

JIBS Responsible in Action biannual Progress Report November 2019



JÖNKÖPING UNIVERSITY

*Jönköping International
Business School*

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I. Letter from Jerker Moodysson Dean & Managing Director of JIBS



With increased awareness of contemporary challenges connected to social, economic and environmental sustainability, comes increased expectations on higher education institutes to act as responsible knowledge providers. The business school community has lately paid much attention to how business schools may contribute in addressing such grand challenges. By educating the leaders of tomorrow, business schools can improve or deteriorate the world. We should not underestimate the potential and responsibility that comes with this.

One of the guiding principles of Jönköping International Business School is to be responsible in action. While this may be an easy statement to make, it takes a lot of effort to actually stand by it. Being responsible in action means paying active and honest attention to ethics, responsibility and sustainability, even when it entails costs and sacrifices in regard to short term rewards. Being responsible in action means educating leaders guided by societal values rather than the maximization of individual returns. Most importantly, being responsible in action means not only awareness and reflexiveness, but also having the abilities and readiness to act in line with such awareness.

This report outlines a number of actions and achievements reflecting how we – in collaboration with a range of partners and stakeholders – stand by our commitment to being responsible in action. While the report covers the years 2018-2019, our commitment implies a never ending journey. As Dean and Managing Director of JIBS, I am proud of our achievements so far. I stand by my colleagues in their efforts to further integrate ethics, responsibility and sustainability in all areas of our school, thereby raising both awareness and decisiveness among students, staff and stakeholders.

A stylized, handwritten signature in black ink, appearing to read 'Jerker Moodysson'.

2. A word from Dr. Guénola Abord-Hugon Nonet, JIBS Champion for Responsibility in Action

It is with feelings of gratitude and hope that I will introduce our third JIBS Responsible in Action biannual report, describing our overall progress and ambitions.



In 2005, Sumantra Goshal published his alarming “Bad Management Theories are Destroying Good Practices” in the Academy of Management Learning & Education Journal, warning us that “by propagating amoral theories, business schools have actively freed their students from any moral responsibility” (Goshal, 2005, p.76).

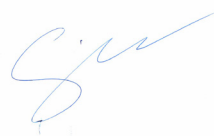
One of JIBS' founding values is responsibility in action, which reminds us of our duty to students, employees, stakeholders, and the Earth.

How do we evaluate our impact for responsibility in action and will we ever be able to declare that we have fulfilled our guiding principle? While many questions remain, we should also express our gratitude to all JIBSers and to our surrounding community. Together we strive to be a school that produces change for the sake of our societies, to solve social, environmental and economic challenges, and for the sake of our students' dreams.

Eleanor Roosevelt, known for her outspokenness in favor of equal rights, once said: “The future belongs to those who believe in the beauty of their dreams”. At JIBS, we want our students to believe in their dreams. We want them to have the same chances, if not better, to live on a healthy and inspiring planet. We see it as our duty to ensure continuous progress towards being responsible in action and we shall never cease to self-reflect and improve..

As a deep believer of positive reinforcement, I am pleased to introduce our progress and the steps taken to give shape to responsibility in action.

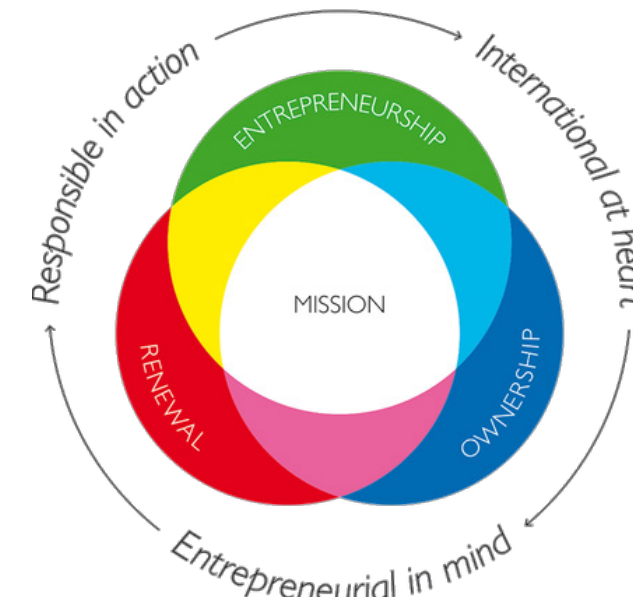
With gratitude to our motivated students, colleagues, alumni, partners and friends who are helping us progress, we look forward to increasing our impact.



Goshal, S. (2005). Bad Management Theories are Destroying Good Management Practices, Academy of Management Learning & Education 4(1): 75-91.

Mission

“To advance the theory and practice of business with specific focus on *Entrepreneurship, Ownership, and Renewal*”



Values

JIBS refers to three guiding principles:

Being *International at heart* represents our culture of always taking a global perspective on what we do, appreciating and respecting the diversity of the world that we seek to attract and influence.

Being *Entrepreneurial in mind* represents our spirit of being curious, imaginative, innovative, passionate and action-oriented.

Being *Responsible in action* represents our commitment to being a role model for ethics, responsible conduct, and sustainable business for everyone who connects with JIBS, whether it be our students or our external stakeholders.

3. A look at JIBS

We seek to nurture a strong environment of “engaged scholarship” through equal parts research, and practice with strong intent to increase the importance of JIBS in the broader society, which we call “increasing our impact”.

Here is how the mission statement translates into our identity and the impact it has on how we operate as an international business school:

- Mission in entrepreneurship: JIBS takes a more comprehensive approach to entrepreneurship, recognising it as a research area, a practice, and also a mindset.
- Mission in ownership: Our mission embraces management and governance in business ventures with the aim of explaining the characteristics, consequences, challenges and opportunities related to ownership of many kinds.
- Mission in renewal: The topic reflects the need to recognise and adapt to continuous change, including the wider social, cultural and environmental contexts in which organisations operate.

While there is no distinct **vision statement** at JIBS, we outspokenly seek to be recognised as a world-leading business school with the following characteristics: international, entrepreneurial, responsible, research based, practice oriented, locally embedded, double accredited.

While the mission statement and focus areas form the basis for determining the priorities for JIBS’ future direction, **the three guiding principles** serve more as a litmus test of our character and identity. Our guiding principles support and interact with each other as they provide the values behind our strategic priorities, decisions and actions.

The guiding principles play a prominent role in internal conversations and external communication, including our marketing to prospective students. We view our mission and guiding principles to be distinctive among Swedish business schools and even on the international scene.



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If you come to JIBS, you will experience how we live up to our guiding principles, being international at heart. JIBS makes a point of offering an international experience to all our students (1468 students attending JIBS in 2019). Whether they travel or choose to stay in Sweden, they will go through a very international journey while attending JIBS. This starts at home by hiring international faculty members.

Out of 99 faculty members, including 20 full time professors, 28+ nationalities are represented. Having researchers and educators from all continents (Australia, Austria, Bolivia, China, Columbia, Cyprus, Denmark, Finland, France, Germany, India, Iran, Israel, Italy, Kirghizistan, Latvia, Malaysia, Mexico, Nigeria, Pakistan, Poland, Rwanda, South Africa, Spain, Sweden, Turkey, United Kingdom, United States of America)

Sweden is acknowledged for its long standing work to avoid glass ceilings and favors equal opportunities for all. JIBS is constantly working on giving equal opportunities to all. Looking at our leadership team, program managers, and directors reveals how JIBS engages in equal opportunity for both genders at all levels (see page 2 for more details).

In 2015, JIBS became the first business school in Sweden to achieve both EQUIS and AACSB accreditation. This achievement puts JIBS in the exclusive group of around 120 business schools worldwide holding such double accreditation.

JIBS as part of Jönköping University

Jönköping International Business School (JIBS) is a separate entity operating as a limited liability, not-for-profit subsidiary company owned by the Jönköping University Foundation. Jönköping University (JU) is organised as a corporate group, consisting of the Foundation and its six wholly owned subsidiaries: JIBS, the School of Engineering, the School of Education and Communication, the School of Health and Welfare, Jönköping University Enterprise, and University Services (US).

4. Responsible in Action

Our three guiding principles represent our shared beliefs and ambitions. They guide decisions and behaviour at JIBS.

JIBS Responsible in Action guiding principle represents our pledge to be a role model for others in research and education to promote good ethics, sustainable mindsets, and societal responsibility.

Since 2013, JIBS also has one faculty member who assigns 20% of his/her time to act as Champion for Responsibility in Action. This researcher supports his/her colleagues in developing awareness and strengthening their impact in relation to ethical, sustainable and responsible principles by providing access to information.

Having adopted Responsible in Action as a guiding principle this constantly challenges us to further adopt a systemic approach in which social, environmental, economic goals converge for peace and prosperity.

We aim at proactively engaging in innovation, research, education and collaboration in order to fulfill societal needs, and by helping multiple stakeholders engage towards solutions benefiting all parts of society.



Inspired by Stockholm Resilience Center, some of our researchers are proactively integrating the “wedding cake” ways of looking at the Sustainable Development Goals in their teaching and research. Our aim is to continue to inform and inspire colleagues to further make sense of their teaching and research in alignment with the biosphere, our society, and economies, while creating further partnership for the goals (SDGs goal #17). This is best depicted in figure 1, on the next page:

To translate our current position in relation to our core activities – education, research and operational systems, Figure 2 presents our current Responsible in Action positioning. With a conceptual landscape that captures JIBS’ education, research and systems against our level of embedded responsibility, we see how we are moving forward positively. In the following chapters, our achievements for 2017-2019 are presented for each core activity as well as identified challenges.

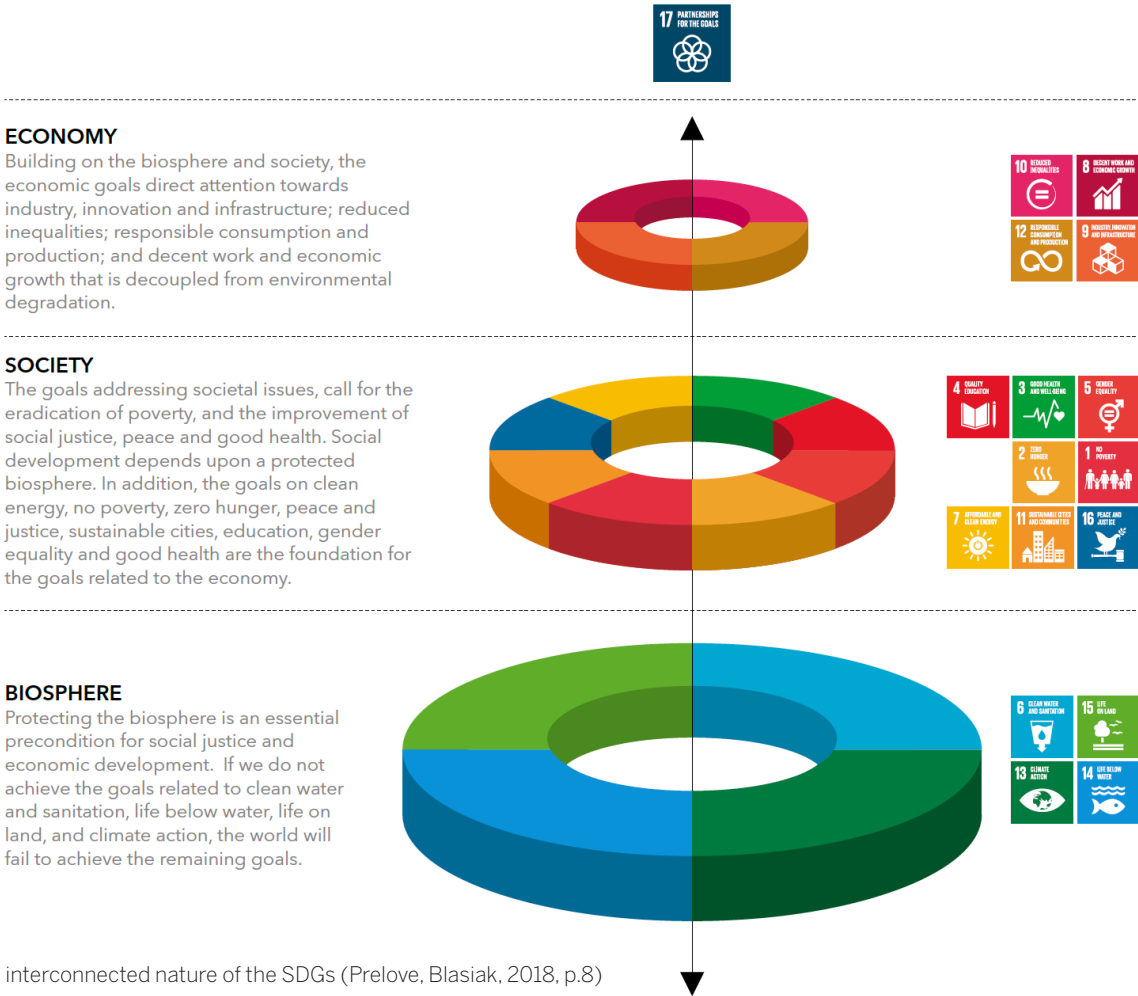


Figure 1. The interconnected nature of the SDGs (Prelove, Blasiak, 2018, p.8)

It is however our aim to become more specific about our progress related to being responsible in action. We are currently looking at ways to assess our progress, through potential Key Performance Indicators. Research is currently being conducted by Dr. Mark Edwards and Dr. Guénola Abord-Hugon Nonet to understand what frameworks are used to evaluate and promote higher education (and more specifically business schools) transformation towards the SDGs. This research is financed by JIBS Dean Jerker Moodysson, who sees it as a priority to help our school and the university campus transform further to embrace the SDGs.



