

PRME Sharing Information on Progress Summary

2025



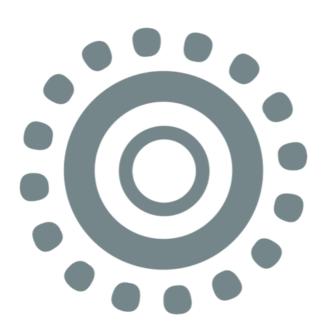




Acknowledgement of Country

La Trobe University acknowledges our campuses are located on the lands of many Traditional Custodians in Victoria and New South Wales. We recognise their ongoing connection to the land and value their unique contribution to the University and wider Australian society.

La Trobe University is committed to providing opportunities for Aboriginal and Torres Strait Islander people, both as individuals and communities, through teaching, learning, research, and partnerships across all our campuses.





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Foreword from the Dean



Mission

To develop and mobilise the knowledge and skills of people, organisations, and communities to create positive social impact and sustainable futures.

Vision

To be a leading Business School in the South-East Asia and Pacific regions, recognised for our work in transforming business and policy thinking, and promoting the well-being and sustainability of people, business, government, and communities.

As we reflect on the past year, I am proud to share the progress La Trobe Business School has made in advancing responsible management education. Our commitment to the Principles for Responsible Management Education (PRME) continues to shape our teaching, research, and partnerships since we first became a signatory in 2008, and a PRME Champion School in 2013, a title we proudly continue to hold today.

In 2025, we deepened our engagement with sustainability, equity, and ethical leadership across all areas of the School. From embedding SDGs into our curriculum to launching impactful research projects and fostering community partnerships, our work is driven by purpose and guided by values.

This Sharing Information on Progress (SIP) Summary Report captures the essence of our on-going journey—highlighting the voices of our students, staff, and partners. I invite you to explore the pages ahead and join us in building a future where business is a force for good.

Professor Suzanne O'Keefe Dean, La Trobe Business School





Meet the La Trobe Business School PRME Committee



Dr Swati Nagpal **Committee Chair** Senior Lecturer, Management & Marketing



Dr Achini Adikari Lecturer, Business Information Systems



Dr Ashkan Hafez Alkotob Lecturer, Management & Marketing



Dr Bernard Njindan lyke **Committee Co-Chair** Lecturer, Finance



Asemeh Pousti Casual Academic & HDR Student



Dr Doureige Jurdi Lecturer, Finance



Erica Klaymi

Committee Co-Chair

Manager, Quality &

Accreditation



Dr Emesto Valenzuela Dominguez Senior Lecturer, Agribusiness & Resource Economics



Honest Jimu HDR Student



Dr Mahdi Vesal Senior Lecturer, Management & Marketing



Dr Malliga Marimuthu Senior Lecturer, Marketing



Niluka Jayaweerage HDR Student



Rabeel Khan Casual Academic & HDR Student



Tahnee Reid Senior Admin Officer



Thi Thuy Trinh Cao HDR Student



Dr Tim Clune Senior Lecturer, Management & HRM

Contact Us

Dr Swati Nagpal, Senior Lecturer & PRME Committee Chair

E: <u>S.Nagpal@latrobe.edu.au</u>
La Trobe Business School

E: <u>LaTrobeBusinessSchool@latrobe.edu.au</u>
W: https://www.latrobe.edu.au/business







The <u>La Trobe Business School</u> is enhancing learning through education and research that is future-focused, applied, innovative, and responsible.

Our goal is to become one of Australia's pre-eminent business schools as measured by our innovative courses, the success of our graduates, the positive social impact of our research, and the strength of our partnerships.

Through our worldwide network of partnerships and collaborations, we are uniquely positioned to deliver innovative solutions, to act on opportunities, to educate the next generation of ethical business leaders and produce impactful research that benefits business and society.

Our students have outstanding placement opportunities and access to industry projects that expose them to a range of business environments. They are also encouraged to engage globally through our mobility programs. We have education and research partnerships in China, Germany, India, Singapore, Vietnam, Sri Lanka, and the United Kingdom.

We use the <u>United Nations Sustainable Development Goals</u> and <u>United Nations</u>

<u>Principles for Responsible Management Education</u> to guide everything we do. We also collaborate closely with industry. Our <u>School Advisory Board</u> and <u>Course Advisory</u>

<u>Committees</u> help develop strategic relationships with business, government and the community.

