

PRME Principles for Responsible Management Education

CHAPTER UK AND IRELAND

4th Annual Conference 26th - 27th June 2017
Newcastle Business School
Northumbria University



Envisioning the Future of Responsible Management Education in the era of the Sustainable Development Goals



Welcome to Newcastle!



Newcastle upon Tyne is a city on the River Tyne in northeast England. With its twin city, Gateshead, it was a major shipbuilding and manufacturing hub during the Industrial Revolution and is now a centre of business, arts and sciences. Spanning the Tyne, modern Gateshead Millennium Bridge, noted for its unique tilting aperture, is a symbol of the 2 cities. Newcastle Castle, originally established in the Norman era, sits on a hill near the river and offers sweeping views from its ramparts. Newcastle is the smallest big city in the world! It is so accessible, you can walk across it in 15 minutes but, as you would expect being the capital of North East England, it has everything you would expect of a major European regional capital city: culture, heritage, great nightlife and fabulous retail. We even have cows grazing on the town moor, an expanse of greenery in the heart of the city which is bigger than Hyde Park and Hampstead Heath combined and bigger than New York's Central Park. Many cities can boast beautiful bridges, but we have seven within the space of half a mile, all visible from our world famous Quayside. The Tyne Bridge is an international icon and was the basis for Australia's Sydney Harbour Bridge opened five years later.

For centuries Newcastle has led the way in innovation. From the first locomotive which gave birth to the industrial revolution and the coal that powered it, to the electric light bulb – they were all developed here in Newcastle. The first turbine driven ship, the Turbinia was developed on Tyneside, the first street lit by electric light was Mosely Street in Newcastle and our Metro system was Britain's first modern light railway system and is still the second largest Metro system in the UK.

The locals are know as 'Geordies' and are famed for their hospitality. Speak to someone on the Metro platform, or in one of the city's restaurants, bars or shops and they'll be happy to chat. The city is friendly, knows how to party and is one of the safest cities in England

Conference Information

This year's conference in Newcastle-upon-Tyne represents the 4th Annual Conference of the UK and Ireland PRME Chapter. The conference is to be held at Newcastle Business School, THE Business School of the Year 2015. The venue is Northumbria University's City Campus East, an iconic, environmental friendly building which has become part of the dramatic city skyline.



How to Get Here

Whether travelling by air, sea, rail or road, Northumbria University is easily accessible. Newcastle upon Tyne is just under three hours away from London by the fastest rail service, whilst Edinburgh (Scotland's capital) is only an hour away. Newcastle has its own International Airport, whilst regular ferry services operate to and from Northern Europe.

Getting Here by Road

Road travel, by coach or car, is particularly easy as Newcastle stands on the premier north-south route in the UK. The A1(M) passes through Newcastle upon Tyne linking the area to London, the South, Scotland and major routes across the country. The A69 links west to Carlisle, the Lake District and, via the M6, to the South and West of England.

Getting Here by Rail

Direct rail services run from many UK cities to Newcastle Central Station.

Getting Here by Air

Newcastle has its own international airport operating both domestic and international flights to cities including London, Birmingham, Bristol, Cardiff, Aberdeen, Dublin, Belfast, Southampton, Amsterdam, Paris, Barcelona, Prague, Dubai and Copenhagen.

Newcastle International Airport

Tel: +44 (0)871 882 1122

www.newcastleairport.com

Getting Around Newcastle

Newcastle is a compact city so getting around is easy! It has one of the best integrated transport systems in the country, centred upon the Metro system, and the extensive bus networks.

[Metro](#) is the North East's urban transit system. With 60 stations spread across the heart of Tyne and Wear you can easily travel from Sunderland, Gateshead and across Newcastle to visit Northumbria University.

The Conference Venue

The majority of the conference will be held in the main City Campus East building. The City Campus map below shows the location of Newcastle Business School (no.17) a short walk from the City Centre. SATNAV postcode for City Campus East: NE2 1UY



The BITC Industry Panel will be held in the Business Clinic which is situated opposite the main Business School. Directions will be provided at the appropriate time.

