

JAMK UNIVERSITY OF APPLIED SCIENCES, SCHOOL OF BUSINESS**Progress on PRME**

JAMK University of Applied Sciences is an international higher education institution situated in Central Finland. JAMK is a multidisciplinary university of applied sciences that awards degrees in the fields of business administration, health and social studies, technology, teacher education and bioeconomy.

The School of Business of JAMK University of Applied Sciences offers bachelor's and master's degree programmes both in English and in Finnish. We offer both SMEs and the public sector solutions for improving competitiveness. We create business concepts and promote the renewal of services. We also offer continuing education and R&D services. The School of Business has been a member in PRME since 2011, thus this is our fourth report of progress.

The School of Business includes four departments, which promote responsible management, education and operations in their activities. The departments are: Business and Entrepreneurship, Global Business Management, Tourism and Hospitality, and Research and Development. When considering the whole unit of School of Business, it is significant that since our last report we have chosen 'Ethics, Responsibility and Sustainability' to be one of the four strategic goals for 2017 – 2020.

Our commitment and many of the activities reported in our earlier reports are still valid. Since 2016 new virtual and contact courses have been developed and launched in all degree programmes. Sustainability and responsibility as the main focus is still most visible in the curricula of the Tourism and Hospitality department with their 'Sustainable gastronomy' programme and 'Responsible Tourism' focus.

Since our last report, we would like to highlight the following proceedings/events taken place that directly concern responsibility. The project 'JAMK United for Refugees' that aimed to contribute to the situation and prospects for refugees, organised by the Global Business Management department, has evolved to the New Horizons project (www.jamk.fi/en/newhorizons). The New Horizons is a game that contributes to students' awareness of cultural diversity. There are already several New Horizons-like projects in Europe, which have sprung out of our JAMK project.

The Tourism and Hospitality department organized again an international conference on responsible tourism (International Conference on Tourism Research 21-23.3.2018). There was also a workshop organised together with the founder of ICRT hub, Harold Goodwin.

Below you can find some of the proceedings within the past two years that are relevant when considering the PRME principles:

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.)

Our aim is to advance the integration of sustainability and corporate responsibility broadly in our different activities in order to be able to develop the capabilities of our students to identify, face and tackle the many problems of our present time. We have continued the integration of these issues more deeply to the curricula for master's degree students both in hospitality and tourism management, and business competence and entrepreneurship programmes.

We encourage our students to choose sustainability oriented thesis topics, of which the following titles serve as examples: 'Stakeholder mapping for Finnish-Nepalese joint development project idea for organic agriculture' (Pönkkä, P., 2017), 'Creating market analysis tool for a waste-to-energy environmental company' (Smagina, Sv., 2017) and 'Future potential of insect food' (Kohl, A., 2016).

Within the New Horizons project we are now working on our third product, one that focuses on youth culture in Finland. Following the youth culture product we will focus on Russian and Slavic culture based on Russian immigrants in Finland and Russians in Russia and other Slavic nations.

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.)

Faculty members have been active in different academic and social forums within the field of sustainability and corporate responsibility, for example participating in the Finland's Sustainable Investment Forum (Finsif) activities and in the Finnish Future Society activities.

Principle 3. (METHOD: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.)

Educational frameworks, processes and environments that enable learning of responsible leadership are elaborated on in a research paper based on the data from the 'Responsible Management' –courses. The paper (Seppelin, S. & Törn-Laapio, A.: 'Towards Learning Environmental and Social Sustainability – Changing Paradigms of Teaching') will be presented in the HEIC18 conference in September.

We have got good results and feedback from students of our new Master's Degree Programme in Managing Networks, where students from different educational and professional backgrounds study together. Different units of JAMK offer the teaching and supervision in this programme where e.g. the theme 'diversity in organisations' play a relevant role.

Tourism is one of the focus areas in JAMK's strategy. Accordingly we have put effort on developing our educational frameworks, materials and processes in that area. A new course, 'Responsible Tourism', aimed at our degree students was launched in spring 2017. In spring 2018 we also launched an education programme aimed at professionals working in tourism sector who are not our degree students. This programme is called: Responsible Product Development in Tourism, and it takes 1.5 years to complete it. Sustainable gastronomy programme integrates and evaluates the whole process from 'farm to fork' in the light of environmental effects and other dimensions of sustainability.

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.)

Members of our faculty participated the 'International Conference on Responsible Tourism in Destinations' in Island in autumn 2017, which lead to memberships within two international research groups focusing on responsible tourism.

Research advancing understanding about the role, dynamics and ethics of enterprises and organisations published by faculty members include eg. Saukkonen, J. & Vääntinen, K. (2016) 'Development trajectory of an innovation-based environmental technology start-up' and Hiekkataipale, M. (2018) 'Between a Rock and a Hard Place: Middle Managers' Ethical Decision Making and Behaviour in the Organizational Context' (dissertation).

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.)

Within research projects carried out by the Research and Development department together with local business actors, responsibility issues are taken into consideration. Within the strategic area of tourism we emphasize tourism related to natural environments, physical exercise, well-being and responsibility. We focus on research and development activities and interaction with business managers and other actors to these sections. We are proceeding with a project that aims at establishing one of the lake areas in central Finland to get the status of Unesco biosphere resort. In addition to tourism sector we have also carried out customer-assigned applied research projects eg. for health care/biomed and envitech companies.

Principle 6. (DIALOGUE: We will facilitate and support dialogue 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. We understand

that our own organizational practices should serve as example of the values and attitudes we convey to our students.)

JAMK acts as the co-ordinator of the International Centre for Responsible Tourism (https://www.jamk.fi/fi/Tutkimus-ja-kehitys/projektit/icrt-finland/icrtfinland_etusivu/ and <https://www.facebook.com/icrtfinland/>). There are actors from diverse stakeholders; eg. entrepreneurs, educational and communal organisations, third sector and governmental organisations in this centre. Within the ICRT network we have identified the major challenges concerning responsibility and directed our operations towards tackling these challenges.