Figure 2. JIBS's current Responsible in Action position

Figure 9.2 JIBS's current Responsible in Action Position

Prelove, B. Blasiak, R. (2018). Mapping Ocean Governance and Regulation - Working Paper for UN Global Compact Action Platform for Sustainable Ocean Business, p.8

5. Education

"I love how applied the courses are to real life. It really made it easy to use the tools from group projects in my part-time internship. The sheer variety of extra-curricular activities and the mix of international and Swedish students made me feel part of this amazing community right from the start."

Sam ter Woort, 2nd year SED student



5.1 A special look at our Pioneering Bachelor Programme dedicated to Responsibility in Action: JIBS Bachelor Sustainable Enterprise Development

In 2016, JIBS took a bold step of investing in a bachelor program dedicated full time to the Sustainable Development Goals. Until now, having a bachelor program 100% focused theory and practice for the Sustainable Development Goals is still extremely innovative and one of the only programmes in the business schools' landscape, world-wide.

This addition of a new Bachelor programme "Sustainable Enterprise Development" to our education curricula signals our commitment to impact society positively by educating future generations of professionals with the capacity of fostering societal, environmental and economic changes for a regenerative world.

June 2019 marked the graduation of our first Sustainability batch, JIBS proudly honored the graduation of about 20 change makers mastering the knowledge and intention to bring about sustainable transformation within organisations.

"In a time when we were surrounded by darkness, disappointments, and challenges, this program was a beacon of hope that there is another way to go forward, a way that maintains our dignity and integrity without compromising our planet and future."

Samir Muzaiek, SED graduate and former Program Evaluator



Graduation of SED 2016 class

"SED was a life-changing experience for me. It opened my eyes on what's going on globally while giving me the chance to connect with myself and my life-purpose. I am incredibly grateful for this, especially because I feel most students (and people in general) miss out on connecting with who they are, causing negative ripple effects. Being aligned as an individual is, for me, the key to responsible practices."

Martina Leonelli, SED graduate and Junior Sustainability Consultant



Year 1			
Semester 1		Semester 2	
Entrepreneurship & Business Planning, 7.5 credits (GIN)	Basic Financial Accounting, 7.5 credits (GIN)	The Sustainable Enterprise - Social and Ecological perspectives, 15 credits (GIF)	
Foundations of Marketing and Communication, 7.5 credits (GIN)	Microeconomic Principles & Maths for Economics, 7.5 credits (GIN)	Macroeconomic Principles (GIN) 7.5 credits	Business Statistics 1, 7.5 credits (GIN)
Year 2			
Semester 1		Semester 2	
Organising for Profit and Purpose, 7.5 credits (GIN)	Design & Management of Change and Innovation 7.5 credits (GIN)	Study abroad, or default courses at JIBS, or Internship plus electives at JIBS, 30 credits	
Strategy & Technology, 7.5 credits (GIN)	Finance and accounting for sustainability, 7.5 credits (G2F)		
Year 3			
Semester 1		Semester 2	
Applied Management of Change & Innovation for sustainability, 7.5 credits (G2F)	Economics for a Sustainable Society, 7.5 credits (G2F)	Supply Chain Management, 7.5 credits (GIF)	Governance for Sustainability and Responsible Ownership, 7.5 credits (G2F)
Professional Practice and Personal Development Portfolio, 7.5 credits (GIN)	Research Methods: Design, Implementation & Analysis, 7.5 credits	Bachelor Thesis in Business Administration, 7.5 credits	

Figure 3. Overview of the program

Hands-on projects and development of soft-skills

Research highlights the importance to help business school students develop their soft skills to embrace sustainability principles. Working on the Sustainable Development Goals requires the ability to work across disciplines and topics in a collaborative manner. Helping organisations develop their values also requires other soft skills such as clarity of one's own values, ethical views, and the ability to inspire.

Several other soft skills could be mentioned, such as systemic thinking or the ability to reflect critically and creatively. Aiming at transforming organisations to incorporate social, environmental, and full prosperity dimensions is still very innovative. This is a journey where individuals need to address questions, sometimes without the possibility of an instant answer.

A main focus of the program is self-development; students are encouraged to reflect about their life purpose and to align themselves accordingly. This is done through individual assignments, group discussions, and activities.

For instance, the Professional Practice and Personal Development Portfolio course is composed of five sections which target different soft-skills, namely:

- Negotiation Competence
- Action Competence
- Speech competence
- Foresight Thinking
- Consciousness Development and Sustainable Leadership Competence

Students are also encouraged to innovate and to bring solutions for positive impacts. A practical example is the Applied Management of Change and Innovation for Sustainability course (AMCIS) where students work on a real-life challenge, in order to bring solutions that are financially viable. They have only 8 weeks timeframe for this.

For example, in 2018, the 3rd year AMCIS course was designed around the "Housing Challenge." The Housing challenge consisted of doing research, interacting with various stakeholders, and to create proposals to increase access to housing for vulnerable stakeholders with a low environmental impact. Indeed, the population rate is increasing rapidly in Jönköping and students, refugees and the elderly are the first to suffer from lack of affordable/central housing.

Based on the principles of design thinking, AMCIS class encouraged students to:

- Empathise with various stakeholders
- Imagine how Jönköping could host more people, using less space and creating collaborative communities
- Design a prototype
- Test it
- Refine their idea and improve it further

After 8 weeks, SED students presented their solutions to key-stakeholders like CSR Småland, Coompanion, Länsstyrelsen, Vätterhem, Arbetsförmedlingen, JU Housing Center, Södra Munksjön and JU representatives. A jury selected the most feasible and relevant proposals.



Grand Finale of the Housing Challenge fall 2018



The winners! Housing Match Team

In 2019, AMCIS course exposed students to a new challenge "How can Kvarteret Ödla be a role model for a regenerative Jönköping city?". This time, SED students had to help Kvarteret Ödla, an organisation located in Jönköping whose purpose is to promote sustainability and cultural events.



Grand Final Presentations

Eight proposals were presented to Jönköping Municipality, Kvarteret Ödla and to researchers from Jönköping University School of Education and from JIBS.



Grand Final taking place at Kvarteret Ödla with 7 jury members



Example of prototypes

Winning team (the micro forest-gardening project). Each winner received an environmentally friendly grocery bag including a locally made organic dish soap bar and a wood dish brush (to encourage them to adopt a more conscious way of consuming, with less plastic and less chemicals).



5.2 An increasing willingness to incorporate sustainability in all programmes

Inspired by our guiding value Responsible in Action, by societal needs, by the new researchers that have been recruited who integrate sustainability principles in their courses, and also by our collaboration with the United Nations Principles of Management Education (PRME) since 2013, we constantly work at integrating sustainability and responsible leadership further.

While ethics, responsibility and/or sustainability are not present in all our courses and programmes, these topics are becoming more common in most syllabus. An example from the “International Management” program is the Responsible Enterprise course, which has been revamped to serve students in developing a more general understanding of sustainability and responsible management.

Sustainability-related topics are of increasing demand by cross-disciplinary classes taken by Sustainable Enterprise Development (SED) students and other programmes (e.g: Strategy and Technology, Entrepreneurship and Business Planning and Supply Chain Management). Indeed, students are demanding further integration of the SDGs into the syllabus and are bringing up these topics into group-works.

Moreover, an increasing amount of our faculty shows its commitment in raising awareness among students in relation to the Sustainable Development Goals. For example:

- Organisational & Leadership bachelor 1 course is pioneering and will now be Organising and Leading for Sustainability (starting Spring 2020), with innovative cases including themes related to ethical dilemmas, environmental impacts, SDGs. This is a first and requires additional research as most Organisational & Leadership textbooks do not yet include cases about environmental organisational issues.
- Several marketing courses address the impacts of consumer behaviour, greenwashing practices, local food habits and other sustainability-related topics.
- In all accounting courses different aspects of performance and responsibility are discussed, including sustainability reporting practices.
- Master level course Entrepreneurship has cases on social entrepreneurship, social innovation and green entrepreneurship.
- Master level course “Corporate Social Responsibility” has been developed in content and structure and as of 2020, its new name will be “Managing responsibly for Corporate Sustainability”.

Acknowledging these achievements, we are continuously working to integrate the triple bottom line principles into more courses.

We are also aware that integrating additional lectures on sustainability is only the beginning of a long journey to embed sustainability at the core of each course and program.

Elective courses on Sustainability available for all students

Some courses designed for Sustainable Enterprise Development (SED) students are available as elective courses (i.e. Organising for Purpose and Profit, Applied Management of Change and Innovation for Sustainability (AMCIS) and Economics for a Sustainable Society). Hence, many exchange students have the opportunity to take these courses during their elective semester at JIBS. JIBS students choosing not to go abroad for their elective semester have the same opportunity.

For example, in 2018, more than 50% of the Economics for a Sustainable Society class were exchange students. These are unique opportunities for international students to get acquainted to sustainable management issues and develop critical and innovative thinking.

By spreading knowledge related to sustainability across school we hope to trigger dialogues on the importance of transforming values, programmes and resources in relation to critical sustainable issues across the entire school and beyond.

Sustainable Management in the Baltic Sea Region, a cross-country project

In 2018, the "Developing Contextual Sustainability Education for Future Managers in the Baltic Sea Region" project, also named Sustainable Management, was initiated. This is a cross-country project on Sustainability, funded by the Swedish Institute. It aims at equipping business teachers and students with knowledge about managing businesses sustainably in different contexts. The project is led by Dr. Olof Bunning, JIBS, and is a collaboration between Jönköping International Business School, Moscow State University (MSU) and Vilnius Gediminas Technical University (VGTU).

