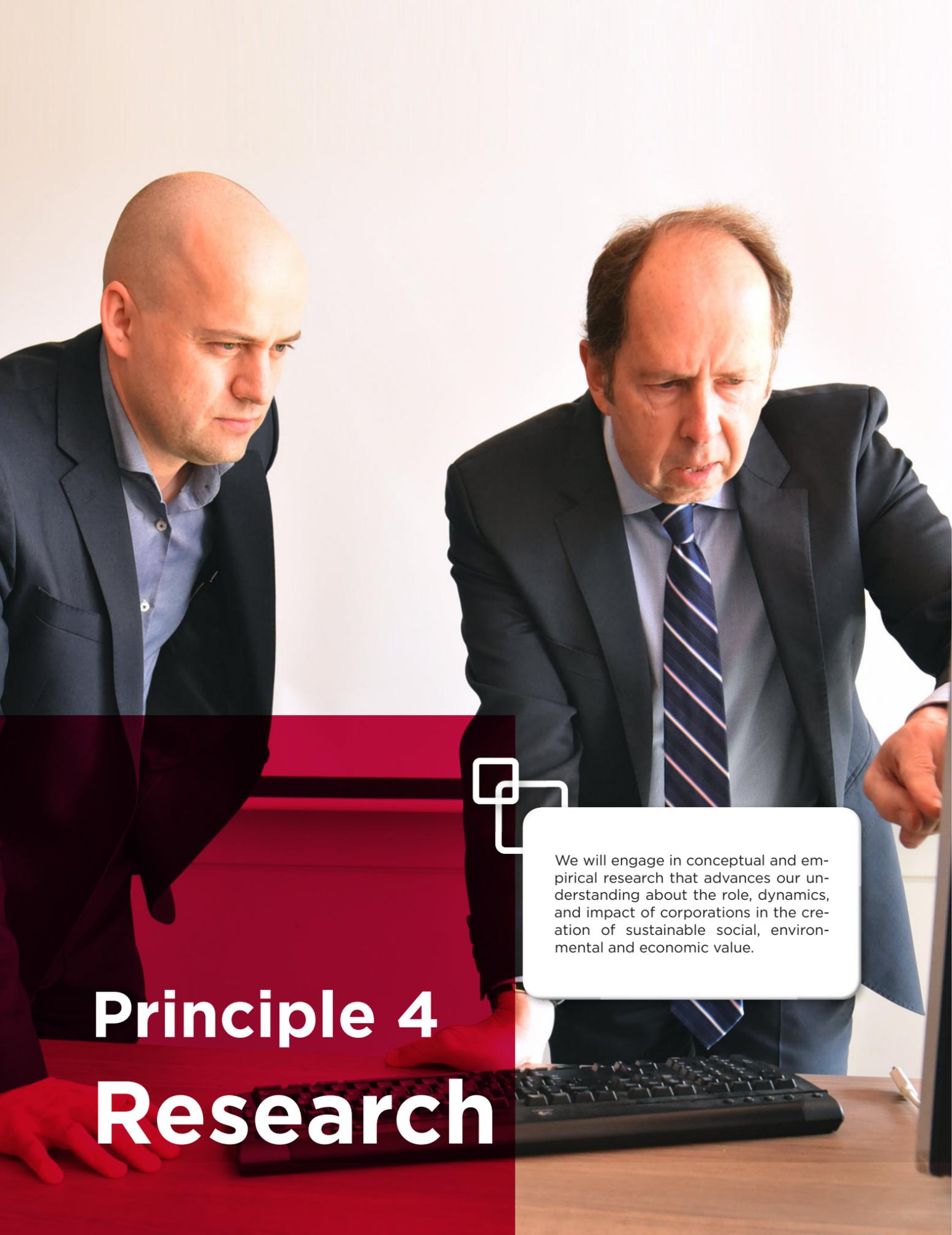
SEB LU has a tradition of strong student involvement in active research and extension projects and has been recognised in this regard for its innovative programme design, which now has a 20-year tradition. MBA students' experiential teaching approach is based on the latest research from leading neuroscientists, psychologists, and anthropologists with the goal of inspiring leaders to change their behaviours and mindsets and create work environments conducive to innovation. During the course, participants will gain a deep understanding of the importance of managing innovation in organisations, how to balance daily work with researching breakthrough innovations, and how to accelerate innovation cycles in an organisation. An example of one of the MBA students' consultative projects can be found here: <http://atrog.org/en/about-us/our-story>