Information for Early Arrivals

Sunday 25th June

Trip to the Beach!

For delegates arriving on Sunday we are planning a trip to the historic coastal village of Tynemouth, a short Metro train journey along the river from the City Centre. Tynemouth village is



a popular place for people from far and wide to come for a variety of reasons. It is steeped in history, has some fabulous attractions, great shopping and a vibrant nightlife. A perfect destination for a day trip, the charming village has something to offer everyone. The dramatic Tynemouth Priory & Castle dominates the headland. The site dates back centuries and is the burial place of Saints and Kings of the old Kingdom of Northumbria. The village has strong maritime history connections, the Tynemouth Volunteer Life Brigade was the first of its kind in the world and its unique story is told in a small museum. The magnificent monument to Lord Collingwood looking across the river is in honour of the local born Admiral

who took over from Nelson at the Battle of Trafalgar. Tynemouth is regularly included in the 'Best Places to Live in Britain' guide by The Sunday Times and similar publications.

Whilst we are there we will be dining on Fish and Chips (vegetarian options available) at the award winning Longsands Fish Kitchen (meal not included in conference fee).



LONGSANDS FISH KITCHEN



We aim to meet at the Monument Metro Station in the City Centre at 5pm and will return to Newcastle by 10pm.

Should you wish to join us please book a place by emailing prme4uk@gmail.com before Monday 12th June.

Conference Theme



As 2017 represents PRME's 10th Anniversary, the conference theme is:

“Envisioning the Future of Responsible Management Education in the era of the Sustainable Development Goals”.

Over the past decade, the PRME initiative has become the largest organised relationship between the United Nations and the world's business schools and management-related higher education institutions. PRME is closely aligned with the work of the United Nations and UN Global Compact in support of the recently adopted Sustainable Development Goals. These Global Goals will usher in a future of social, economic, and environmental progress while creating opportunities for both business and academia. As such, participants are challenged to imagine what the next 10 years of PRME will look like. The theme of this conference aims to stimulate discussion on questions such as:

- What should the PRME initiative focus on over the next 10 years?
- Where are the opportunities and what are the challenges in the coming decade?
- How can RME assist business schools in achieving teaching excellence considering the TEF?
- What part can PRME play in relation to the Sustainable Development Goals?

The conference programme includes a stimulating blend of papers and workshops designed to promote the sharing of good practice, encourage informed debate and enable delegates to develop new collaborative partnerships and friendships.

This years Keynote Speaker will be Pearl Pugin, Dean of the Tertiary School in Business Administration (TSiBA) South Africa who will share her perspective on Responsible Management Education in the context of South Africa and some of the initiatives her school are engaged with (including work related to other African countries e.g, Kenya and Togo).