The result: We graduate professionals with a commitment to positive social impact.

Learn more about our School Executive and student success measures here

2024 Statistics	Number
Graduates	730
Doctoral Students	95
Faculty & Staff	104
Student Enrolment at LBS	5030



About PRME

<u>The Principles for Responsible Management Education (PRME)</u> is a United Nations supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

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. Driven by its mission to transform management education, 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 organized relationship between the United Nations and management-related higher education institutions.

Antonio Guterres Secretary-General (2017 - Present)



"The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs)."



an initiative of the United Nations Global Compact





Evolution of our PRME Commitment

2008–2011: Foundations & Early Commitments

- LBS becomes one of the first Australian signatories to PRME.
- Launch of Graduate Certificate in Corporate Responsibility and sustainability-focused subjects.
- Submission of first SIP report (2010).
- La Trobe University joins the UN Global Compact and publishes its first sustainability report.

2016-2019: Global Recognition & Accreditation

- · Reconfirmed as a PRME Champion.
- Achieves AACSB accreditation (2019).
- Co-hosts PRME Chapter, Champions Meeting, and CR3+ Conference.
- Launch of La Trobe Climate Network.
- MBA enters Corporate Knights Better World MBA rankings.

2022-2023: Strategic Integration & Governance

- Formalisation of a School-wide PRME Committee.
- PRME and SDGs are included as key pillars of the School's refreshed 2023-2025 strategy.
- Reconfirmed as a PRME Champion for 2024–2025.

2012–2015: Structural Change & Integration

- Formation of La Trobe Business School (2012).
- Joins the pilot phase of PRME Champions (2013).
- Introduces Sustainability Thinking into all university degrees.
- · Commits to fossil fuel divestment.
- Launch of BUS2SUS core undergraduate subject on sustainability.

2020-2021: Deepening

Impact

- EFMD accreditation (2020); MBA ranks 18th and 14th in global sustainability MBA rankings.
- La Trobe ranks 4th globally in THE Impact Rankings.
- Begins University-wide SDG strategy alignment.

2024-2025: Advocacy & Scaling Impact

- Release of Sustainable Events Guide.
- · Responsible Al strategy developed
- Focus on scaling PRME Champion projects and contributing to PRME Commons and Manifesto.
- Launch of the SDG Research Dashboard using
- Development of cross-disciplinary subjects in Responsible Al.
- · Sixth and Seventh SIP report submitted







Purpose



As a PRME Champion School since the program's pilot phase, we remain deeply committed to embedding the Principles for Responsible Management Education (PRME) and the UN Sustainable Development Goals (SDGs) into our teaching, research, partnerships and operations.



The 2025 Sharing Information on Progress (SIP) Report marks a critical inflection point in our journey. Professor Suzanne O'Keefe, LBS Dean highlights that this reporting cycle marks a shift from ambition to integration. Sustainability and responsibility are no longer optional or peripheral, they are central to our curriculum design, strategy, and operations.

Over the past two years, we have sown the seeds of the University's <u>Sustainability Strategy</u>, which positions sustainability as a whole-of-institution priority. At LBS, we have embraced this vision with enthusiasm and urgency. Notable highlights include:

- A strengthened emphasis on social impact in our AACSB (Association to Advance Collegiate Schools of Business) reaccreditation.
- Launching a school-wide Al Strategy, introducing new crossdisciplinary subjects in Responsible Al, and piloting an SDG Research Dashboard powered by machine learning.
- The creation of a cross-disciplinary LBS PRME School Committee.
- Continued and deepened engagement with SDG-related themes in our curriculum, research and engagement that you will read about in this report.

These initiatives signal a deepening of our ethical focus that equips students not only with skills for business success, but with the mindset to lead in a volatile and values-driven world.





Purpose



Purpose in Action: A Culture of Impact

At LBS, purpose is action-oriented. Our curriculum now integrates sustainability horizontally across all year levels, empowering students in advancing sustainability initiatives and shaping subject co-design. Studnets are also assessed on their ability to apply responsible management in real-world settings. Students work directly with industry partners on projects that address social, environmental, and ethical challenges. In 2024 LBS Staff launched a Sustainable Events Guide, developed new and revised existing subjects aligned with the SDGS, received cabon literacy certification, and continued our work on the La Trobe Energy Analytics Platform (LEAP) to help reduce institutional emissions.