SEB LU Alumni - Connected for life

SEB LU Alumni brings together SEB LU graduates of all generations. With currently 14,666 members, it is the largest community of business and economics graduates in Slovenia. Connecting and networking alumni members is the main goal of the community of SEB LU Alumni. There are several alumni groups under the SEB LU Alumni umbrella (four chapters, five sections and three partner associations). In 2018, the first international chapter Alumni North Macedonia was established. A large part of the most important positions in the Slovenian government and its administration, especially in the field of finance, economics and business, are usually held by SEB LU alumni and professors. They also hold high positions in large Slovenian companies and organizations.





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.

SDG-Focused Research at SEB LU

SEB LU aims to be a credible and respected business school that produces impactful, world-class research. Research dissemination, visibility, and impact are key elements of SEB LU's strategic direction. Our researchers contribute to the knowledge and development globally and their contributions are considered among the top research level. SEB LU aims to measure its research impact both in academic and general public. Moreover, it produces research that matters, focusing on the UN's Sustainable development goals. At an institutional level, SEB LU recognises sustainability as an overarching research focus that emerges from SEB LU's areas of distinctive expertise, a continuous theme across its seven research programme groups, and the intellectual contributions of the School. In 2020, we began mapping our research output accordingly to demonstrate that our top four research contributions to SDGs are in the fields of: SDG 8 - Decent work and economic growth, SDG 9 - Industry, innovation, and infrastructure, SDG 12 - Responsible production and consumption, and SDG 3 - Good wealth and well-being.

2018-2020 SEB LU publications connected with SDGs:

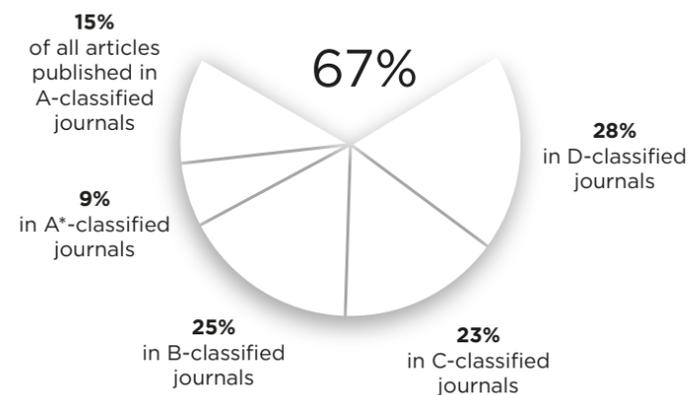
SDG	NUMBER OF PUBLICATIONS
SDG 8	290
SDG 9	192
SDG 12	157
SDG 3	149
SDG 10	88
SDG 4	71
SDG 11	71
SDG 13	36
SDG 16	31
SDG 7	20

62 % of SEB LU publications in 2020 are relevant to reaching one or more SDGs.

47 % of the SDG-relevant publications are journal articles.

16 % of these are highly-ranked PREMIUM CATEGORY and TOP TIER journals.

Dissemination is a strategically important part of the research excellence of the SEB LU, which the school and its entire staff implement on a daily basis. Through consistent efforts and dissemination of research work, the SEB LU, as an educational and research institution in the field of social sciences, consolidates the presence of economics in the public domain. Through a systematic presence, it educates and empowers the public to understand economic facts. By interpreting them, it enables scientifically sound news as an antipode to the so-called fake news, further strengthening the media space and opinion makers. This is the contribution of the SEB LU to the understanding of society, economy and business. The tools for this understanding are the tools of communicating science, which addresses each audience in a context that is appropriate and understandable for them.