Draft Conference Programme

Monday 26th	
09:00	Registration and Networking - Corporate Hub 4th Floor
10:15	<p>Welcome: Prof John Wilson: <i>Pro-Vice Chancellor for the Faculty of Business & Law Newcastle Business School</i></p> <p>Introduction: Dr Alex Hope: <i>Senior Lecturer Business Ethics, Conference Chair Newcastle Business School</i></p> <p>Update on UKI Chapter: Prof Carole Parkes: <i>Professor of Management, Chair UK & Ireland PRME Winchester Business School</i></p>
11:00	<p>Keynote Speech Pearl Pugin: <i>Dean, Tertiary School in Business Administration, SA</i></p> <p style="text-align: center;">'Responsible Management Education and the SDGs from a South African perspective'</p>
11:30 403	<p>Papers Track 1: The role of PRME in relation to the Sustainable Development Goals Track Chair:</p> <ul style="list-style-type: none"> • Paper 1 - Jonathan Louw <i>Oxford Brookes University</i> • Paper 2 - Tom Cuckston <i>University of Birmingham</i> • Paper 3 - Lisa Harding & Paul Jennings <i>Winchester University</i> • Paper 4 - John Blewitt <i>Aston University</i>
12:30	Lunch: CCE1 Corporate Suite
13:30 410	<p>Workshop 1: United Nations Global Compact-PRME Student Engagement Projects</p> <ul style="list-style-type: none"> • Alec Wersun: <i>Glasgow School for Business and Society</i>
14:15 410	<p>Workshop 2: Collaboration for Ethical Success: A five University approach to Partnership Working</p> <ul style="list-style-type: none"> • Northern Initiative on Business Ethics (NIBE)
15:00	Break: CCE1 Corporate Suite
15:15 403	<p>Papers Track 2: Pedagogical approaches to teaching RME across universities</p> <ul style="list-style-type: none"> • Paper 5 - Victoria Pagan <i>Newcastle University Business School</i> • Paper 6 - Heather Ranson <i>University of Victoria</i> • Paper 7 - Jan Loughran <i>Durham University Business School</i> • Paper 8 - Jack Christianson <i>Manchester Metropolitan University</i>
16:30	Relocate for BITC Panel: Business Clinic
17:00	<p>Industry Panel in Partnership with Business in the Community (BITC)</p> <p>What RME Skills, Experience and knowledge does business expect of graduates entering the workplace?</p>
19:00	End
20:00	Conference Dinner: Blackfriars Restaurant, Friars St, Newcastle upon Tyne NE14XN

Tuesday 27th	
08:30	UK & Ireland AGM: 412
09.30 403	Enactus Showcase Using entrepreneurial action to empower people to improve the lives of others. Kellie Forbes-Simpson and Enactus Northumbria
10.15 403	Papers Track 3: Inter/Multidisciplinary responses to promoting Education for Sustainable Development <ul style="list-style-type: none"> ● Paper 9 - David Dixon <i>Freelance Education Leadership Consultant</i> ● Paper 10 - Nkeiruka Ndubuka <i>Robert Gordon University</i> ● Paper 11 - Mike Tennant <i>Imperial College London</i> ● Paper 12 - Helen Goworek <i>University of Leicester</i>
11:15	Break: Corporate Hub
11.30 403	Workshop 4: A Comprehensive Model for Developing PRME Awareness <ul style="list-style-type: none"> ● Marton Racz and Rob Compton: <i>Cass Business School</i>
12:15 403	Workshop 5: Sharing Vocabularies for Values-Driven Business- Reviewing a 'Shared Vocabularies' (SV) Teaching Case <ul style="list-style-type: none"> ● Jo-Anna Russon: <i>Nottingham Trent University</i>
13:00	Lunch: Corporate Hub
14:00 403	Papers Open Track: <ul style="list-style-type: none"> ● Paper 13 - Stephen Allen <i>University of Hull</i> ● Paper 14 - Arif Zamaon <i>London School of Business and Management</i> ● Paper 15 - Sudeshna Bhattacharya <i>Aston University</i> ● Paper 16 - John Peters <i>Greenleaf Press</i>
15:00 403	Workshop 6: Sustainability Investing and the SDGs: looking at experiential learning on a pan-European basis <ul style="list-style-type: none"> ● David Clemson: <i>London South Bank University</i>
15:45	Closing Remarks: Corporate Hub
16:00	Finish

Main Speaker Biographies

Keynote Speaker: Pearl Pugin, Dean TSiBA South Africa



The Tertiary School in Business Administration (TSiBA) was founded in 2004 with a vision to “Ignite Opportunity”. Our mission is to be an innovative learning community that graduates entrepreneurial leaders who ignite opportunity and social change. TSiBA is a unique private, not for profit business school that helps people who cannot access opportunities to jump ahead in life. TSiBA does this by providing emerging leaders an opportunity to study high quality, accredited academic courses that are focused on developing entrepreneurship and leadership. Our aim is to provide excellent business education for people with a social conscience who have the desire and the skills to build our nation. For this reason, we do not require our students to pay us back for their scholarships but rather to “pay it forward”. Pearl Pugin is the Dean responsible for the strategic planning, implementation and delivery of all aspects of TSiBA’s academic programmes. She holds an Honours degree in Labour Law Studies and a Masters in Management. Pearl is currently pursuing a PhD in Strategic Human Resource Management.