Our research culture is similarly driven by impact. Across disciplines, faculty are exploring themes including Indigenous entrepreneurship, inclusive employment, sustainable agriculture, and climate adaptation. Our researchers are increasingly taking the lead in socially relevant scholarship that spans sectors and geographies.

Looking Forward: Our Strategic Priorities

We acknowledge that this work is iterative and ongoing. As we look to the future, our priorities include:

- Scaling our research impact through stronger data infrastructure and partnerships.
- Deepening curriculum renewal to reflect Indigenous knowledge, climate action, and inclusive economies.
- Expanding student voice in shaping sustainability initiatives and course design.
- Enhancing staff development in sustainability literacy and responsible management practice.

A Shared Mission

Over 80% of LBS staff are already actively involved in advancing responsible management education through their teaching, research, and leadership. This reflects a school-wide alignment around a shared purpose: to foster a more just, sustainable, and ethical global economy.

We thank our staff, students, alumni, and partners for their ongoing commitment. Together, we are building a business school that is future-focused, applied, inclusive, and responsible.





Purpose



OUR CORE VALUES AND GUIDING PRINCIPLES, WHICH UNDERPIN OUR PURPOSE AND VISION. DRIVE EVERYTHING WE DO.

Our aspirations and ethos of working are rooted in the La Trobe values and cultural qualities:



WE ARE ACCOUNTABLE

We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest ethical standards.



WE ARE

We are a locally rooted and globally connected Business School. We harness our global reach and engagement to the benefit of our local and regional communities and businesses.



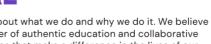
WE ARE INNOVATIVE

We undertake innovative and impactful research to solve the big challenges of our time. We turn theory into practice to educate and prepare highly employable graduates and transform business and policy.



CARE

We care about what we do and why we do it. We believe in the power of authentic education and collaborative partnerships that make a difference in the lives of our students and communities



We place great emphasis on and use the United Nations Sustainable Development Goals (SDGs) to guide our educational, research, and external engagement programs. However, while we support and work to underpin our work through all SDGs, we specifically give attention and direct action to the specific goals:

- SDG 3: Good health and wellbeing
- SDG 4: Quality Education
- SDG 8: Decent work and economic growth
- SDG 9: Industry, innovation, and infrastructure
- SDG10: Reduced inequalities
- SDG12: Responsible consumption and production
- SDG 13: Climate action
- SDG16: Peace, Justice, and Strong Institutions.

Our future focused - applied - innovative - responsible values align with the PRME and signal our support of the UN SDGs. In our teaching and vision for graduates we promote responsible management and reflect the United Nations PRME in subject and course delivery and learning outcomes, as well as assurance of learning processes. In our research we adopt responsible research principles to transform business practice and make a difference in our own and our communities' understanding and practice of business. In our community engagement we enable adoption of responsible and inclusive practices, as well as sustainable technologies, to be a Business School for a better future.





Values



We place responsibility and accountability to society and the planet at the core of everything we do.

Who Leads This Work?

Our commitment to PRME and the SDGs is driven by a wide range of actors across the School:

- <u>Senior Leadership</u> sets strategic direction, ensuring that sustainability and ethics are embedded in governance and resource allocation.
- **Interdisciplinary teams** collaborate across programs and research domains to ensure that PRME values are integrated, not siloed.
- **PRME Committee** continues to oversee institutional alignment with the seven PRME principles, providing both accountability, innovation and important advocacy to advance sustainability in the School.

This whole-of-school approach ensures that values are not isolated within sustainability-focused subjects or departments but are deeply embedded.

Student Voices: Responsibility in Action

Values come alive when they are experienced and few stories better illustrate this than that of **Samantha Rosella**, a Bachelor of Commerce student who undertook a Work-Based Learning placement with Whittlesea Community Connections, a grassroots organisation supporting marginalised communities in Melbourne's north.



"I helped launch the Food Collective — a social enterprise café offering employment and training to youth and migrant communities. Seeing the café open was rewarding. I gained technical skills, but more importantly, I learned about teamwork, empathy, and working in a values-driven environment."

Samantha's placement exemplifies how LBS students are applying responsible management principles in authentic, community-based contexts and developing an understanding of the social impact of business.





Values



Celebrating Our Shared Values

Our commitment to values is also reflected in how we celebrate diversity, inclusion, and social justice across the School. For example:

- Indigenous Week at La Trobe offers a series of community and campus events that educate and empower staff and students to engage with Indigenous perspectives.
- Initiatives across the University elevate awareness of ethical leadership, inclusive economies, and cultural accountability.
- These efforts are part of a broader strategy to create a learning environment where respect, fairness, and social responsibility are lived every day, not only taught.







