

POSITIVE IMPACT RATING

FOR BUSINESS SCHOOLS

FROM BEING THE BEST *IN*
THE WORLD TO BEING THE
BEST *FOR* THE WORLD!

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2023 Edition

Accelerating the societal impact of
business schools

Impact and Purpose as new focus for Business Schools

EQUIS (2013)

Chapter 9: **Ethics, Responsibility and Sustainability**: “The School should have a clear understanding of its role as a “globally responsible citizen” and its contribution to ethics and sustainability in an increasingly global world. This understanding should be reflected in the School’s mission, strategy, and activities.” **-> transversal application**

AACSB (2020)

- Guiding Principle No 1: **Ethics & Integrity** “The school encourages and supports ethical behavior and integrity by students, faculty, administrators, and staff in all its activities.”
- Guiding Principle No 2: **Societal Impact**: “Societal impact as an expectation of all accredited schools reflects AACSB’s vision that business education is a force for good in society and makes a positive contribution to society, as identified in the school’s mission and strategic plan.”
- Standard 9: **Engagement and Societal Impact** “The school demonstrates positive societal impact through internal and external initiatives and/or activities, consistent with the school’s mission, strategies, and expected outcomes.”

The PIR as a tool for measuring and developing societal impact

Standard features

- Personalized dashboards
- Two – page snapshot of school results
- School-specific data available as downloadable Excel-file

Two new add-ons offered

- Four AACSB-compatible questions (Stand. 9 «Engagement & Societal Impact»)
- Four School-specific questions – open

Making good use of PIR results to create positive change

- Analyzing and using data for stakeholder discussions: students, faculty, staff
- Define goals and strategies, programs, measurement, reporting

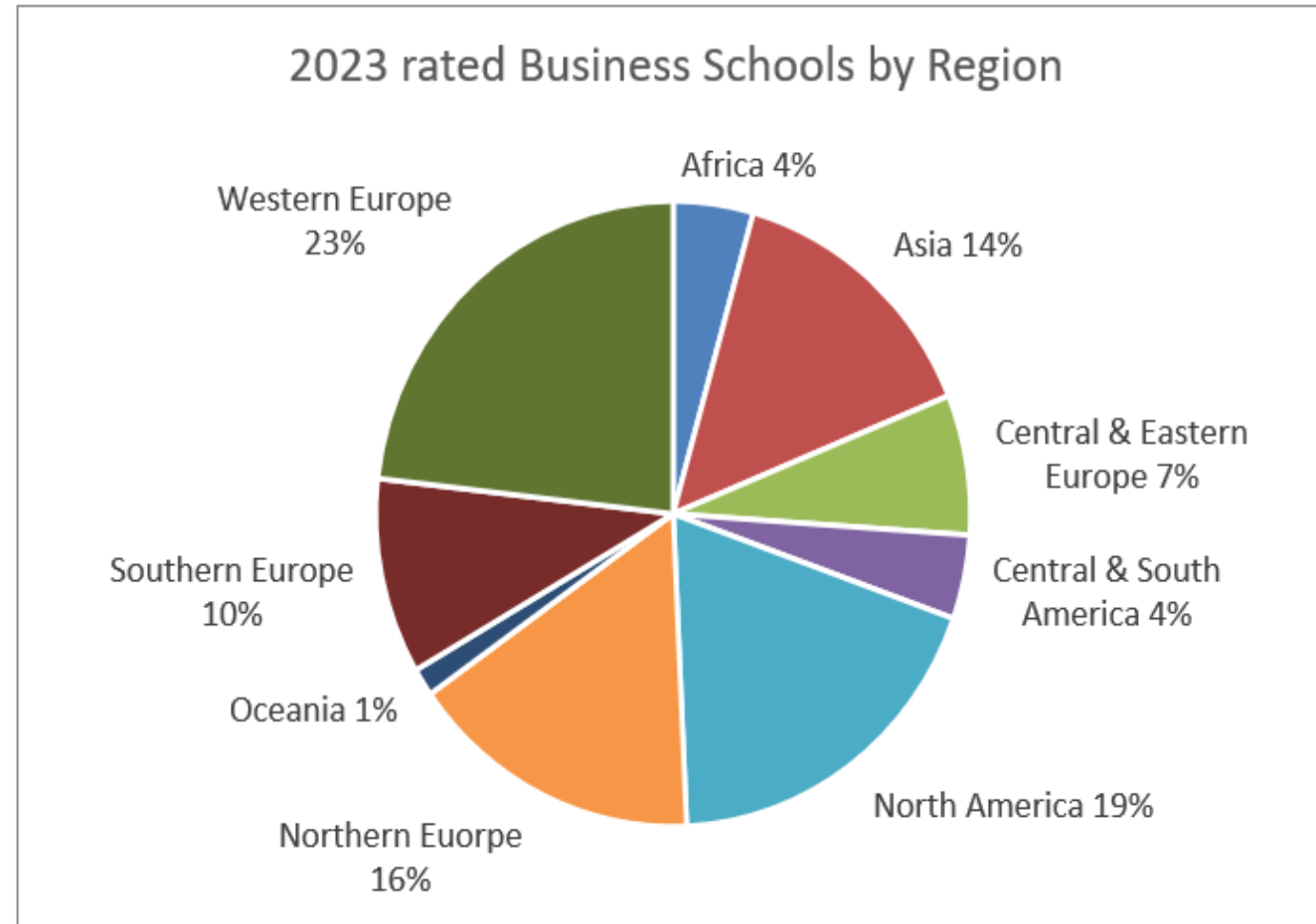
“The PIR survey will give us invaluable student feedback on how we as a school are doing on sustainability. And together with our students we will be able to do more and better for sustainability.”