Welcome Address: Professor John Wilson, Pro Vice-Chancellor (Faculty of Business and Law), Newcastle Business School



Professor John Wilson is Pro Vice-Chancellor for the Faculty of Business and Law, Newcastle Business School. Over the past 20 years, Professor Wilson has submitted research papers in the US, Asia, Europe and Latin America, and is an active contributor to conferences, workshops, and seminars in his specialist subject areas of management history, international business history, and strategy. The Co-operative Group sponsors his current major project, and he is also involved in international projects looking at inter-corporate networks, bank-industry links, and technology transfer. Professor Wilson currently edits a prominent four-star academic journal, ‘Business History’, and possesses a balanced portfolio of publications across books - as author, editor and contributor - and leading academic journals. Before joining Newcastle Business School, Professor Wilson was Director of Newcastle University Business School, worked as Director of Programmes at the Management School at the University of Liverpool, and other previous appointments have also included Director of Research at University of Central Lancashire.

Introduction to the Conference: Dr Alex Hope, Conference Chair



Dr Alex Hope is Senior Lecturer in Business Ethics at Newcastle Business School, Northumbria University. He undertakes teaching, research and consultancy across topics such as responsible business, sustainable development, corporate social responsibility, energy policy and business ethics. He is co-convenor of the Responsible Business research group, Director of General Business Programmes and leads the school's Responsible Management Education project. Alongside his work at Newcastle Business School, Alex is an Associate Lecturer at the Open University tutoring Environmental Management modules. He holds a PhD in Sustainable development and BSc (Hons) in Environmental Management and prior to his academic career worked in retail management, local government and sustainability consultancy.

Update on Chapter Activity: Professor Carole Parkes, Chair of the UK & Ireland PRME Chapter



Carole Parkes is Professor of Management - Global Issues and Responsible Management at Winchester University Business School (a PRME Champion School) and has both a business and academic background. In addition to being Chair of the PRME Regional Chapter UK & Ireland, Carole is a member the PRME Advisory Group, an editor of publications for the Fighting Poverty as a Challenge for Management Education PRME Working Group, Chair of the UK Sustainability Literacy Test Group and in 2015, a 'Researcher in Residence' at PRME in New York. Carole was previously Director of Social Responsibility & Sustainability at Aston University, where she developed and led ethics, responsibility and sustainability across all schools in the University. In 2017, she became Guest Editor for the PRME 10th Anniversary Special Issue of the International Journal of Management Education.



BITC Industry Panel

Tuesday 27th June

Newcastle Business School, Business Clinic

**What RME Skills, Experience and knowledge does
business expect of graduates entering the workplace?**

Draft Schedule

16:30 - 17:00 Registration and Networking

17:00 - 17:30 Keynote Speech: TBC BITC Executive

Angela will speak on a number of topics relevant to Responsible Management Education including:

- What should the PRME initiative focus on over the next 10 years
- Where are the opportunities and what are the challenges in the coming decade?
- What part can PRME play in relation to the Sustainable Development Goals?

17:30 - 17:45 Audience Question and Answer Session

17:45 - 18:30 Panel Discussion: Moderator: Lucy Winskell OBE PVC for Employability and Partnerships

- Alix Cornforth – HR Business Partner at Quorn Foods
- Angela Lockwood – North Star Housing
- Louise Hunter – Northumbrian Water

18:30 - 18:45 Audience Question and Answer Session

18:45 - 19:30 Refreshments

Enactus Showcase



Enactus Northumbria solve social problems through entrepreneurial action. Set up as a society within the university, we are a team of 28 students, from a range of different backgrounds. Utilising each individual's talents, we engage multiple faculties along with external businesses/organisations to provide the best practice and sustainable solutions, in order to solve these problems. The goal is to empower individuals, enabling them to truly live the lives we all deserve, whilst having fun and creating a network of remarkable individuals.