Teach



At La Trobe Business School (LBS), teaching is the cornerstone of our commitment to responsible management education. We create learning environments that empower students to explore the intersection of business, ethics, and sustainability, thus preparing them to lead in a world defined by complexity, interconnectedness, and urgent global challenges. We create positive impact with subjects supporting multiple United Nations Sustainable Development Goals.









Curriculum for a Complex World

In 2025, a diverse range of subjects across our undergraduate and postgraduate programs reflected this ethos. A sample of these offerings includes courses in sustainable finance, ethical auditing, global business strategy, and workplace inclusion. Each of these subjects is designed to foster critical thinking and real-world application of responsible business principles.

For example, students in **Sustainable and Responsible Finance** learn how to embed ESG criteria into investment decisions, while those in **Advanced Audit and Assurance** examine the role of ethics and sustainability in audit practices. Other subjects develop students' capacity to navigate cross-cultural dynamics, climate change economics, analyse sustainability reports, and apply SDG frameworks to business decision-making.







Teach



Innovations in Teaching

Our educators are reimagining business education by embedding sustainability not just in subject content, but in practical tools students can use in their future careers, thus responding to the evolving demands of professional practice across disciplines.



Associate Professor Buly Cardak

was awarded the 2024 LBS Teaching Award for redesigning the Economics Capstone (Public Policy and Its Impacts) to integrate policy literacy, stakeholder consultation, and applied economic reasoning. The subject challenges students to produce regulatory impact statements and policy briefs that mirror real graduate roles.



Dr Kate Mai, a Senior Lecturer in Accounting led the redesign of the Bachelor of Accounting to embed sustainability throughout. Her teaching philosophy emphasises integrated thinking, ethical reflection, and assessment aligned to real-world dilemmas. "Accounting is not just about recording numbers," she says. "It's about defining what we're accountable for — financially, socially, and environmentally."



Research



Our researchers study people, organisations, institutions, and global systems to address the complex challenges facing communities and economies today. We define research as a systematic, ethical process of creating and translating knowledge to inspire responsible management practice and contribute to sustainable development. This approach moves beyond traditional metrics, focusing on tangible outcomes that improve lives, inform policy, and drive positive change.

Impact Through Partnership and Innovation

Across local, national and international partnerships, we led research that translated into community engagement, policy influence, and practical tools. These collaborations are crucial for ensuring our research is not only academically rigorous but also practically applicable. Notable examples include:

- Technological Solutions for Sustainability: A quantum-powered optimisation system to reduce energy emissions in data centres, developed with industry partner NEXTDC, directly addressing the environmental footprint of the digital economy
- <u>Advancing Healthcare Efficiency:</u> A new AI decision-support tool, created in collaboration with St Vincent's Hospital, to improve emergency hospital admissions and patient flow, enhancing healthcare delivery.
- Fostering Social Equity: Evidence-based models to support employment pathways for disadvantaged jobseekers, working with organisations like Corrections Victoria to create more inclusive economic opportunities.
- Enhancing Corporate Responsibility: The development of carbon accounting frameworks for maritime transport and ESG dashboards for real estate compliance, providing industries with the tools needed for transparent sustainability reporting.
- <u>Understanding Human Behaviour</u>: Behavioural research on green marketing, recycling behaviour, and climate communication, offering insights into how to encourage more sustainable consumer and citizen actions.

Notably, our researchers collaborated directly with organisations such as Corrections Victoria, St Vincent's Hospital, and NEXTDC, as well as government agencies and NGOs, contributing to national media, open-access platforms and public discourse. This active engagement ensures our findings reach beyond academia to influence public opinion and policy debates.





Research



Driving Systemic Change and Shaping Practice

Our research also creates systemic change. For example, projects on hybrid entrepreneurship, food innovation, and responsible service recovery are shaping practice across sectors by providing new models for business and social enterprise. Meanwhile, our publications in leading international journals explore critical contemporary issues, such as the unintended effects of green finance regulation, the psychology of climate action via social media, and how ethical leadership boosts organisational performance. These studies contribute to a deeper, more nuanced understanding of the complex interplay between business, society, and the environment.