Prof. Dr. Miha Škerlavaj received the Zois distinction for his contribution to world science in the field of understanding knowledge and innovation management

The Zois Award and the Zois Distinction represent the highest state award and distinction for achievements in the field of scientific research and development and is awarded annually since 1998. Awards and distinctions are conferred by the committee for awards and distinctions for outstanding achievements in scientific research and development, which is appointed by the government from a pool of established researchers. Professor Miha Škerlavaj and his colleagues helped to establish a new research area of knowledge hiding. He showed that the right balance between stability and change is needed for continuous and successful innovation, which is also important for understanding the processes of continuous innovation in other areas.

Research on how sustainable Slovenian companies are

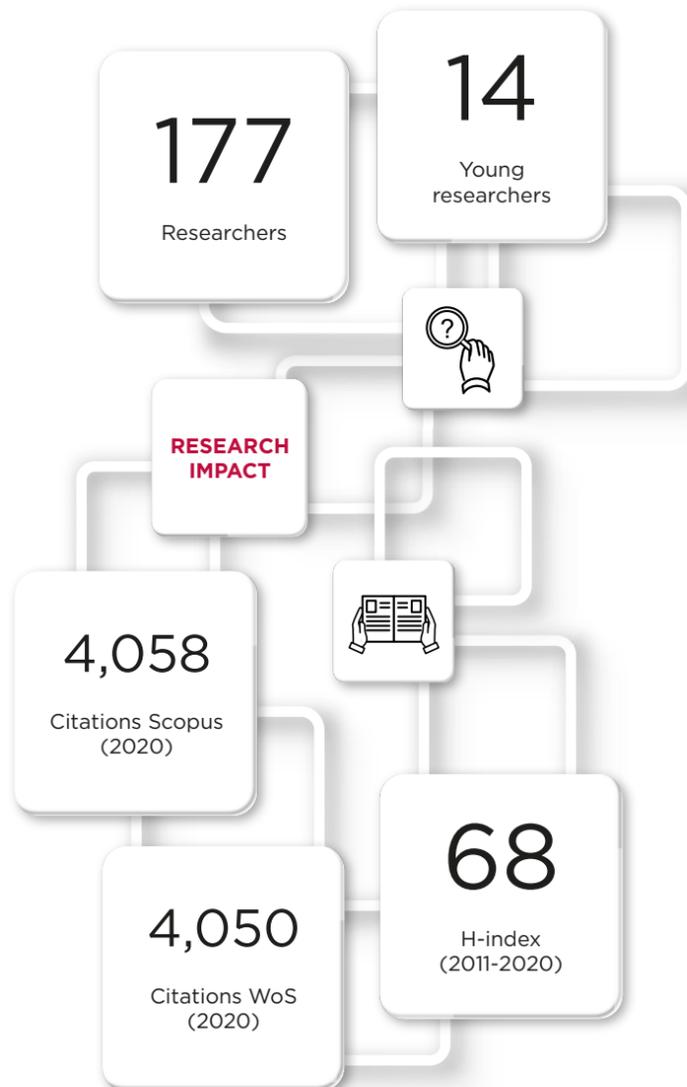
In 2020, a significant part of the research results was presented to a wider audience by SEB LU researchers in a public lecture entitled "How sustainable are Slovenian companies?". The aim of this event was to present the results of a nationwide study on the sustainability policies and practises of Slovenian companies. Preliminary conclusions of the study show the need for a structured approach to sustainability, the importance of moral motivation over instrumental, as well as that in practise, large manufacturing companies have an advantage in the environmental sub-sector of the sustainability index, and service companies seem to be very dispersed in terms of their sustainability practises.



4 research groups focusing specifically on areas of CSR

SEB LU has structured four research programme groups around the areas of CSR which are also consistent with SEB LU's distinctive Expertise focusing on: sustainable competitiveness, sustainable development, business leadership, organisational learning and knowledge management, IT-enabled business process management, digitalisation, stakeholder challenges in an uncertain European economic environment and development strategy of Slovenia. Research groups are:

- Sustainable competitiveness of the Slovenian economy in European and global perspectives
- Challenges of inclusive sustainable development in the predominant paradigm of economic and business sciences
- The Impact of Corporate Governance, Organizational Learning, and Knowledge Management on Modern Organization
- Digitalizations as Driving Force for Sustainability of individuals, Organizations and Society





Principle 5 Partnerships

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.