Our Story

Enactus Northumbria was founded by 3 ambitious students in September 2015. The society now has 28 active members, all who are trying to make the world a better place, through sustainable social enterprises. Each year Enactus UK host a national competition, where all the Enactus teams in the UK show off their work. In 2016 Enactus Northumbria travelled down to London to watch the other teams compete. This year we competed in the Rookie League, where we became Rookie Champions!!



Members of the Enactus team will be helping out throughout the conference and reprising their award winning presentation on Tuesday morning

Conference Dinner

The conference dinner will be held at the award winning Blackfriars' Restaurant located in a 13th century former medieval friary. We will dine in their ornate medieval Banquet Hall. The hall was the celebrated venue used by King Edward III to receive royal Scot, Edward Balliol, in 1334 and boasts authentic and bespoke banners, chandeliers, wall coverings, stained-glass windows, reclaimed wooden screens, large oak dining tables and matching chairs, all created by local craftsmen.



Blackfriars Sustainability Policy

At Blackfriars, we are fully committed to operating in a sustainable way. We source our produce as locally as possible and aim for high welfare and sustainability standards. We strive to reduce our environmental impact and always endeavour to fulfill our social responsibilities and provide healthy and sustainable food to our customers. Similarly, we believe it is our responsibility to encourage our suppliers and contractors to minimise any negative environmental and social effects associated with the products and services they provide. We joined the Green Tourism Business Scheme in November 2007 and then went on to become members of the Sustainable Restaurant Association in July 2010. In line with the broad focus areas of the SRA we have looked to improve our overall sustainability not just in the food that we purchase but also our environmental impact and social engagement as well.

Read more on this here <http://www.blackfriarsrestaurant.co.uk/community-and-sustainability>

Conference Dinner Location

Blackfriars' Restaurant is situated to the west of the City Centre and just a 15 Minute walk from the conference venue at City Campus East.



Contact details

Blackfriars Restaurant
Friars Street
Newcastle
NE1 4XN
Tel: 0191 261 5945



WiFi for Visitors

There are two ways for visitors to connect to the WiFi network at Northumbria:

Eduroam

Visitors to Northumbria can log on to our WiFi network using the username and password from their home university or college, as long as their institution is an Eduroam member. Visitors should check out how to connect to Eduroam at their home university/college before arriving at Northumbria.

More information on Eduroam at Northumbria and participating institutions in the UK and worldwide can be found at www.northumbria.ac.uk/eduroam

WiFi for Visitors – WiFi Guest

Visitors that are not able to connect via Eduroam can use the free Cloud WiFi network **WiFi Guest** to access the internet via their own equipment while on campus. Examples of this would be visitors who are attendees of an event or conference.

Here are the steps to get connected:

- From the device connect to the network **WiFi Guest**
- Open a web browser
Note: if you receive a Certificate notice, select Proceed Anyway to continue
- On The Cloud landing page locate the box **Get online at Northumbria University** and click **Go**
- Scroll down to select **Create Account**
- Enter some details and the account will be created.
- The device will then be connected to **WiFi Guest**



Prefer to prepare in advance?

If you'd like to get setup ahead of time, you can register for an account beforehand then all you'll need to do is login: <https://service.thecloud.net/service-platform/login/registration/>

PRME Regional Chapter – UK and Ireland www.unprme.org.uk

Secretariat: Winchester Business School, Romsey Road, Winchester, SO22 4NR

Contact: Tessa Valentine: 01962 827671; email: Tessa.Valentine@winchester.ac.uk