Professor David A. Fleming-Muñoz exemplifies the School's commitment to transformative research that bridges disciplines and reshapes real-world practice. As co-lead of the Agri-food Business, Economics and Policy domain within the La Trobe Institute for Sustainable Agriculture and Food (LISAF), Professor Fleming-Muñoz's work tackles complex challenges in food security, sustainability, and regional development.



"Sustainability challenges, including food security and resilience, don't sit neatly within one discipline. By integrating economics, supply chain, agronomy, and social sciences, we can develop holistic solutions that are robust, scalable, and responsive to real-world issues."

— Professor David A. Fleming-Muñoz



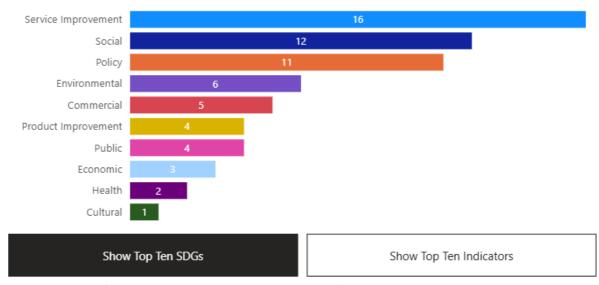
Research



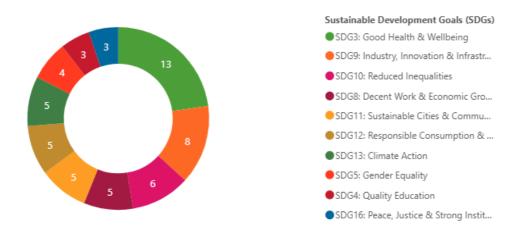
Measuring What Matters: Real-World Impact

Finally, we recognise that research impact is not only about citations but about improving lives. In 2024–2025, LBS reported **service improvement** as the most frequent form of research impact (16 cases), followed by **social impact** (12) and **policy influence** (11). Our strongest SDG contributions were to SDG 3 (Good Health and Wellbeing), SDG 9 (Industry, Innovation and Infrastructure), and SDG 10 (Reduced Inequalities)—reinforcing our mission to create knowledge that matters.

Impact Cases by Impact Type (Impact Status of Pathway or Beyond)



Top Ten SDGs (Impact Status of Pathway or Beyond)







Partner



We recognise the pivotal role of partnerships in enriching the educational experience, fostering innovation, and driving societal impact. Our collaborative ethos extends across institutional alliances, strategic collaborations, and global engagement initiatives, all underpinned by a commitment to excellence and responsible business practices.

We define partnership as working alongside diverse sectors to build sustainable prosperity through accountable practice, ethical governance, and the responsible use of technology. Through formal agreements and active engagement, our network of partners enriches student learning, supports research translation, and amplifies our social impact.

Institutional Partnerships

We maintain global recognition through affiliations with:

- <u>Association to Advance Collegiate</u> <u>Schools of Business (AACSB)</u> – reaccredited in 2024
- <u>European Foundation for</u> <u>Management Development (EFMD)</u>
- <u>UN PRME</u> a signatory since 2008
- Responsible Research in Business & Management (RRBM)
- •Rankings partners like <u>QS</u> and <u>Times</u> <u>Higher Education (THE)</u>

These affiliations not only benchmark our performance globally but also connect us to an international ecosystem of best practice in responsible management education.





Partner



Strategic Collaborations

Our partnerships span sectors and purposes. Highlights include:

- <u>Carlton Football Club</u> our exclusive higher education partner since 2016.
 Through the Carlton College of Sport and integrated placements, students gain firsthand experience in sport management and business operations.
- NORTH Link an economic and regional development partner since 2003. This partnership advances curriculum design, research alignment, and workforce planning across Melbourne's north, particularly through the **Digital Innovation Hub** and **Data Analytics student projects**.
- <u>National Australia Bank (NAB)</u> collaborated on a live business analytics challenge to enhance disaster relief grants. Students worked on ethical, datainformed solutions mentored by NAB's sustainability team, bridging social impact and technical capability.
- Royal Nut Company partnered with our Bachelor of Business (Supply Chain and Logistics) program to offer real-world experience in ethical sourcing and operations.
- <u>Enactus</u> LBS supports student-led social enterprises through our Enactus chapter, connecting business learning with sustainable community outcomes.