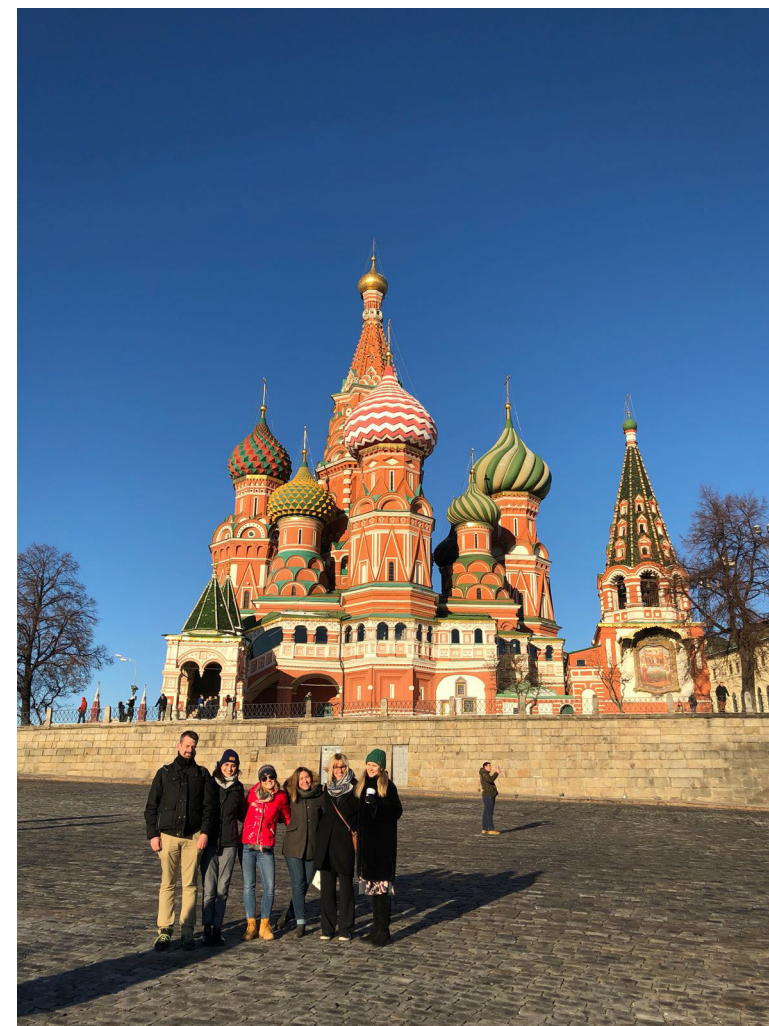
At JIBS, the project has been integrated as a pilot module into the master course "Contemporary Issues in a Globalised World." The module consists of group-works which are based on a total of 5 case studies, from each local context. Students are mixed into groups with representatives from all three schools and are assigned one of the cases. This means that students are not only learning about responsible management and how to collaborate for sustainability, but also how to engage with multiple stakeholders and to deal with complexities like geographical distance and cultural diversities.

"It has been exciting to listen to the students coming up with different perspectives on the same sustainability topic, depending on the country they come from. I have learned a lot from their presentations"

Dr. Olof Brunninge, Academic Director of International development Collaboration and Associate Professor, JIBS



Online interactions between students from JIBS, Vilnius & Moscow State University



JIBS faculty & students in Moscow designing the module

5.3 24H Innovation Race for Sustainability

In Autumn 2019, a new challenge was introduced at JIBS. The 24H Innovation Race for Sustainability, run by Science Park in collaboration with JU SDN (Jönköping University Sustainability and Diversity Network).

The race is based on the established “Innovation Race” concept which Science Park performs regularly to help local Small and Medium Enterprises (SMEs) to innovate, financed by the European Union and Jönköping’s Region.

Due to Science Park’s willingness to integrate sustainability into the established Innovation Race format, and also to Jönköping University’s willingness to engage students from all four schools around a sustainability challenge, the race for sustainability was created!

In total, 135 students got 24 hours (October 1 & 2) to bring sustainable value to 6 local businesses: GreenMatters, ORWAK, Nordiska Plast, NY Collective, Separett and Bauergården. JIBS was greatly represented at the Race since this was formally integrated in two JIBS bachelor courses, AMCIS and Business to Business Marketing. Additionally, JIBS faculty and alumni were involved in the planning.

The event received a very positive response from both students and companies and will become an annual event, given the necessary resources.



“The Innovation Race is a unique opportunity to link students with concrete challenges from established companies. Thus, co-creating value for both parties. The feedback from the involved companies has been very positive; they expressed an interest in continuing the work and develop the ideas further with the students. That is a fantastic result in a very short time!”

Lars Birging, Project Manager of the 24H Innovation Race for Sustainability, Science Park



Amanda Utbys, Carla Miret Simon, Luuk Fransen & Daniel Petri Cortés. Winning team of 24h Innovation Race for Sustainability.

“It was a great learning experience to practice the theories and models that we have learnt in a business setting and get various stakeholder feedback on our work!”

Austra Kaše, JIBS student & Innovation Race participant



5.4 An increasing sustainability focus reflected in our students' thesis

Our students are showing increasing research interest and commitment to sustainability-related topics in their Bachelor and Master thesis.

Between 2017-2019 many valuable contributions in terms of sustainability have been recognised. Some examples are as follows:

2019 Most relevant Bachelor thesis awarded by Jönköping University Sustainability & Diversity Award Ceremony:

Martina Leoneli, Emma Kurvits and Kajsa Kronkvist, Jönköping International Business School, were awarded for their thesis Mind the Gap: The unexplored linkage between Corporate Mindfulness and Sustainability Adoption.



Kajsa Kronkvist & Martina Leoneli, JIBS Alumni
Photo: Anna Hållams

2019 Most relevant Master thesis awarded by Jönköping University Sustainability & Diversity Award Ceremony:

Jana Schwartz and Lea Pegels, Jönköping International Business School, were awarded for their thesis Earth3 measures in sustainability reporting: Reinforcing transformational change through indicator and target setting.



Jana Schwartz and Lea Pegels, JIBS Alumni
Photo: Anna Hållams

5.5 Continuous Education for Sustainable Education offered to all Jönköping University Faculty members

Faculty training on sustainability and higher education

In Spring 2019, the course “Sustainability in Higher Education” was offered to Jönköping University faculty members. This course was taken by a dozen faculty members from the four schools and was an opportunity to learn about the following:

- Major sustainability challenges at different levels in society
- Central theories, perspectives and policies for ESD (Education for Sustainable Development) in higher education at national and global levels
- Integration of ESD through teachings at JU, other Swedish universities, and internationally
- The Swedish Higher Education Authority evaluation of how Swedish universities work in promoting sustainable development in higher education

Course introduction. What do we mean by sustainability education/education for sustainability? Group discussions. By Dr. Per Askerlund. Associate Professor at JU School of Education and Communication
“Action competence as an educational ideal” By Dr. Ellen Almers. JU School of Education and Communication
”Introducing students to sustainable development” and ”World Café” By Nils Lindh. Borås University
“Mutual Appropriation as a Strategy for Developing Sustainable University-Community Collaborations” By Dr. Robert Lecusay. School of Education and Communication, JU
”Teaching about the 17 SDGs with a possibility of real learning” By Johanna Björklund, Örebro University
“Implications for management education of the planetary boundaries and doughnut economics” By Dr. Mark Edwards, Jönköping International Business School, JU
“Transforming Higher Education for the SDGs” By Dr. Guénola Nonet, Jönköping International Business School, JU

International faculty exchange programs

Furthermore, faculty learning experiences related to sustainability, responsibility and ethics are provided in activities such as the Linnaeus-Palme and Erasmus exchange programmes.

In Autumn 2018, Dr. Amin Soheili and Nicola Lucchi were Linnaeus Palme exchange teachers at Tecnologico de Monterrey. Dr. Soheili held a number of seminars, keynotes and also participated in the National Entrepreneurship Conference in Tecnologico de Monterrey, Campus Querétaro where he presented his research. Dr. Lucchi visited the campus of Toluca, Cuernavaca and Puebla where he held lectures, seminars and keynotes.

Open Workshop on Transformation and Innovation

In November 2018, an open workshop was hosted at JIBS, intended for all academic and administrative staff. Using the principles of Design Thinking, JU staff was invited to work and prototype solutions for an issue of their choosing in regards to sustainability. The workshop was facilitated by Nicolas Buttin, who helped stimulate creative thinking towards organisational transformation. Together the group brainstormed and shared expertise on how to help create rapid sustainable organisational transformation.



6. Research

Executive Education Workshop for Sustainability

In January 2019, JIBS hosted a workshop designed over the LUG (ledarutvecklingsgrupp) course of 7 months for NGOs (Non-government organisations), private, and public organisations to help them address and unveil their vision regarding activity in alignment with the SDGs (Sustainable Development Goals). The participants took this time to reflect on their vision, design a pragmatic strategy to support their journey, connect with other relevant stakeholders and gain useful knowledge and material from JIBS. These workshops are win-win sessions where JIBS researchers gain direct access to practitioners' needs and where practitioners can receive the support and time they need to help conduct their transformation successfully.



LUG Executive Education Workshop

A look at the research landscape clearly shows an increased awareness and interest related to ethics, responsibility and sustainability. The research and funding landscape shows increasing calls for research funding towards the Sustainable Development Goals.

New research projects related to responsibility in action have succeeded in obtaining external funding. We consider this to be a very positive development in JIBS' research agenda for our faculty and PhD students.

JIBS sees a close connection to research as being essential to education, believing that education based on research findings and the current research frontier is a vital part of ensuring that students receive an education that is relevant to their future. Faculty and PhD students at JIBS are free to pursue their research interests in line with our current strategy. Because of the guiding principle, Responsible in Action, faculty and PhD students are encouraged to engage in research that aims at understanding the roles and impact of entrepreneurs and corporations in creating sustainable social, environmental and economic value. Responsible in Action research is aligned with our focus areas – Entrepreneurship, Renewal and Ownership.

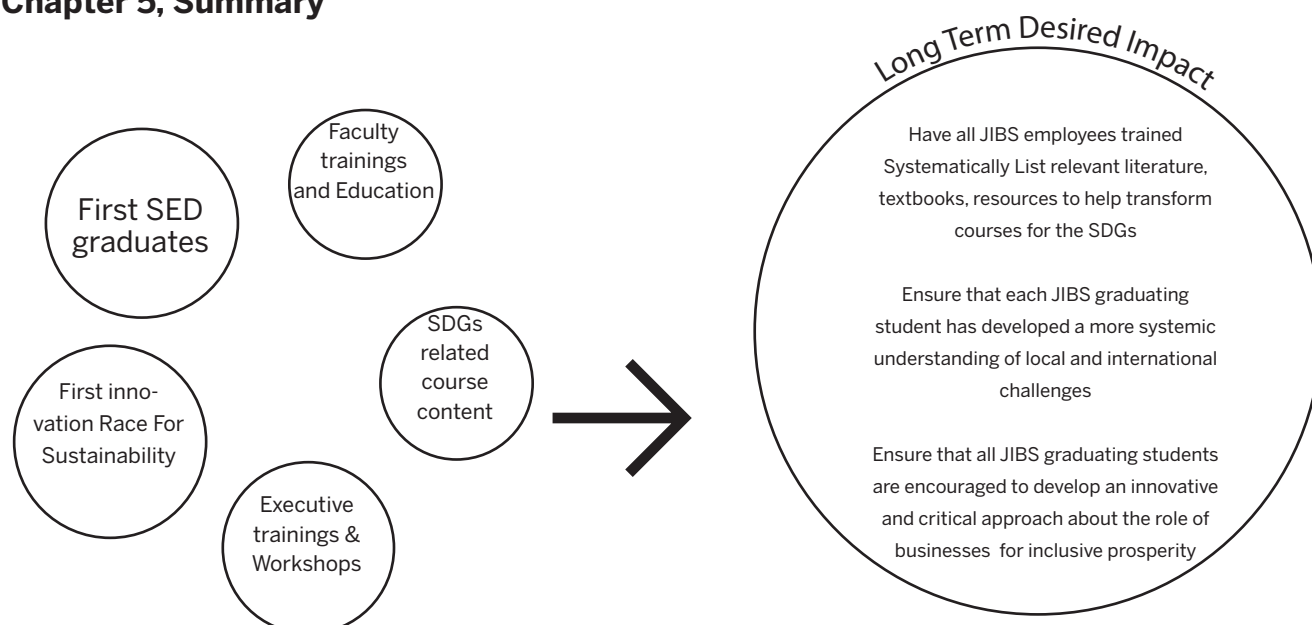
6.1 Specific research about Higher Education's transformation for the SDGs

Research financed by the Dean's fund for strategic initiatives is currently being undertaken by Dr. Mark Edwards and Dr. Guénola Abord-Hugon Nonet. Its long term purpose is to establish a collaborative platform at Jönköping University, where JIBS will take a leading position in stimulating collaboration for research, education, outreach and innovation activities related to the UN Sustainable Development Goals.

Ultimately this platform aims at becoming a joint arena for all four JU schools where JIBS will support the following:

- enhancing our network regionally, nationally, and internationally
- answering funding calls jointly, drawing on the internal and external networks developed within the platform
- developing multi-disciplinary research, involving different stakeholders internally and externally
- being a testbed for innovation, using the studio/test facilities at the four schools
- mapping and documenting actors, projects, innovations, resources
- creating collaborative educational initiatives, addressing practitioners' needs in the region
- initiate coordinated outreach activities with local businesses, government authorities and community organisation.

Chapter 5, Summary



An initial stage financed by the Dean's fund for strategic initiatives is being conducted by Mark and Guénola. The purpose is to help map and understand what frameworks are used to evaluate and promote higher education (and more specifically business schools)'s transformation towards the SDGs.