10 Years of Confucius Institute Ljubljana

Although the Confucius Institute (CI) is not part of SEB LU's formal organisation, its links to SEB LU are important and it is one of the few institutes in the world that is located in a business school. Since its opening 10 years ago, CI Ljubljana has made great strides in teaching the Chinese language in Slovenia and learning about Chinese culture. Annually, about 750 adults, teenagers and children learn Chinese language at the CI or Confucius Classroom. With more than 25 events per year, the CI Ljubljana educates the population about the importance of understanding Chinese culture, especially when doing business with China.

SEB LU students helping non-profits

Our students often have the opportunity to work on projects in collaboration with non-profit organisations. In courses such as Societal Marketing, Project Management and Environmental Economics in tourism, students apply their knowledge to socially responsible projects. In 2019, the course Project Management was run in collaboration with Slovenian Association the Friends of Youth. Students worked on gamification of the content of the humanitarian project "The Chain of Good People". Students will participate in project implementation and help shape the humanitarian project.



Fraud Awareness Week

International Fraud Awareness Week takes place every year under the auspices of the ACFE (Association of Proven Fraud Investigators) and was first held in Slovenia in 2018, at the initiative of Deloitte. Since then, the initiative has grown and gets new associated partners every year with the same goal: to raise public awareness about the importance of fighting corruption and fraud and to present mechanisms for establishing integrity and transparency. In 2019, the Court of Audit of the Republic of Slovenia hosted the first signing ceremony in the framework of cooperation to jointly fight corruption, fraud and financial crime, and SEB LU also became one of the signatories and co-organizers of International Fraud Awareness Week. SEB LU hosts the event every year in October.