Global Engagement

As a signatory to the United Nations PRME since 2008, LBS contributes actively to the global conversation on sustainability in business education. Our commitment is visible through consistent SIP reporting, contributions to PRME working groups, and alignment of curriculum and research to the UN SDGs.

These partnerships extend our reach, challenge our thinking, and help ensure that our graduates are equipped not only with knowledge, but also with the networks, values, and insights needed to lead in a rapidly changing world.





Practice



We define *practice* as the application of responsible management principles across all aspects of School operations: from campus sustainability to staff equity policies, procurement decisions, and leadership accountability. Our approach reflects a belief that meaningful change begins from within.

Embedding Responsibility in Governance and Operations

Our practices are anchored in a robust institutional framework of over 40 publicly accessible policies and procedures aligned to responsible management values. These include:

- Equity, Diversity and Inclusion (EDI): Policies ensure representation, safety, and access for all staff and students, including specific frameworks for disability, gender equity, and support for transgender and gender-diverse individuals.
- Sustainability & Climate Action: The University's 2025–2055
 Sustainability Strategy informs LBS operations, supported by green travel guides, zero-waste initiatives, and ethical procurement standards.
- Governance & Integrity: Codes of conduct, information security, academic integrity, and AI responsibility policies guide our ethical leadership and compliance culture.







Practice



In 2024, LBS introduced a Sustainable Events Guide, providing practical tools and recommendations to ensure that all School-hosted events, from conferences and symposiums to student engagement activities, align with sustainability principles. This guide encourages staff and organisers to consider waste minimisation, local sourcing, energy efficiency, accessibility, and inclusivity in their event planning. It represents one of many steps we've taken to embed responsible practice into everyday decisions and interactions.



All academic and operational decision-making, including curriculum design, recruitment, research, and travel, is evaluated through a sustainability and ethical impact lens. In 2024, LBS continued to align its internal strategies with the United Nations Sustainable Development Goals (SDGs), ensuring our day-to-day practice reflects our long-term purpose.

Our commitment goes beyond compliance. As an integral part of La Trobe University, LBS contributes to the university's broader transformation toward a net zero carbon future and a campus culture that champions social justice, reconciliation, and innovation. From reducing greenhouse gas emissions to increasing access to flexible work, our efforts are practical, measurable, and transparent.

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Share



As a PRME Champion School, we are committed to translating the outcomes of our teaching, research, and engagement into accessible, actionable knowledge that benefits society. Through open forums, strategic events, collaborative research, and transparent reporting, we seek to enable collective learning and contribute to the global dialogue on sustainability and responsible management.

Translating Knowledge Into Impact

In 2024–2025, LBS curated and contributed to a broad array of webinars, panels, summits, and research dissemination platforms. Highlights include:

- <u>Digital Health Week 2025</u>: A multi-institutional collaboration exploring equity-driven digital transformation in healthcare.
- <u>Food Innovation Webinar</u>: A cross-sector dialogue on food systems with experts from academia and industry.
- <u>Scope 3 Emissions Research</u>: A landmark KPMG co-authored report led by LBS's Associate Professor Neale O'Connor, analysing emissions disclosures across 338 companies in Asia Pacific.
- <u>Sustainability Forum with Carlton in Business</u>: Brought together corporate sustainability leaders to explore sustainable innovation in business models.
- Innovation Synergy Series: Sessions like "Bridging Minds and Markets" addressed sustainable agri-business through research and industry expertise.
- Al in Medicine & HR Webinars: Explored ethical applications of Al in healthcare and workforce development.
- Engineers Australia Feature: Highlighted LBS-led research on water requirements in green hydrogen supply chains, reinforcing the School's contribution to decarbonisation strategies.

These engagements not only extend our influence beyond campus but also strengthen our relationships with industry, policymakers, and the public.







Share



Accessible Engagement Channels

LBS communicates its sustainability vision and performance with:

- Students, faculty, and staff
- Industry and professional networks
- Accreditation and ranking bodies
- Government and civil society
- Global research and academic networks

We encourage participation through public events, consultation forums, industry panels, and advisory boards, ensuring multiple pathways for stakeholder input and collaboration.

Reflections and Challenges

Despite our strengths, LBS continues to navigate barriers such as inconsistent media visibility and the need for more frequent communications. Recognising these challenges, we are actively improving how we update and engage our audiences across platforms. Whether publishing global reports, hosting local forums, or contributing to interdisciplinary research, we are committed to shaping conversations that inspire responsible business practice and sustainable futures.