6.2 Research Centres

At JIBS, every research centre and PhD student network has the freedom to define their approach to embedding Responsible in Action in their practices in a way that corresponds to their focus. Here are a few illustrations of how JIBS three research centers (MMTC, CeFEO, CEnSE) conduct research in relation to our guiding principle, being responsible in action:

MMTC

The Media, Management and Transformation Centre (MMTC) is an academic center internationally recognised for its research and practical knowledge about the Impact of Digitalisation, Sustainability and Globalisation on Industry and Business Renewal.

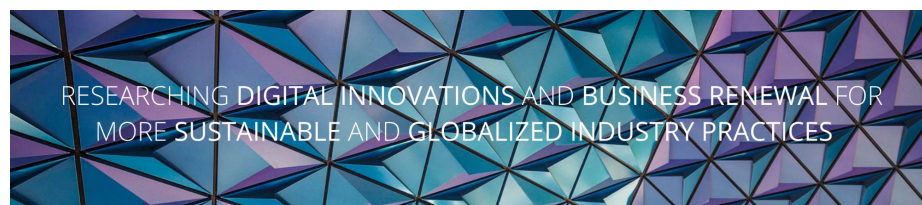


Figure 4. MMTC Vision

MMTC was originally founded to study the transformation of the media industries. Since then, it has developed into a central academic institution in the field of Media Management, both nationally and internationally. While the disruption of the media industries by digital technologies started quite some time ago, other industries are now facing similar needs for digital transformation. In line with the updated JIBS strategy, MMTC's focus was broadened to leverage its knowledge about how digital technologies change production, management and consumption patterns, and their effect on consumers, companies and other stakeholders in society.

Since 2018, MMTC focuses on the study of media and other industries, and actors within them, in process or need of transformation – such as the manufacturing industries that are highly important for our region. Research activities concentrate on three driving forces for this industry and business renewal – digitalisation, sustainability and globalisation.

Pr. Dr. Leona Achtenhagen, MMTC Co-director is member of the steering group of the project Circular Economy, run by CSR Småland. There she organised a workshop on Innovating Business Models for the Circular Economy with Anders Melander, for practitioners participating in the project 'Circular Economy', May 2019. Leona is also a project member of Business Model Innovation in the Construction Industry, as part of the BOOST project focusing on housing for disadvantaged groups in society.

Leona is now Carbon Emission Literacy certificate, held by Nottingham Business School & Copenhagen Business School during Responsible Management Education Research Conference held by JIBS last October 2019.

In 2018 Dr. Brian McCauley delivered the environmental education game Green Turtle Hero as a creative research output.

Featured MMTC researcher:



Dr. Kersti Kaltorp, Post Doctoral researcher with work related to sustainability.

Kersti's research contributes to the Swedish Transformative Innovation Policy Platform, STIPP (<https://www.stippsweden.com>) she is interested in developing further collaboration in the areas of policy for urban transitions and policy evaluation. During 2018 Kersti also conducted a Swedish Energy Agency-funded project looking at how the Swedish processing industry can transform to have zero greenhouse gas emissions.

Dr. Kersti has a PhD in Innovation system and Environmental Systems Analysis from Chalmers University of Technology, an MSc in Industrial Ecology as well as in Industrial Engineering and Management. Besides working in academia, Kersti has worked for the Second Swedish Pension fund (AP2) where she analysed the environmental and social aspects in relation to investment.

CEnSE:

The Centre for Entrepreneurship and Spatial Economics (CEnSE) is a centre with the overall mission of organising, supporting, and carrying out innovative policy relevant research on entrepreneurship and spatial economics at JIBS, aiming at international publication in journals and books with a peer review process and in the form of dissertations.

CEnSE is a multi-disciplinary institute that performs applied research relating to issues of entrepreneurship and business renewal, regional development and growth and interrelation between urban and rural areas. A substantial part of CEnSE research addresses policy relevant problems. Such as how accessibility affects regional growth and the way entrepreneurial and innovative processes in business and society are dependent on knowledge and creativity. The project portfolio of CEnSE contains both research of general applicability and projects that are directed towards specific stakeholders.

Featured Research Seminars organised by CEnSE:

“The role of women entrepreneurs on economic development: The case of Bingöl and Diyarbakir” presented by guest Prof. Dr. Imran Aslan visiting from Bingöl University, Bingöl, Turkey (January 31, 2019): “The micro-financing system will allow potential female entrepreneurs needing small-scale businesses to enter the economic system more easily”.

“Preparing for genocide: Quasi-Experimental Evidence from Rwanda” presented by Dr. Jonas Poulsen visiting from Uppsala University, Sweden (March 25, 2018): “we want to understand how a mandatory community program called Umuganda, which required citizens to participate in community work and political meetings every Saturday, contributed to the large-scale mobilization of Hutu civilians in the genocide” (Bonnier, E., Poulsen, J., Rogall, T., Stryjan, M. (2016) p.2).

CeFEO

The Centre for Family Enterprise and Ownership (CeFEO) is a centre for research and learning uniquely devoted to family business and ownership issues. A leading idea of CeFEO and its activities is to combine academic excellence and practical relevance. We have an ambition to be a natural partner for both international researchers and family firm owners/managers, as well as for advisors and other actors interested in family enterprising and ownership. We host visiting family business scholars and doctoral students. We provide doctoral education and organise international workshops and conferences attracting leading scholars in the field, including the Annual EIASM Family Firm Research Workshop.

“I continuously take into account this guiding principle in my work as center director. Sustainability/long term orientation of ownership and family business is a key prioritised theme at CeFEO”

Prof. Dr. Mattias Nordqvist,
Director, CeFEOz



Featured Research Seminars organised by CeFEO:

“Women in the boardroom and their impact on financial structure: evidence from Italy” presented by Dr. Giorgia D'Allura visiting from Department of Economics and Business, University of Catania, Italy (October 7, 2019)

CeFEO hosted visiting guest Dr. Kamal Ud Din for 12 months (Started May 2019). Kamal is a research associate at the United Nations Development Program in Quetta, Pakistan and his main research interests are on informal family business practices and eco-tourism.



Dr. Giorgia M. D'Allura, CeFEO Visiting
Researcher (University of Catalonia)

CeFEO practitioner events:

The research centres at JIBS take an active part in bridging theory and practice for sustainable business development. For example, in 2018 the Centre for Family Enterprise and Ownership (CeFEO) started running a seminar series on sustainable business for family business owners, their advisors and policymakers. Some of the covered topics are sustainable ownership, CSR as competitive advantage, the role of craft in sustainable production and consumption.

March 2018, CeFEO held an event for business people on the topic of sustainability as a competitive advantage. This was the first of a series of practitioner events aiming to build an arena for dialogue and collaboration between research and practice on family business and ownership. The seminar was led by Annika Hall, Jenny Jakobson and the CEO of AD company, Jan Hedenborn.



Jan Hedenborn (AD Company) and Jenny Jakobsson (Adlignum & CSR Småland)
keynote speakers at the first CeFEO seminar on sustainable business
for family business owners, their advisors and policymakers

May 2018, the second CeFEO seminar was held - this time with the title “Sustainable corporate building over generations”. More than 30 entrepreneurs and other business representatives participated. Anders Jonsson and his daughter Caroline from the company Rototilt in the small town Vindeln, around one hour’s drive from Umeå, talked at the conference about how they purposefully work for long-term family ownership and sustainable entrepreneurship. Rototilt is a family company that is world-leading in its niche. Most of the production goes on export, but the head office is still in Vindeln. The participants were given a touching and humorous story about the company’s history and how ownership issues were handled over the generations. Anders and Caroline Jonsson agreed on the importance of talking through the company’s future and the family members’ individual wishes and hopes regarding their role in the company. They think that this discussion should start early and then be held on a regular basis. Annika Hall, from CeFEO with many years of experience in research on the generational shift, moderated the conversation and the questions from the audience and also gave an insight into the research on family ownership conditions and benefits.



In november 2018, the third CeFEO seminar for Practitioners (in Swedish) took place at VY Restaurant, Jönköping on “Sustainability and Raspberry “Lakrits” Candy: Sustainable Ownership By External Management and External Board of Directors” Ulrik Lindström (owner of Bubs - Swedish traditional Raspberry “Lakrits” candy company) explained how the company has managed to challenge the candy industry in its own unique way. Ulrik, together with Henrik Elfving (CEO) and Jonas Carpvik (Chairman of the Board) talked about how long-term family ownership can be made possible through external board members and an external CEO. The seminar was held in Swedish and was moderated by CeFEO associate Annika Hall, who gave an insight into the conditions for constructive interaction between the owner, the board and the CEO. The event is part of a CeFEO seminar series for practitioners about sustainable business and the importance of long term ownership.

“This is a great form of co-creation of knowledge where we can share our research results with a broader audience and have valuable input from the business community on research topics of practical relevance.”

Dr. Kajsa Haag, CeFEO



6.3 JIBS researchers involved in the creation of Special Issues/publications related to Responsibility in Action

Journal	Special Issue Title	Associate/Guest Editors & Affiliations
Journal of Business Ethics Submission deadline March 2020	Multistakeholder Engagement for the Sustainable Development Goals: Ethical and Organisational Challenges.	Guénola Abord-Hugon Nonet (JIBS, Sweden) Tobias Goessling (Kedge Business School, France) Rob van Tulder (Rotterdam School of Management, Erasmus University, NL) John M. Bryson (Hubert Humphrey School of Public Affairs, University of Minnesota, USA)
Journal of Business Ethics Submission deadline October 2018	Values, Spirituality and Religion: Family Business and the Roots of Sustainable Ethical Behavior	Joseph H. Astrachan (Kennesaw State University, USA) Massimo Baù (JIBS, Sweden) Claudia Binz Astrachan (Lucerne University of Applied Sciences and Arts, Switzerland) Giovanna Campopiano (Witten/Herdecke University, Germany)
Encyclopedia of the Sustainable Development Goals: Transforming the world we want		Dr. Ulla Anneli Saari (Assistant Professor JIBS) is Associate Editor for the part SDG 12 Sustainable Consumption & Production and also contributing to SDG 10 Reduced Inequalities within and among countries

6.4 Lunch Research Seminars

JIBS continues to hold brown bag faculty lunch seminars as a platform for building a stronger foundation on responsible leadership and sustainability. JIBS has always been supportive of seminars that stimulate an atmosphere of interaction, critical thinking and idea exchange. With the continuous inflow of seminars, we ensure that responsible leadership and sustainability are present in the interactions and reflections of our faculty and PhD students of sustainable values.

Example of research seminars in 2019:

Date	Presenters	Topics
May 2nd	Ulf Larsson Olaison	The Political Economy of Transparent Accounting: considering the temporal heterogeneity of accounting history, Paper written by Karin Jonnergård, Ulf Larsson-Olaison and Jeroen Veldman
May 2nd	Natalia Semenova	Engagement dialogue on environmental, social, and corruption risks as a corporate governance mechanism
May 17th	Mark Edwards and Sarah Cornell (Stockholm Resilience Centre, Stockholm University)	Management Education as if Planetary Boundaries Mattered
May 22nd	Sadaat Yawar	Linking sustainability to supply chain management: From theory to practice.
May 23rd	Debora Gottardello	Business school professors' perceptions of ethics in education in Europe
June 3rd	Moez Ben Yedder	Job quality and the social performance of the organisation: contribution to the subfields of family business and public administration
June 27	Sumaya Hashim	Female Entrepreneurs Rolling in the Deep of Patriarchy. Identity construction, self-presentation and legitimacy process
August 19th	Amir Emami	Empathic Accuracy and Value Co-creation
October 16th	Kersti Karltorp	Industry transformation needed for Swedish climate change mitigation target
November 27	Tobias Fridholm	Evaluating innovation policy for sustainability transitions

A closer look at one research seminar:

On Friday May 17th, 2019, Dr. Sarah Cornell presented along with Dr. Mark Edwards, a lunchtime seminar where all JIBS colleagues were invited.