The SEB LU Ecosystem

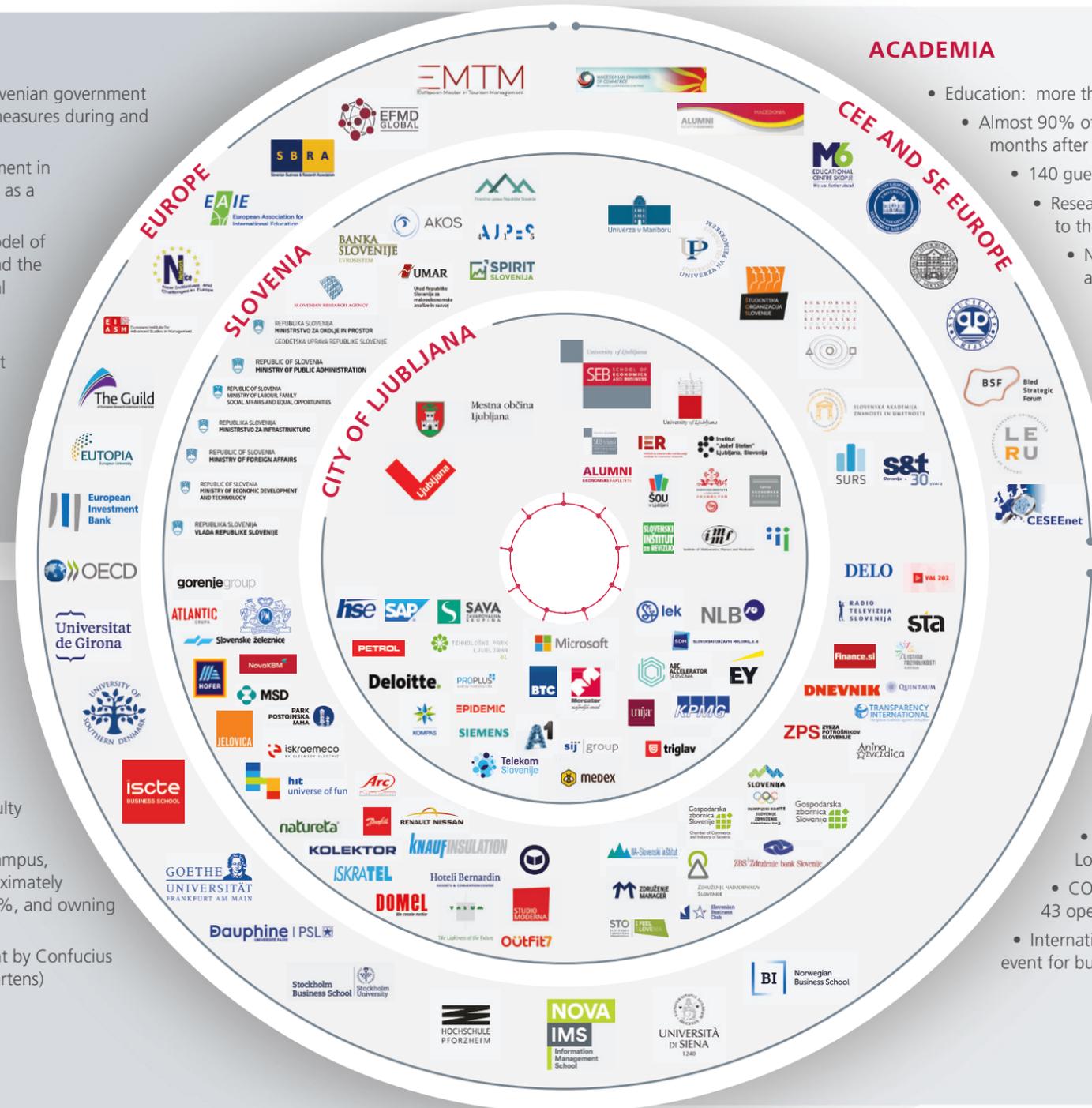
The diagram "SEB LU Ecosystem" illustrates the school's interconnections with main stakeholders. Because of the complexity the value of these interactions is also illustrated by cases, showing the concrete examples of how SEB LU education, research and knowledge transfer constitute value for the school, business community, government and wider society.

GOVERNMENT

- SEB LU professors assisted the Slovenian government in preparing economic recovery measures during and after the COVID-19 crisis
- SEB LU professors helped government in launching tourist voucher scheme as a response to COVID-19 crisis
- Upgrading the comprehensive model of financial flows between the RS and the EU budget in the next multiannual financial framework of the EU
- Preparing action plan for higher productivity growth, which is a set of measures in various areas of the country and society

SOCIETY

- 6.500 media-appearances of SEB LU researchers
- SEB LU awarded the Prometheus Award for Excellence in Science Communication
- Signatory of the Diversity Charter, women make up 51% of the faculty and 57% of the students
- Eco-biodiversity friendly SEB LU campus, reducing CO2 emissions by approximately 631 tonnes annually by about 50%, and owning 120.000 bees
- Intercultural relations development by Confucius Institute (23 schools and kindergartens)



ACADEMIA

- Education: more than 50.000 graduates
- Almost 90% of SEB LU graduates find employment in 6 months after graduation
- 140 guest lecturers from 110 companies
- Research: 61% of SEB LU publications related to the SDGs
- Number of publications almost doubled and the h-index increased more than twice
- Over 3.000 participants in Executive education and lifelong learning

BUSINESS COMMUNITY

- 103 applied research partnerships with 74 companies
- 87 senior and leadership positions of SEB LU Alumni in 45 local companies with 500+ employees
- 36 faculty in company boards or committees
- Annual Career Week "Work is (Not) Looking for Me" with over 20 companies
- COVID-19: SEB LU Contributes: more than 43 open webinars with over 30.00 participants
- International Portorož Business Conference-major event for business audience in Slovenia