Karen Spens, President, BI Norwegian Business School

Capturing the voice of 12'800 students

Participation

- 71 schools participated
- 69 schools rated (47 in 2022)
- 25 countries and 5 continents
- 12'836 (8'141) students
- 181 student responses per school (min. required: 100)
- 87% of rated schools AACSB accredited, 48% EQUIS accredited
- 33% PIR schools ranked by CK GMBA, 32% by FT MiM (Top 100 for both)
- 49 schools from developed economies, 20 schools from developing economies



The Positive Impact Rating Model

3 areas, 7 dimensions, 20 questions, scale 1 to 10

Best, **average** and **lowest** and performing dimensions



Energizing



Governance



Culture



Educating



Programs



Learning Methods



Student support



Engaging



Institution as a role model



Public Engagement

What do students want from their schools?

STOP

- **Waste** on campus (energy, plastic, paper, food)
- **Ignoring us**
- Downplaying **diversity and fairness**
- **Greenwashing** and **unethical partnerships** with business
- **Overloading** us

START

- **Integrate sustainability broadly into the curriculum** – and make it **mandatory**
- Address **relevant practical problems and solutions**
- Integrate **stakeholders from business and society** into the learning process
- Innovate the **learning methods**
- Make sure the teaching faculty is **open-minded** and **committed to the topic**

PIR RATING 2023

Rated schools by level and in alphabetic order



Level 5: Pioneering Schools (7 schools – Avge. Score 9.2)

- CENTRUM PUCP Business School, Peru
- Goa Institute of Management, India
- HKUST Business School, Hong Kong, China
- IIM Bangalore, India
- S. P. Jain Institute of Management & Research, India
- Woxsen University School of Business, India
- XLRI Xavier School of Management, India

PIR RATING 2023

Rated schools by level and in alphabetic order



Level 4: Transforming Schools (39 schools – Score 7.8)

- Aalto University School of Business, Finland
- Antwerp Management School, Belgium
- Audencia Business School, France
- BSB Burgundy School of Business, France
- Colorado State University College of Business, USA
- Drake University Zimpleman College of Business, USA
- Drexel University LeBow College of Business, USA
- EADA Business School, Spain
- EAE Business School, Spain
- ESADE Business School, Spain
- Excelia Business School, France
- Fairleigh Dickinson University Silberman College, USA
- Fordham University Gabelli School of Business, USA
- GIBS Gordon Institute of Business Science, South Africa
- Glasgow Caledonian University Glasgow School for Business and Society, UK
- Gordon S. Lang School of Business and Economics, Canada
- Grenoble Ecole de Management, France
- IESEG School of Management, France
- IIM Indore, India
- IMC University of Applied Sciences Krems, Austria
- Imperial College Business School, UK
- INCAE Business School, Costa Rica
- IPADE Business School, Mexico
- Iscte Business School, Portugal
- ISEG Lisbon School of Economics & Management, Portugal
- Kozminski University, Poland
- Monash Business School, Australia
- Nova School of Business and Economics, Portugal
- Rennes School of Business, France
- Saint Joseph's University Haub School of Business, USA
- Sobey School of Business Saint Mary's University, Canada
- Sprott School of Business, Canada
- Strathmore University Business School, Kenya
- University of Exeter Business School, UK
- University of St Andrews, UK
- University of Vermont Grossman School of Business, USA
- UPF Barcelona School of Management, Spain
- Wits Business School, South Africa
- XJTLU International Business School Suzhou, China

PIR RATING 2023

Rated schools by level and in alphabetic order



Level 3: Progressing Schools (23 schools – Score 6.8)

- Amsterdam School of International Business, Netherlands
- BI Norwegian Business School, Norway
- Concordia U John Molson School of Business, Canada
- Rowe School of Business, Dalhousie University, Canada
- EDHEC Business School, France
- EHL Hospitality Business School, Switzerland
- HHL Leipzig Graduate School of Management, Germany
- Jyväskylä U School of Business and Economics, Finland
- KEDGE Business School, France
- Leeds School of Business U of Colorado Boulder, USA
- Luiss Business School, Italy
- Maastricht U School of Business and Econ., Netherlands
- Montpellier Business School, France
- Newcastle Business School, UK
- Sasin School of Management, Thailand
- SGH Warsaw School of Economics, Poland
- Universal Business School, India
- University of Economics and Human Sciences Warsaw, Poland
- Univ. of Gothenburg School of Business, Econ. and Law, Sweden
- U of Namur Faculty of Ec., Social Sc. and Business Adm., Belgium
- University of Turku School of Economics, Finland
- Wroclaw University of Economics and Business, Poland
- ZHAW School of Management and Law, Switzerland

Who is behind the PIR?

PIR association, endorsers & supporters, student organizations, partners

PIR Association



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The Institute for Business Sust.

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Endorsed & supported

Environment



Society



Economy



Network
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Liechtenstein

International Student Organizations



Partners



If not us, who... If not now, when?

Existing PIR schools:

1. Curriculum integration now
2. Bring in societal actors
3. Innovative learning methods
4. Engaged faculty & staff
5. Clean up your act
6. Stop unethical partnerships

Join a
PIR
working
group

Interested in becoming a PIR school:



Register
any time
here

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<https://www.positiveimpactrating.org>
<https://oikos-international.org>