The seminar was on the implications of Earth System Science for management education. Sarah is an interdisciplinary researcher and teacher with the Stockholm Resilience Center at Stockholm University. Dr. Sarah Cornell leads a transdisciplinary team of researchers who aim to characterise the global “safe operating space for humanity” in applicable ways. She jointly coordinates the international planetary boundaries research network PB-net. She has published several articles in leading journals such as Science, Nature, Proceedings of the National Academy of Sciences, Ecology and Society, Philosophical Transactions of the Royal Society B: Biological Sciences, Atmospheric Environment, Environmental Science & Policy, and Global Environmental Change. Sarah co-chairs the Executive Committee of IHOPE (Integrated History and Future of People on Earth - a Future Earth project) and is a contributing author and expert reviewer for IPCC Working.

Dr. Sarah Cornell
Stockholm Resilience Centre, Stockholm University



“Management Education as if Planetary Boundaries Mattered”

Date: Friday 17 May
Time: 12 - 13
Room: B4019

WELCOME!

6.5 Example of funded research directly related to our guiding principle responsible in action:

Name	Description	Involved researchers at JIBS
BOOST A partnership between Linneuniversitete JIBS BOOST Smart Housing Småland European Union	Metadesign future home making and housing. Exploring dreams and needs for housing expressed by migrants, students and older population. This project focuses on housing on disadvantaged groups in society Business Model Innovation in the Construction Industry	Anders Melander Leona Achtenhagen Guénola Abord-Hugon Nonet Emilia Florin Samuelsson Mark Edwards
SIRU Social Innovation för Regional Utveckling Cofunded by Jönköping County Region & European Regional Development Fund.	SIRU project creates an infrastructure for social innovation and social entrepreneurship initiatives. The project has four sub-goals: <ul style="list-style-type: none">□ Raising knowledge about social innovation□ Creating cross sectoral collaboration to solve societal challenges□ Creating a context for social innovation and social entrepreneurship initiatives□ Raising awareness of social sustainability	Tomas Müllern Guénola Abord-Hugon Nonet Mark Edwards The project is a collaboration between Coompanion Jönköping County, JIBS and Jönköping Academy
LUG Leadership Development for Innovation (Ledarutvecklinggrupp)	Leadership Development for Innovation is a developmental project for those who want to strengthen the capacity for innovation at the workplace. Designed around interactive workshops for sustainability, 7 meetings of four hours took place between october 2018-March 2019	Tomas Müllern Guénola Abord-Hugon Nonet Mark Edwards Darko Pantelic

6.6 JIBS Hosting Responsible Management Education Research 6th Conference: Multi-stakeholder engagement for Agenda 2030

In October 2019, JIBS hosted the 6th Responsible Management and Education Research Conference (RMER). This is a forum intended to engage the PRME community and other stakeholders in a dialogue around Agenda 2030 and enhance further collaborations in education, research and business practices to advance the SDGs.

The conference addressed the following questions:

- Who are the stakeholders and how to embrace their diversity?
- What types of leverages do they have?
- How can collaboration be encouraged?
- What are the inspiring stories?
- How to educate towards multi-stakeholder collaboration?
- How to help our students engage with other disciplines, other individuals and organisations towards achieving Agenda 2030 and beyond?

The conference saw a unique interaction amongst academics, practitioners, entrepreneurs, BS students and JIBS Alumni. Moreover, JIBS was greatly represented since various faculty members attended sessions, presented papers, and took part in the conference.

Some examples are included in the following table.



RMER conference, track Session 1.1 “Mumpreneurs: Gender (in)equality and women entrepreneurship”: Pr. Dr. Lucia Naldi (JIBS) and Dr. Magdalena Markowska (JIBS)



RMER conference, track Session 4.2 “Social Innovation and Social Entrepreneurship to Support Achieving SDGs”: Pr. Pamsy Hui, Track Session Chair (Hong Kong Polytechnic University)) & Dr. Olof Brunninge (Jönköping International Business School)

RMER Track session	Title	Authors	Affiliation
Track 1.1	“Mumpreneurs: Gender (in) equality and women entrepreneurship”	Lucia Naldi Magdalena Markowska Helene Ahl	JIBS JIBS Jönköping U. HLK
Track 1.3	“Sustainable news media, organisational reconciliation of economic, democratic and environmental challenges in media firms”	Mart Ots Peter Berglez Ulrika Olausson	JIBS Jönköping U. HLK Jönköping U. HLK
Track 4.1	“Realising the transformative vision: Accompanying organisational leaders on their sustainability journeys”	Guénola A-H Nonet, Mark Edwards, Tomas Müllern Darko Pantelic	Jönköping International Business School
Track 4.2	“Multi-stakeholder collaboration and sustainable entrepreneurship in the Ethiopian tourism industry”	Meskerem Mitiku Ferede Olof Brunninge	Addis Ababa University Jönköping International Business School
Track 4.2	“Social entrepreneurship and multi-stakeholder engagement: Coping with institutional logics in social ventures”	Zanele Penny Lurafu Asha Arthur Jonas Gabrielsson	Jönköping International Business School Halmstad University
Track 4.2	“Why don’t endowments of unique natural resources lead to innovation? Aligning strategy, processes and resources to build innovation capabilities”	Henry Lopez-Vega Nicolette Lakemond	Jönköping International Business School Linköping University
Track 4.4	“Advocating SDGS by Owning Sustainable Family Businesses”	Marcela Ramírez-Pasillas	CeFEO, JIBS
Track 4.4	“Raising sustainability awareness in family business through new research collaborations”	Massimo Baú	CeFEO, JIBS
Track 4.4	“Empowering family business owners through collaborative research with co-creation of new knowledge for family business sustainability”	Kajsa Haag	CeFEO, JIBS
Track 4.4	“Launching CSR Småland as a corporate sustainability network to promote SDGs locally”	Jenny Jakobsson	CSR Småland



Dr. Marcela Ramírez-Pasillas (CeFEO, JIBS)



Opening of the 6th RMER with Dr. Anna Blombäck, Associate Dean of Strategy, JIBS



Conference attendees during Lunch break (Jönköping University Orangeriet)



Conference attendees getting introduced to Jönköping Circular Centre by their President, Mariana Morosanu. Circular Center is a non for-profit organisation working for female empowerment and inclusion through circular principles.



Jönköping 's City Council, Tord Sundqvist, welcoming conference guests at the city's Culture house, Spira



Gandhi's 150th Birth Anniversary was honoured during the conference on Wednesday October 2nd, with a few words given by our international RMER colleagues, Divya Singh (Goa Institute of Management) Umesh Mukhi (Sao Paulo School of Business Administration).

6.7 Collaboration for Research Support and Capacity Building in Africa

Since 2011, JIBS has engaged in a strategic collaboration with two major African Universities, Addis Ababa University in Ethiopia and the University of Rwanda and, since 2018, with the University Eduardo Mondlane in Mozambique. To develop these collaborations, JIBS has received substantial external funding from SIDA (Swedish International Development Cooperation Agency). The activities aim at building local universities into internationally competitive institutions and which eventually become independent of foreign aid. Moreover, our collaboration with our partners in Africa is important in promoting responsible leadership.

JIBS works intensively to develop and sustain course-based PhD programmes in economics and management within its African partner universities. A major focus of this work is to deliver PhD courses and supervision of PhD students. To support the institutional capacity building, the collaboration is designed with yearly admissions of PhD students. This collaboration implies that there is continuous co-teaching and co-advising of PhD students.



Dr. Olof Brunninge, Academic Director of International Development Collaborations, Business Administration and colleagues from partner University of Rwanda

Between 2018-2019, eight PhD students at the Addis Ababa University in Ethiopia graduated, three in management and five in economics. Two economics and two management students from the University of Rwanda defended their thesis at JIBS.



Dr. Yikaalo Welu, first PhD in the history of Ethiopia to defend his dissertation in his home country



Professors Lucia Naldi & Ethel Brudin (JIBS) with Dr. Yikaalo Welu and his family

Moreover, JIBS faculty is continuing their work of overseeing courses and programmes at the partner Universities as well as teachings. For example, between 14-17 January Prof. Dr. Ethel Brudin and Prof. Dr. Magdalena Markowska (JIBS) taught an intensive version of the PhD course in Contextualising entrepreneurship in Addis Ababa to the fifth batch of Ethiopian AAU doctoral students. In addition, Prof. Dr. Ethel Brudin held meetings with several PhD students. The Swedish Embassy representative in Addis Ababa invited them for a follow up talk.

Furthermore, faculty from all three universities have visited JIBS and received paper development mentoring throughout the years 2018-2019.

JIBS identified the need to strengthen the research culture of its partner institutions in Africa in order to foster financially autonomous national institutions.

For this purpose, JIBS, together with our African colleagues, launched international conferences in economics and management.

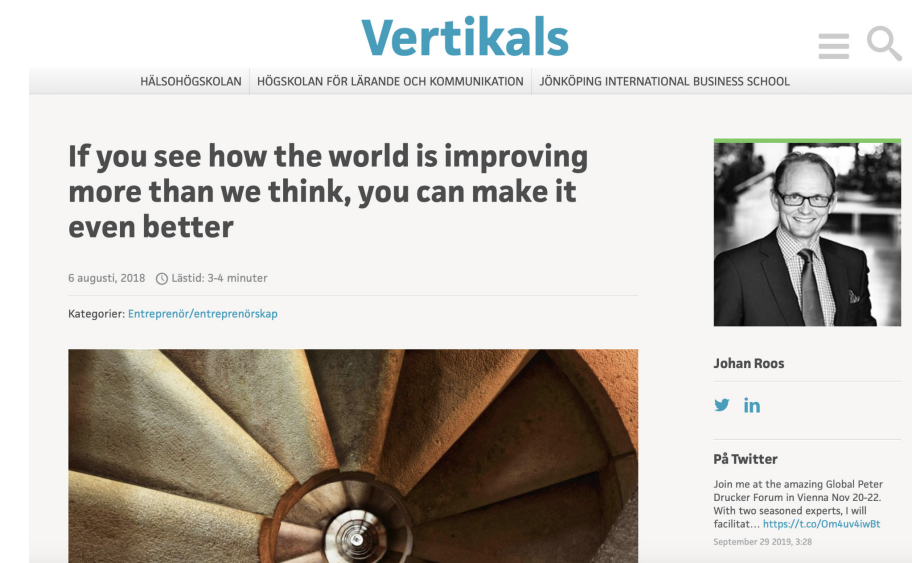
Our collaboration emphasises supporting our partners in developing senior researchers.

6.8 JIBS Blog Vertikals

JIBS continues with its blog Vertikals.se to disseminate academic knowledge on a regular basis in order to educate and create linkages within society. This project, funded by the Carl-Olof and Jenz Hamrin foundation, is mainly targeted at the Swedish society but also has blog entries for the international audience. The blog includes contributions from our JIBS full time researchers and JIBS PhD students.

Featured Vertikals article “If you see how the world is improving more than you think, you can make it even better” (August, 6, 2018 by Johan Roos): “despite the tragedies and conflicts we hear about daily, the world is actually improving more than we think [...] Action points for managers:

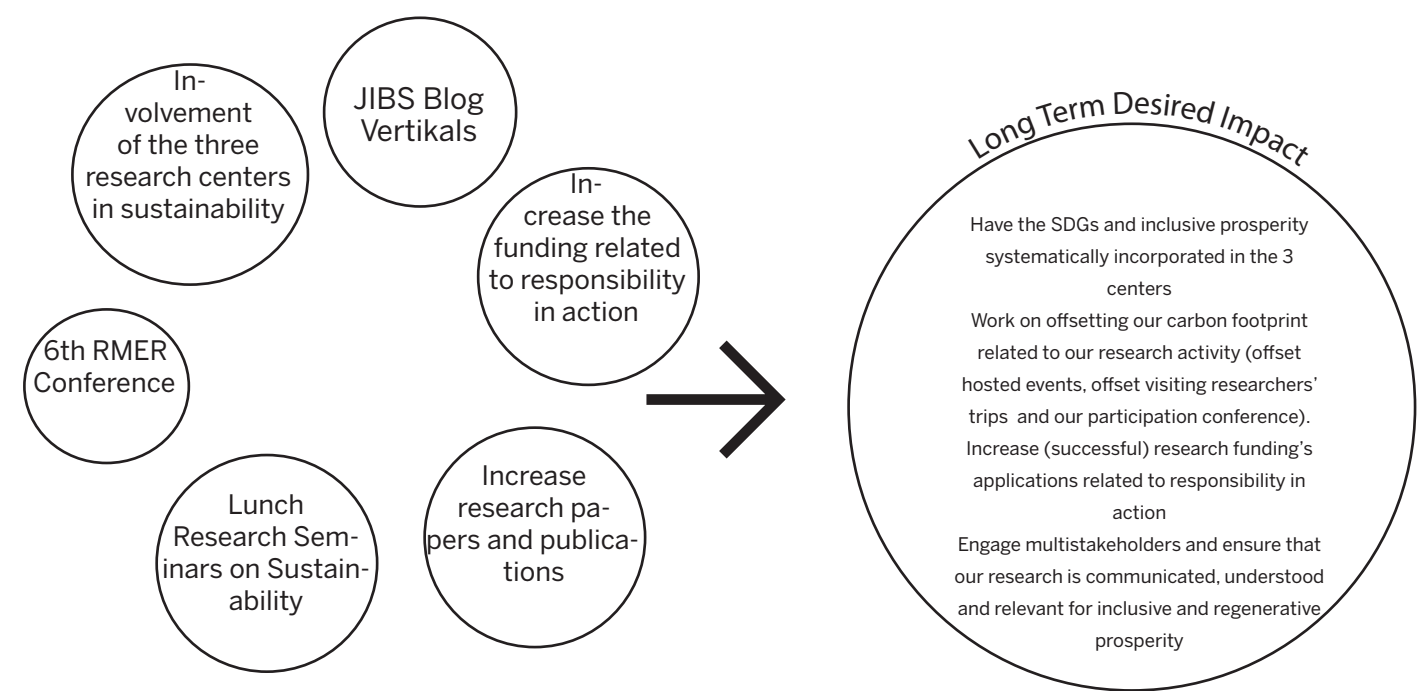
1. Help your leadership team see the glass half-full rather than half-empty.
2. Encourage “factfulness” in everything said and done.
3. Contribute to positive actions that help improve our common good and defeat the dystopian view”.



