



PRME Working Group on Gender Equality

Inaugural Webinar

Friday, 18 November 2011

PRIME

Principles for Responsible Management Education

- UN-backed initiative to change the **curriculum, research and learning methods** of management education based on UN Global Compact/Corporate Sustainability approach
- Launched in 2007
- 6 Principles



PRIME



United Nations Global Compact

Working Group Leadership

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The UN Global Compact

- World's largest corporate citizenship initiative
- Launched in 2000 by Kofi Annan
- Ten Principles in the areas of
 - Human Rights
 - Labour
 - Environment
 - Anti-Corruption
- Firms sign up (6000+) and promise to respect the Ten Principles
- Operates as a learning forum
 - Multi-stakeholder, including academia
- GC develops learning materials and initiatives on specific issues, such as
 - Climate change
 - Water
 - Investment
 - Women's Equality



Women's Empowerment Principles

- Launched by UNIFEM (now UN Women) and UNGC in 2009
- Goal: To “help the private sector focus on key elements integral to promoting gender equality in the workplace, marketplace and community.”
- Highlight the gender dimension of corporate citizenship
 - Corporate Leadership
 - Health, Safety, Freedom from Violence
 - Non-discrimination and Workplace Equality
 - Education and Training
 - Supply Chains and Marketing
 - Community Leadership/Philanthropy
 - Transparency and Reporting
- Engages stakeholders, including academics



The Working Group on Gender Equality

PRME Human Rights Webinar on the WEPs (Jan 2011):

- To consider the relevance of WEPs for the academic community
- To highlight the importance of embedding gender into business school curriculum around the world

Outcome: PRME Working Group on Gender Equality

- To integrate the WEPs into the work of PRME
- Launched in October 2011



Mission of the Working Group (WG)

- Bring together academics and employers in order to provide support and resources for integrating gender issues and awareness into management education, business school curricula, and related research to facilitate respect and support for the WEPs and PRME
- Go beyond current restrictive paradigm of diversity and equal opportunity to fully integrate gender into management education



Key Goals of the WG

- Develop a network of interested and engaged academics, employers and other stakeholders.
 - Business school disciplines and other faculties (eg. arts and sciences)
- Facilitate a global repository of resources (our discussion today!)
- Advocate for new research and the dissemination of knowledge on the integration of gender issues into management education.
- Conduct analysis of the GC participants and explore case study development.
- Work with other PRME partners and working groups to encourage the integration of gender issues into their activities.
- Promote awareness and facilitate the integration of gender issues into management education and research, in alignment with the goals of the WEPs.



The Global Gender Equality Repository

- ✓ Creation of a central, easily accessible repository of links and information on the integration of gender issues into management education.
 - Will target faculty, deans and others in PRME member business schools across a range of disciplines and countries.
 - Will consist of three components:
 - Teaching resources,
 - Research materials, and
 - Organizations, programs & other resources.



Gender Equality Repository Objectives

- Document the current landscape: identify resources and best practices in business school curricula and research.
- Identify gaps in these resources, which can be the focus of future Working Group activities.



First Steps

- Initial focus will be on curriculum, e.g., syllabi, case studies, class projects; subsequent work will incorporate research on gender issues.
- Are targeting the June 2012 PRME Global Forum in Rio for official launch of the global gender equality repository.
- Will be identifying key organizations, programs and other related resource sites on an on-going basis.



Teaching Resources

[A] Curriculum Material Search Engines

□ Beyond Grey Pinstripes

www.beyondgreypinstripes.org

- Focus on MBA programs, and on
- Social, environmental, ethical and economic perspectives
- Searchable database of courses and syllabi, including numerous entries on gender.



Teaching Resources

[A] Curriculum Material Search Engines

□ CasePlace

www.caseplace.org

- Searchable database of teaching resources, including gender issues/topics:
 - Cases
 - Policy & Issue Reports
 - Articles
 - Syllabi



Teaching Resources

[B] Professional Academic Associations

These associations often include materials to assist faculty in incorporating gender-related topics into their courses.

See, for instance:

- ❑ American Accounting Association (AAA)
 - Gender Issues and Worklife Balance Section. <http://aaahq.org/GIWB/gis.html>
- ❑ Academy of Management (AoM)
 - Division on Gender & Diversity in Organizations. http://division.aomonline.org/gdo/inside/inside_domain.htm
- ❑ American Economics Association (AEA)
 - Committee on the Status of Women in the Economics Profession <http://www.cswep.org>



Teaching Resources

[C] Other Organizations, Programs & Resources

Examples of other organizations and initiatives that provide information and links that will help faculty integrate materials on gender-related topics into their courses, include:

- ❑ *Aspen Institute Center for Business Education (CBE)*
<http://www.aspencae.org>
 - Wealth of materials and links for faculty to assist in incorporating social, environmental and ethical issues into their courses, research and activities.
 - Host of Beyond Grey Pinstripes & CasePlace search engines.



Teaching Resources

[C] Other Organizations, Programs & Resources

□ *The Gender Equality Project (GEP).*

<http://www.genderequalityproject.org>

- A Swiss Foundation committee dedicated to “creating a world where women and men are equally valued and respected in all aspects of economic, political and social life.”
- Partner with the World Economic Forum in global certification program in gender equality.



Teaching Resources

[C] Other Organizations, Programs & Resources

□ *Gender Equality Principles Initiative (GEP Initiative)*
<http://genderprinciples.org>

- Helps companies worldwide achieve greater gender equality through implementation of the Gender Equality Principles.
- Partners include the San Francisco Department on the Status of Women, Calvert Group, Ltd., and Verité.



Timeline for Creating the Teaching Component of the Repository

Solicitation of volunteers
[Submit interests to Working Group Co-Facilitators]

Nov. 18-Dec. 2, 2011

Creation of discipline/theme-based sub-groups
and identification of coordinators.

Dec. 2-14, 2011

Progress Reports of the sub-groups due to the
Working Group Co-Facilitators & Steering Committee

Jan. 16, 2012

Webinar, Sub-group presentations

Feb. 3, 2012

Identification of next steps

Feb. 3, 2012

Launch of the Working Group Gender Equality Repository

June, 2012



Examples of Sub-Group Disciplines/Themes

Accounting
Anthropology
Corporate (Social) Responsibility/Business Ethics
Economics
Finance
Management
Marketing
Quantitative Methods
Sociology
Other



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Sub-Group Assignment

- ❑ Identify relevant search engines, professional academic associations, & other organizations or programs focused on providing materials and links that will assist faculty in integrating gender issues and awareness into management education in the assigned discipline/theme.
- ❑ Provide overview of the resources available and their links.
- ❑ Highlight specific examples of the materials available, e.g., syllabi, course materials, best practices.



Action Item

By Friday, December 2, 2012:

- Please send an email to the Working Group Facilitators (mkilgour@ustboniface.mb.ca and pflynn@bentley.edu) and Coordinator (csuri@unglobalcompact.net) indicating which discipline or thematic area(s) you are willing to work on (with a sub-group) in development of the teaching component of the Gender Equality Repository.
- Also, please indicate whether you are interested in volunteering to coordinate a themed group or Wikispace category. (<http://prmegenderequalityworkinggroup.unprme.wikispaces.net/>)