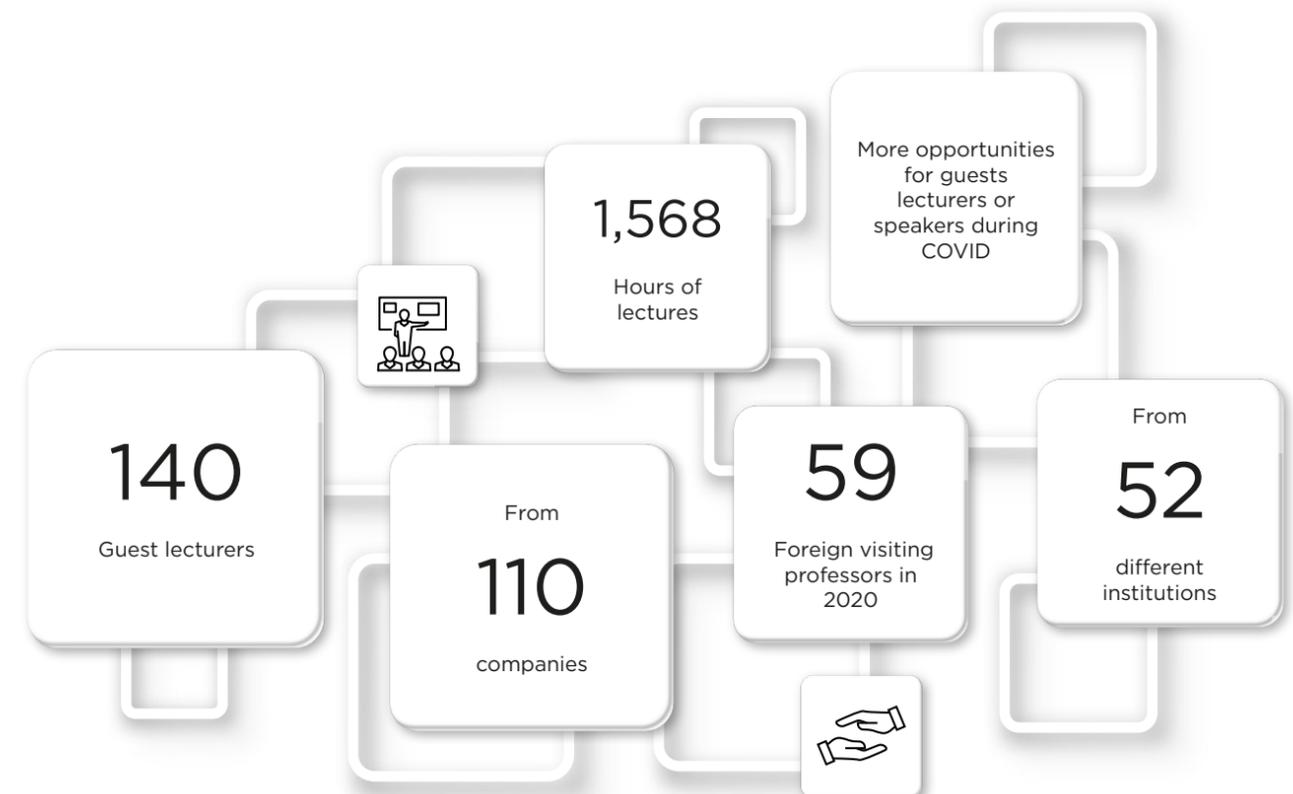
Principle 6 Dialogue

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

Guest lecturers

Inviting guest speakers to participate in lectures is one of the most widely used types of engaging with the business community. SEB LU strongly encourages faculty to include business practitioners as guest speakers in the teaching process to increase the professional relevance of the courses offered. SEB LU partners with top practitioners from various professions in the business world. In the academic year 2018/2019, SEB LU hosted 104 practitioners in masters courses, and more than 140 in total, while also collaborating with 15 Slovenian lecturers and academics from other domestic institutions. Many of our SEB LU faculty return the favor and visit other schools and universities as guest lecturers. Three faculty members have permanent and substantive working relationships with major national research institutions.