Other recent posts related to Responsibility in Action include: “The season of giving?” (December 20, 2017) by Tina Wallin, analysing christmas trends and inviting readers to use Christmas season to be generous with people in need.

“JIBS received renewed confidence - securing EQUIS Accreditation for another 5 years!” (March 27, 2018) by Prof. Dr. Jerker Moodysson “An important goal is to ensure that our education and research continue to be relevant, socially useful and accessible”

“How to develop a sustainable and long term strategy” (June 14, 2018), by Prof. Dr. Mattias Nordqvist “the family’s shared values also form the basis for the company’s active work in ecological sustainability and gender equality. The Jonsson family wants to be a role model.”



7. JIBS’ overall efforts to minimise its environ-mental impact and improve its welfare practices

A good work environment is the foundation for job satisfaction, commitment and good performance. Our shared work environment should be designed such that no one is exposed to ill health or accidents at work.

The employer bears an overall responsibility for the work environment with a focus on health-promoting initiatives aimed at preventing ill health and accidents.

Systematic work environment management takes place at company level. e.g. in the Work Environment Committee (WEC) in which employers, trade unions and safety representatives participate. Managers at JU are each responsible for managing the work environment within their own departments/units. All JU employees are required to participate in the implementation of measures aimed at achieving a good work environment.

7.1 Work Environment Policy

JIBS´s work environment policy describes a necessary standard for working conditions in order to prevent ill-health and accidents and to achieve a satisfying work environment. It is a common concern of the JIBS management to ensure employees and students operate in a healthy work environment. A good physical, psychological and social work environment shall characterize all work at JIBS and thereby contribute to a success. The work environment management shall be a natural part of the daily work for all employees and students at JIBS. The work environment shall be an item on the agenda, both at staff meetings, management meetings, introductions and at performance reviews.

The work environment shall be shaped in such a way as to facilitate work satisfaction, development possibilities, and safety for employees as well as for students.

All managers and supervisors have a responsibility to make sure that the work environment is planned, organised, and investigated in an effective and goal-oriented way, according to the Swedish Work Environment Act.
/Decided by the Dean 2011-06-01. Linguistic adjustments 2015-12-12.

Jönköping University has, as an institution of higher education, a responsibility for the development towards a better environment and sustainable social development.

Through research and development the university should contribute to development towards a sustainable society. To benefit university logistics, an environmental policy has been established. The university's travel rules and purchasing policy advocates that respect to the environment should be shown.

Five of the university's companies: the School of Health Sciences, the School of Education and Communication, Jönköping International Business School, the School of Engineering and University Services have been environmentally certified by Jönköping Municipality which means that they work actively with questions concerning environmental issues, in a structured manner. To obtain an environmental certification a number of criteria must be met when it comes to premises, offices, purchases, recycling and transports.

Report an environmental case

Report a bug, or submit suggestions and questions.

Report an environmental case

7.1 Work Environment Policy

Jönköping International Business School has been environmentally certified by Jönköping's Municipality since June 18, 2018. This means that Jönköping International Business School works in an active and structured way with environmental issues following Svensk Miljöbas' standards and procedures.

Our purpose is to ensure compliance with the standards. The audit system also thrives at continuously improving its standards. To be certified, a company has to meet several criteria, and be reviewed annually.



District heating and green electricity
Our business school produced combustible waste
Environmental coordinator Petra Inwinkl is responsible for action plans and follow-ups, certifications.

The management will review the following points on a yearly basis:

1. Environmental organisation
2. Valuation of environmental impacts
3. Environmental policy the timeliness
4. Environmental targets and action plan for the coming years
5. Business processes
6. Environmental risk and emergency preparedness
7. Evaluation of the recent years ' environmental work
8. Skills needs
9. Environmental Report
10. Internal audit
11. Procedures for non-conformities (deviations) and suggestions for improvement

7.3 New practices for responsible in action

JIBS has developed the following new practices to embed responsible in action in its operations:

- Introducing New Faculty to JIBS Teaching Approaches
- Supporting a Non-Discriminatory and Healthy Environment for Employees and Students
- Responding to Stakeholder Demands
- Responsible Investments

A survey is conducted on an annual basis to assess diversity, equality and potential issues related to inequality, harassment.

7.4 The safety representatives represent the employees of each company.

The safety representative supervises the working environment of his/her company regarding all aspects of the work environment. The safety representative cooperates with the employer through representation in the Work Environment Committee, participation in risk assessments and safety inspections.

Astrid Löfdahl

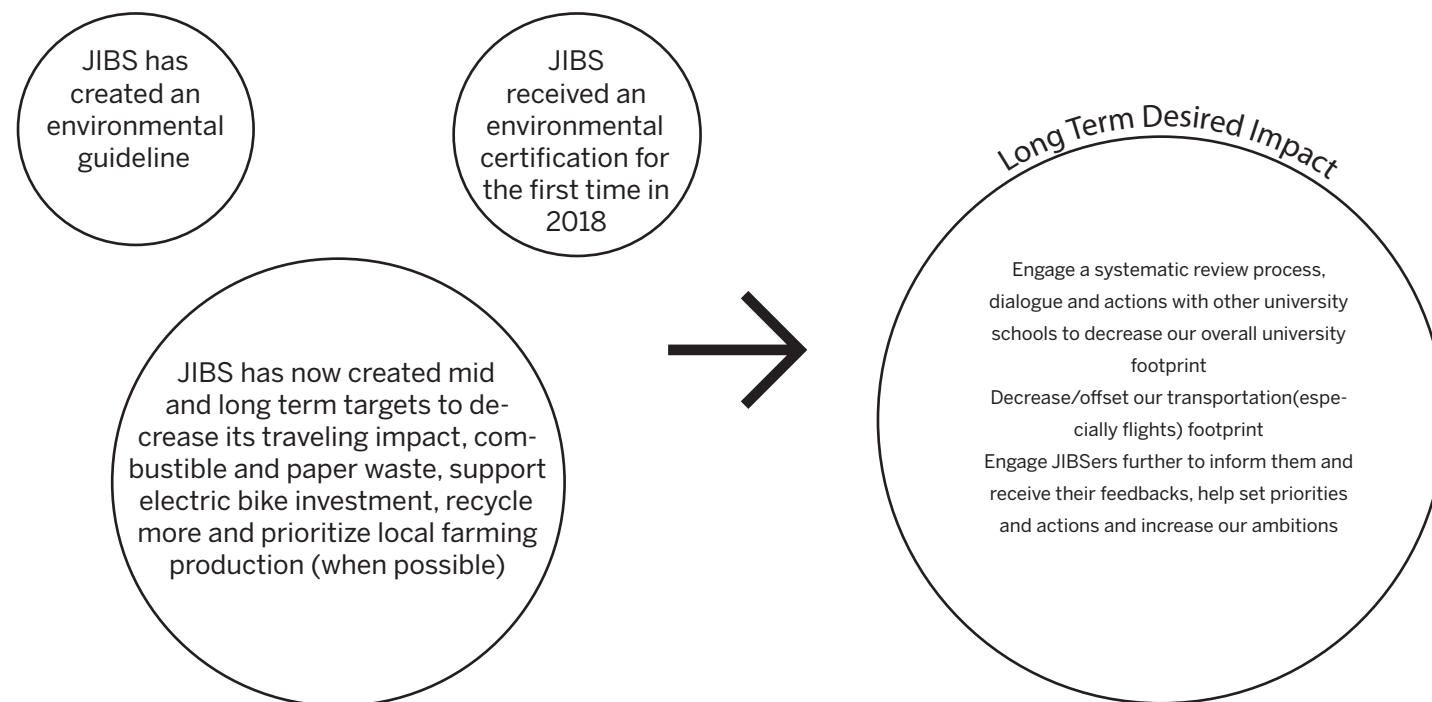
Head Safety Officer

Safety Officer - Faculty/Non-operational staff

Astrid Löfdahl

Safety Officer - Operational Staff

Katarina Blåman



8. Contributing to Jönköping University Sustainability & Diversity

8.1 Contribution to Jönköping University Sustainability and Diversity

Since JU Sustainable's creation in 2016 by Dr. Marcella Ramirez, students and colleagues from other schools have acted as a network to engage for a more sustainable campus. In the fall of 2018, leadership was handed over to Guénola Abord-Hugon Nonet (Assistant Professor and Champion for Responsibility in Action, JIBS).

In 2019, Jönköping University President, Prof. Dr. Agneta Marell officially acknowledged the critical importance of Jönköping University Sustainability and Diversity Network.

Following acknowledgment of the importance of collaboration for sustainable development, increasing resources have been invested into the network JU Sustainable. In 2019, this has gotten a new name, "JU Sustainability & Diversity Network", in order to include more stakeholders.

Jönköping University Sustainability & Diversity Network is composed of:

- JU SDN Board
- JU SDN reference Group
- JU SD Network

The network connects faculty and students from all five subsidiaries of Jönköping University to work for a more sustainable university for everyone. The network has three aims: To create activities and processes that stimulate knowledge sharing and integration of sustainable development in our educational curricula. To tie our activities to external stakeholders in order to give our education a profound real-world relevance. To foster multi-disciplinary research among network colleagues. Dr. Guénola Nonet is the leader of JU SDN with board representatives from each sister school, the service company and, since 2018, Students for Sustainable Action (SSA).

Moreover, JU SDN has been growing exponentially since the introduction of the quarterly breakfast at the beginning of 2019. Today, the network has 69 members and 19 consultants in the reference group who meet 4 times a year. On these occasions, stakeholders with an interest in sustainability get to network and inspire each other. This hub has signed the rising of new projects and new collaborations across schools like the Innovation Race for Sustainability (see page 22). It has also contributed to designing sustainability events like the Sustainability Festival and to raise awareness about the latter. Hence, this unique space is slowly becoming the point of reference to communicate about events on campus and outside, and to meet stakeholders with similar interests.

Moreover, JIBS Responsible in Action Day rapidly scaled up and became Jönköping University Sustainability & Diversity Day with the contribution of all Jönköping University organisations.

JU SDN Sustainability Day 2018



In 2018, the theme of the day was “Innovation and Transformation for Sustainability”. The day included a keynote speech with Arjen Wals, professor at Wageningen University, UNESCO Chair of Social Learning and Sustainable Development at Gothenburg University, on “How to educate students to protect our living system?”. A panel discussion on “Collaborative Action and Innovation for Sustainability?” followed, with:

- Dr. Duncan Levinsohn, Head of Department Industrial Engineering & Management, JU School of Engineering Social Innovation.
- Nicolas Buttin, Co-Founder of Wiithaa, Consultant Fostering creativity, enabling innovation inside organisations for the SDGs
- Gunilla Hjelm, Founder & CEO Rag2Rug Sweden Social innovation, migration and female access to employment
- Marco Matrisciano, Research Project & Funding Manager ABIS: The perspective of ABIS about research, education and collaboration
- Dr. Sabrina Scheidler, Professor at Fachhochschule Dortmund University of Applied Sciences and Arts HR and micro-level Corporate Social Responsibility

The day ended with interactive games and workshops for social inclusion and sustainability.



Keynote speaker Prof. Dr Arjen Wals at JU

No Jobs on a Dead Planet: How to educate for a sustainable world?

JU-Sustainability Day, 2018
Arjen Wals,

University of Gothenburg & Wageningen University



“Sustainability Day is an excellent way of highlighting the important questions of sustainability and raising awareness both within JU, for staff and students, and with JU’s partners from the region.”

Jeanette Rosén, Coompanion,
Jönköping’s County



Shaping our Future - JU Sustainability Festival 2019

Given the increasing demand and engagement for sustainability, in 2019, the traditional Sustainability Day has been transformed into a whole week festival. The festival explores how societal, public, and private collaborations, technology and ground-breaking ideas can help create a thriving society for all. The event is the outcome of a collaboration between JU SDN (Jönköping University Sustainability and Diversity Network), Science Park, Jönköping Municipality, and Students for Sustainable Action (SSA) and invites everyone to engage for the future we want.

The Festival is part of an even bigger event, Globala Jönköping, a week dedicated to the Sustainable Development Goals by Jönköping’s Municipality.

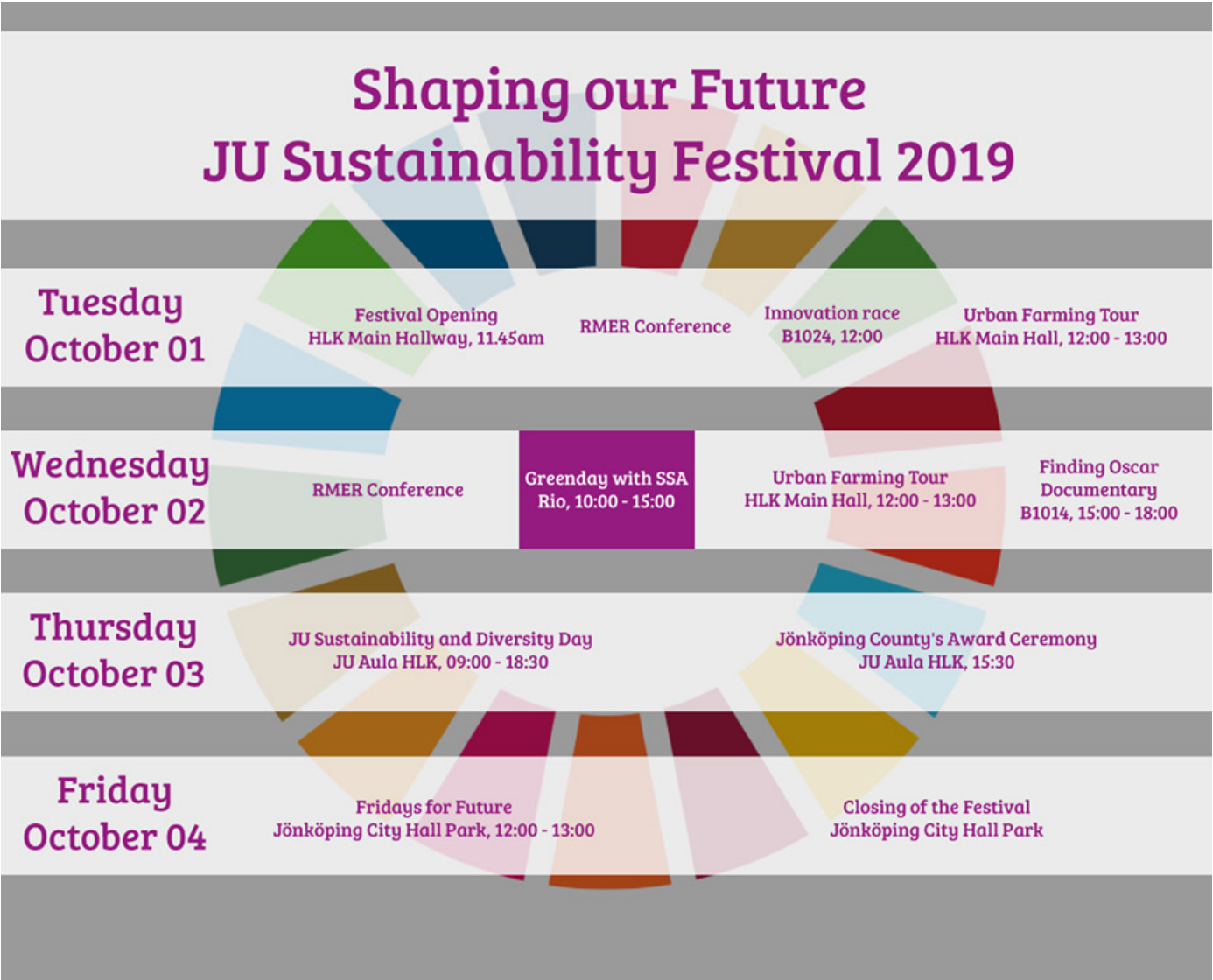
“The sustainability festival filled me with purpose; before the festival I didn’t realise how much of an Impact JU or myself could have.”

Alexander Brewer,
International Economics student, JIBS



“Raising awareness over all of the campus is an extremely hard task, which the festival accomplished.”

Georgi Kolev,
SSA Board Member & JTH student



Overview of Shaping our Future. (credits to SSA)

During the festival, the RMER Conference was hosted at JIBS (see Overview of Shaping our Future) to discuss and explore the role of education and of business schools in sustainable development; Science Park and JU hosted a 24H Innovation Race for Sustainability (see Overview of Shaping our Future) to bring sustainable solutions to 6 established companies in the county.

Moreover, The Documentary “Finding Oscar” was screened at JIBS by Jönköping Municipality in collaboration with Jönköping University, the Swedish UN Federation, and the aid authority Sida. Various student organisations hosted events on sustainability. For example, SSA dedicated the semester’s Green Day to explore how to design sustainable cities and communities - environmentally, financially, and socially. SSA hosted games and activities, Life & Peace Institute hold an interactive workshop on social sustainability. And the Language Café of the week was on sustainability.



OTT
1

Sustainable Day with Language Café

Pubblico · Organizzato da Language Café - Jönköping Student Union

Sustainable Day with Language Café

The main day of the festival, JU Sustainability & Diversity Day 2019, focused on the transition towards a sustainable society. This complex topic is tackled from different perspectives and disciplines to understand how different actors, in different contexts, can contribute to the creation of shared value.

9:00 – 9:15	A word of Welcome with Marie Ernsth Bravell, JU Vice President of Research, HHJ, JU Aula (HLK)
9:15 – 10: 30	World's Trends: critical view on impact investment, social inclusion & digitalisation, JU Aula (HLK)
10:30 – 10:50	Fika, HLK Main Hallway
10:50 – 12:00	How is JU shaping its future and how could this contribute further to a more sustainable world? Facilitated by SSA, Students for Sustainable Action, JU Aula (HLK)
12:00 – 13:30	Networking Lunch, HLK Main Hallway
13:30 – 15:00	Workshop: <i>How to transform JU for a sustainable future?</i> Facilitated by Jean-Pierre Candiotti. B3008 Round tables on: - How to collaborate across schools? (Robert Lecusay & Per Askelund). - Design your learning spaces! (Géza Fischl). - Digitalisation: a path to sustainability? (Eva Stattin). - Eat, drink, celebrate in a sustainable manner (SSA).
15:30 – late	Jönköping County's Sustainability & Diversity Award Ceremony, JU Aula (HLK)

Figure 5, Overview of Sustainability Day 2019



Opening of JU Sustainability & Diversity Day with Prof. Dr. Marie Ernst Bravell & Dr. Guénola A-H Nonet

“I found the workshop to be the most consequential activity for networking and potentiating collaboration across the four schools. It created opportunities for people not just to meet informally, but to think deeply and collectively about a shared problem. The various sustainability-related problems that were posed worked well to throw into relief the expertise and interests of the various participants ... It is this process of identifying and agreeing on shared goals that are critical to planting the seed for sustainability-oriented collaborations across schools and with the community.”

Dr. Robert Lecusay, Assistant Professor, JU

The day ended with the very first Sustainability & Diversity Award Ceremony, an event organised by JU SDN and Science Park with the purpose of celebrating and acknowledging ongoing activities and change makers while inspiring new organisations and individuals to join the movement and take action for the SDGs.

JU Students' Thesis	<ul style="list-style-type: none">Integration of social and environmental questionsRelevance to the sustainable development of society	1.000 kr/student
JU Researcher's publication	<ul style="list-style-type: none">Cutting edge research in terms of the SDGsMeaningful outcomes for society	1.000 kr voucher at Rekoshoppen
JU Change Agent	<ul style="list-style-type: none">Source of inspiration for stakeholders at JU and beyondSustainability is integrated in daily operations and/or strategical levels	1.000 kr voucher at Rekoshoppen
Jönköping County Start Up	<ul style="list-style-type: none">Innovation as a tool to reach SDGs targetsImpact that is scalable	10.000 kr
Jönköping County Business	<ul style="list-style-type: none">Integration of sustainability aspects into the business' coreInspiring sustainability-communication to stakeholders	Analysis & Consulting by Sustainability students
Jönköping County Association	<ul style="list-style-type: none">High impact activities for co-creationThe interconnection of social and/or environmental aspects is well communicated	Analysis & Consulting by Sustainability students

Figure 6, Overview Sustainability & Diversity Awards 2019

JU Change Agent

Susanne Merkle from Students for Sustainable Action was praised for her commitment to sustainability.



Photo: Anna Hållams

Most relevant Bachelor Thesis was awarded (see chapter 4 education)

Most relevant Master's thesis was awarded (see chapter 4 education)

Cutting edge research publication

Dr. Maria Hammarsten, Dr. Per Askerlund, Dr. Ellen Almers, Dr. Helen Avery and Dr. Tobias Samuelsson (Jönköping University School of Education and Communication), were awarded for their research article “Developing ecological literacy in a forest garden: children’s perspectives in the Journal of Adventure Education and Outdoor Learning”.



Dr. Ellen Almers & Dr. Per Askerlund (HLK)
Photo: Anna Hållams

Innovative Start-up Green Matters



Andriy Brandis, founder of Green Matters
Photo: Anna Hållams

Inspiring business

RekoShoppen



Eva Nyvall, Co-founder of Rekoshoppen
Photo: Anna Hållams

High-impact association

Students for Sustainable Action



Fabienne Jonsson, Georgi Kolev, Kjel Hendriks, Alexander Brewer & Karl Kessler,
SSA board members
Photo: Anna Hållams

Carbon Literacy Training

Students and faculty were offered carbon literacy training, to gain an understanding of:

- The basic science behind climate crisis
- The impact different sectors such as food have on our climate and vice versa
- Climate Change Mitigation Tools for your discipline
- Strategies and skills for communicating and/or teaching climate actions
- Your personal possibilities to take action privately and in your current/ future role

At completion, a full certificate was issued by Cooler Project in Manchester.

This training was developed in cooperation with the UN PRME Champions, Oikos international, Manchester Metropolitan University and Cooler Project, Manchester. The aim of this project is to get Academics, students, and others worldwide carbon literate within a short time frame and to get as many people as possible actively involved in embedding climate solutions in their own life and work. In order to do so, Academics and students are offered the training so that they can become trainers in their own institution and/or involved in training other in other regions of the world.

8.2 Partnership with Students for Sustainable Action (SSA)

Students are our most important stakeholders and provide inspiration and leadership in change through their examples and engagement. Because of this, we support student initiatives and strive to engage for co-creation. Throughout the years, a solid relationship with the student association Students for Sustainable Action, or SSA, has been established. The JU SDN has been supportive from it's early stages to the point that, now, SSA is a board member of the Network.