During the 2019/2020 academic year, 140 guest lecturers from 110 different companies were involved in the coursework, 90 of whom were from the region and contributed a total of 1,568 hours. Practitioners from business and various professions provide valuable support to the core faculty and enhance the professional relevance of the courses offered. During the COVID -19 pandemic, opportunities to connect with guest speakers have increased significantly. The pandemic has allowed us to invite more representatives from abroad to participate in online lectures and facilitate the placement of guests. In the most recent academic year, SEB LU hosted 23 foreign lecturers, one researcher and two support staff members for short visits as well as one lecturer and one researched for an extended period lasting up to three months.



CBE E-talks

CBE E-talks are a monthly series of video podcasts or webinars with representatives from business and SEB LU lecturers on current topics, trends, and challenges in business. With CBE E-talks, we bring high quality content, current knowledge and trends, practical experience, and best practices closer to the general business public. Last year, we spoke with our guests about the macroeconomic view of the consequences of COVID-19; the impact of pandemic on entrepreneurs; the tourism, automotive, and trade industry; universal basic income; innovation in companies; personal branding; and more. The E-talks are available in the collection on the CBE YouTube channel.

CBE E-TALK: Coronacrisis in the automotive industry



CBE E-TALK: Brain connects all



CBE E-TALK: Marketing in and after COVID-19 - Are we ready for new paradigms?



22nd Business Conference Portorož

In November, due to the change in circumstances, the 22nd Business Conference Portorož (PKP) was held in digital format. In keeping with the conference theme, which emphasizes flexibility and resilience, the organisers chose a television-digital format for this year's staging. As every year, SEB LU made a significant contribution to the conference. 13 researchers from SEB LU together with 37 IMB students, prepared a comprehensive study on the topic of the COVID-19 coronavirus pandemic by examining its impact on the macroeconomic indicators of individual countries, industries, companies, and society as a whole. They focused on two aspects: the characteristics of Slovenian micro, small, and medium-sized enterprises and the analysis of the perceptions of these enterprises about the possible impact of TTIP on their activity, as well as the changes in global markets caused by new consumer trends (especially ecological awareness) and their impact on creating new opportunities for our businesses.

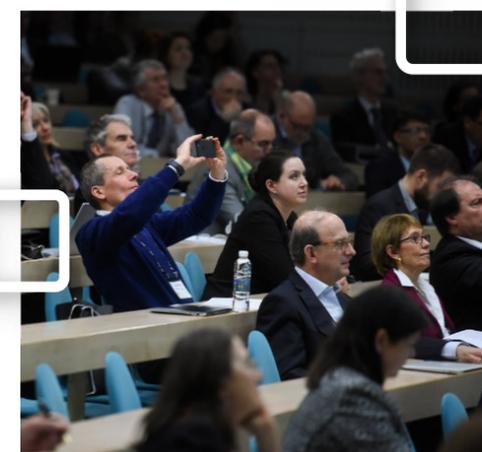
Developing sustainable business models

Prof. dr. Adriana Rejc Buhovac is a member of the expert group that supports small and medium-sized enterprises in the development of sustainable business models and viable business strategies for successful integration into global value chains as part of the SPIRIT Slovenia Public Agency programme. In 2020, the third group of companies joined the programme, and more than 35 companies have participated so far. More about the programme "Implementation of Sustainable Business Strategy Transformation in Slovenian Companies through the Preparation of Sustainable Business Strategies, Sustainable Business Models and Implementation Projects 2019-2022" at <https://www.podjetniskiportal.si/programi/trajnostni-razvoj/javni-razpis>.



EU Multiannual Budget Framework for the period 2021-2027

Prof. Dr. Vasja Rant and Prof. Dr. Mojmir Mrak participated as members of the working group of the Government of the Republic of Slovenia for the Multiannual Financial Framework of the European Union after 2020 in the negotiations of Slovenia on the EU Multiannual Budget Framework for the period 2021-2027. In addition to representatives of the academic profession, the working group consisted of representatives of relevant government departments and services. SEB LU played a central role in the work of the group, providing full analytical support to the negotiations over a period of three years and three different governments by calculating financial flow simulations in the new budget period. To provide analytical support, prof. dr. Rant participated in meetings of European Council (in the final phase of the negotiations).



RESEARCH

For the Dean

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