SSA Member Meeting in Autumn 2018



Alexander Brewer, Carl Kessler, Kjell Hendriks, Frida Assmundsgård, Fabien Jonsson, Georgi Kolev and Susanne Merklen, Board Members of SSA, Autumn 2019

Students for Sustainable Action is a JU association that strives for the inclusion and improvement of the 17 Sustainable Development Goals proposed by the United Nations. Since the foundation of SSA in the Autumn of 2016, the purpose has been to create an active spirit of sustainability at Jönköping University and in the general Jönköping community by engaging in actions that focus on real change and contributions to global sustainability. SSA abides by the triple-bottom line model, with a focus on environmental, social, and economic sustainability respectively. Pertaining to the environmental work SSA has propagated on campus, two projects stand out; the Coffee Cup Project, and the Recycling project. The ultimate aim for SSA, is to inspire and influence the next generation to act responsibly in their own lives and future careers in the world.

The Coffee Cup project's goal is to reduce the amount of paper coffee cup waste on campus as well as finding ways to create a recyclable system for said cups. 800,000 coffee cups are thrown away at JU each year, and there are no incentives in place to bring a personally owned cup. SSA's vision is to see a campus where a 'For-Here-Or-To-Go' is implemented, as well as a discount incentive for bringing their own cup, and a recycling area for those who use disposable cups.

The Recycling Project works indirectly with the Coffee Cup project, to improve recycling on campus. The project's primary goal is to find ways to make sure that when an item is thrown in its appropriate bin, that said item's end-destination is separate from items made of other materials. In addition, it aims to raise awareness to encourage and reach a collective understanding of what belongs where.

Lastly, SSA runs additional projects relating to environmental sustainability. Green Day is a student-focused awareness day surrounding a theme with activities and donations to a charity of choice that follow this sustainability theme. Previous themes: deforestation (Green Day 1), plastic pollution (Green Day 2), mental health (Green Day 4), sustainable cities and communities (Green Day 5). Clothes Swap is another event held to educate students about the social & environmental down-sides of fast-fashion and inspire them to a new way of shopping.

In December 2018, SSA hosted a Lunch lecture "Food for you, your wallet, and the planet" with food blogger Hanna Olvenmark. The event was a fun way to inspire students and faculty to consume in a more sustainable manner, that is also affordable and healthy. The event was sponsored by JIBS Responsible in Action.



Hanna Olvenmark sharing her sustainable tips related to food tips to Jönköping University students



Vegan and healthy lunch for everyone!

SSA has also played a key-role in the development of Jönköping University Urban Farming jointly with Jönköping University Sustainability & Diversity Network. Together, these stakeholders have planted and taken care of an increasing number of crops on the rooftop of HLK and provided tours to students, faculty, and external stakeholders to increase awareness about food production.



Jönköping University Sustainability & Diversity Festival: Urban Farming Tour
October 2019



Jönköping University Sustainability & Diversity Festival: Crops grown on JU rooftop

8.3 Collaborations with external stakeholders

Jönköping University Sustainability & Diversity Network is committed not only to collaborating with JU staff & students but is very aware of the need to collaborate with external stakeholders. This has become a priority since 2019, since then the Network has actively begun engaging and co-creating events with the municipality, businesses, and local organisations.

Social entrepreneurship Conference & Job Fair, April 2019

Acknowledging the overall perception that it is hard to make a profit while “doing good,” JIBS organised an inspirational conference, designed for students, academics and practitioners, on:

- Social enterprise and global prosperity
- The successful journey of a business school graduate
- Key learning lessons by Stef Van Dongen, a social entrepreneur and impact investor.

The job fair focused on job and internship offers on:

- Sustainability
- Corporate Social Responsibility (CSR)
- Diversity and social entrepreneurship

Social Entrepreneurship Conference & Agenda 2030 Job Dating 24 April 2019

LOCATION: JIBS B1033 - ground floor

PROGRAM:

- 11:00 Coffee, Tea served outside B1033
- 11:30 CONFERENCE:
Social Enterprise and global prosperity, by Stef Van Dongen, founder and CEO of Envisu
- 12:20 Recruiting organizations' short presentation
- 12:30 JOB FAIR:
Dedicated to the Sustainable Development Goals

PLEASE REGISTER HERE

The job fair is mainly designed for recruiters and students (both recruiters and students need to register)



Stef Van Dongen

Agenda of the Social Entrepreneurship Conference

Swedish Sustainability Job Fair Jönköping University, 24 April 2019

Are you looking for a talented addition to work on the sustainable development agenda for your organization? Then come to the Swedish Sustainability Job Fair!

This fair is dedicated to recruiting graduating students with specialization in sustainability and social responsibility.

We want to provide you the opportunity to meet and possibly employ enthusiastic engineering, business and media/communication graduates with first class knowledge about sustainability and enthusiasm to contribute to your vision and your organization's work.

Our graduates are available for internships or entry jobs offers.

Please bring your corporate communication display (roll-up, banners, flags, posters, brochures, flyers, etc)

WHEN:

Come and meet our wonderful graduates on 24 April 12:30-14:40.

SOCIAL ENTREPRENEURSHIP CONFERENCE:

This job fair is part of a one day conference on social entrepreneurship and you are welcome to attend (11h: 11a, conference begins: 11h30). Please notify us if you attend the conference, we will introduce your company at the end of the conference, before the start of the job fair.

[More details](#)

LOCATION:

Jönköping International Business School B1033 and ground floor

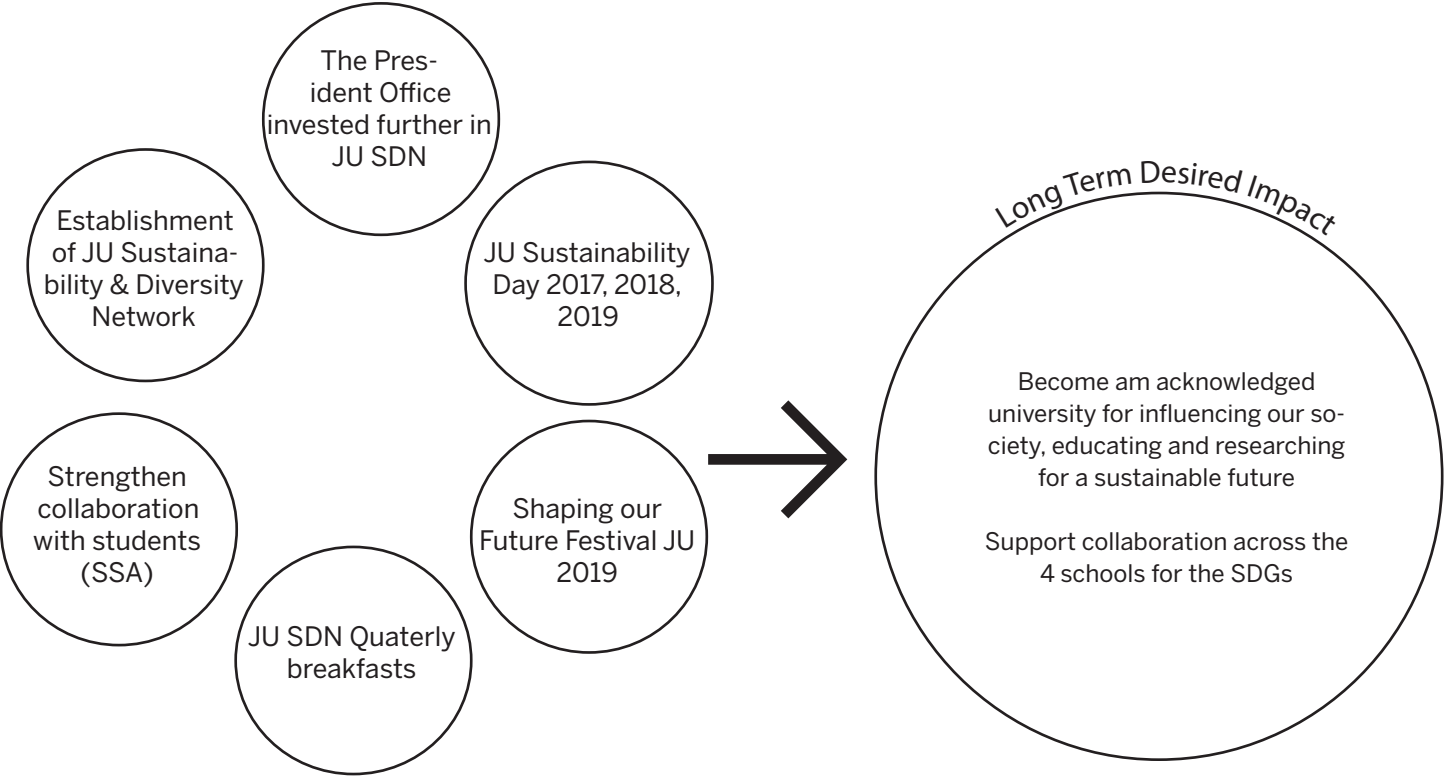


REGISTRATION:
Click here for registration
No fee involved

CONTACTS:
Contact for recruiters:
careercenter@ju.se
Main event organizer:
guenda.norén@ju.se
Please let us know your needs (tables, technical support, etc)



JÖNKÖPING UNIVERSITY



9. Contributing to Community

JIBS is working to build relationships with local companies and civil society to enable faculty, staff, and students to support each other in learning about responsible leadership and sustainability. Through the 24H Innovation Race for Sustainability JIBS’ network of companies engaged with sustainability has expanded and students were provided with valuable opportunities to connect with responsible businesses.

9.1 External Relations

JIBS External Relations continuously works to facilitate collaboration between students and companies/organisations in courses at JIBS. In the past two years, collaboration around sustainability-related topics has grown. In the course Corporate Social Responsibility student groups analysed companies and gave suggestions on development for their future CSR work, in 2018 for AddBrand - enveloping and marketing material company, and in 2019 for HAGS - playground equipment company.

In spring 2019, 3rd year Sustainable Enterprise Development-students in their final course, Governance for Sustainability and Responsible Ownership, consulted six different companies with strategies on sustainability and ownership. The companies were: DreamLogistics, WOG-wood/metal, Skanditrip, the PARS-Group, Circular Centre and Jordi Hans Design.



Dr. Mark Edwards & Dean Prof. Dr. Jerker Moodysson (JIBS) greeting SED soon to graduate students



Muhiyadin Sharawe presenting the sustainability strategy developed for PARS-Group

External Relations plays a role also in matching students with internship opportunities. When it comes to internships during spring 2019 that are focused around Responsible in Action, seven students in the SED-program had 10 week full-time internship positions with different companies or organisations. In comparison to the first batch of SED-students in Spring 2018 where there was one student having an internship. This shows significant growth regarding student-firm interactions.

In autumn 2019, SED students in their Portfolio course had an “action competence” case with SB International, a supplier of kiddie rides, in developing a Code of Conduct for the company's sub-suppliers.

Moreover, in some JIBS courses the External Relations Team has helped to arrange guest lecturers with a focus towards responsible in action, for instance Husqvarna Group's “Sustainability Ninja” and Kinnarps' Corporate Sustainability Manager.

9.2 JIBS Alumni Association

JIBS Alumni Association (JAA) was created out of a demand and need among the graduates of JIBS for a professional alumni organisation. JAA is a network that exists to foster possibilities for JIBS Alumni. The aim is to support our members in successfully achieving their professional goals. Inspiration, career, networking, business opportunities and professional development are the core membership values that JAA offers to its members. Events, such as inspirational lectures with professionals, breakfast seminars with experts in different fields, company visits, annual general meetings, reunions at JIBS and local pub mingles, are some examples of ongoing activities. In 2018 Dr. Ramírez Pasillas, M. held a talk for the JIBS Alumni Association at SEB Stockholm “Leading with Sustainability”.

9.3 Activities for the Community

Events organised by JU SDN such as Sustainability & Diversity Day and the Sustainability & Diversity Award Ceremony, are targeted towards not only Jönköping University's staff and students but also citizens, local businesses, and organisations. Additionally, JIBS has supported students and faculty to attend events for climate justice like Fridays for Future and Rising for the Climate.



Students at Fridays for Future, Jönköping



Students at Rise for the Climate, Gothenburg

9.3 Responsible Event Management

On campus we strive to raise awareness about the environmental and social impact of our choices by being as responsible as possible in the events we host. Exemplified through our local sourcing of sustainable products and a mindful usage of resources, resulting in waste reduction. This is common practice for events organised by the JIBS Champion of Responsibility in Action, JU SDN, Students for Sustainable Action, and other stakeholders.

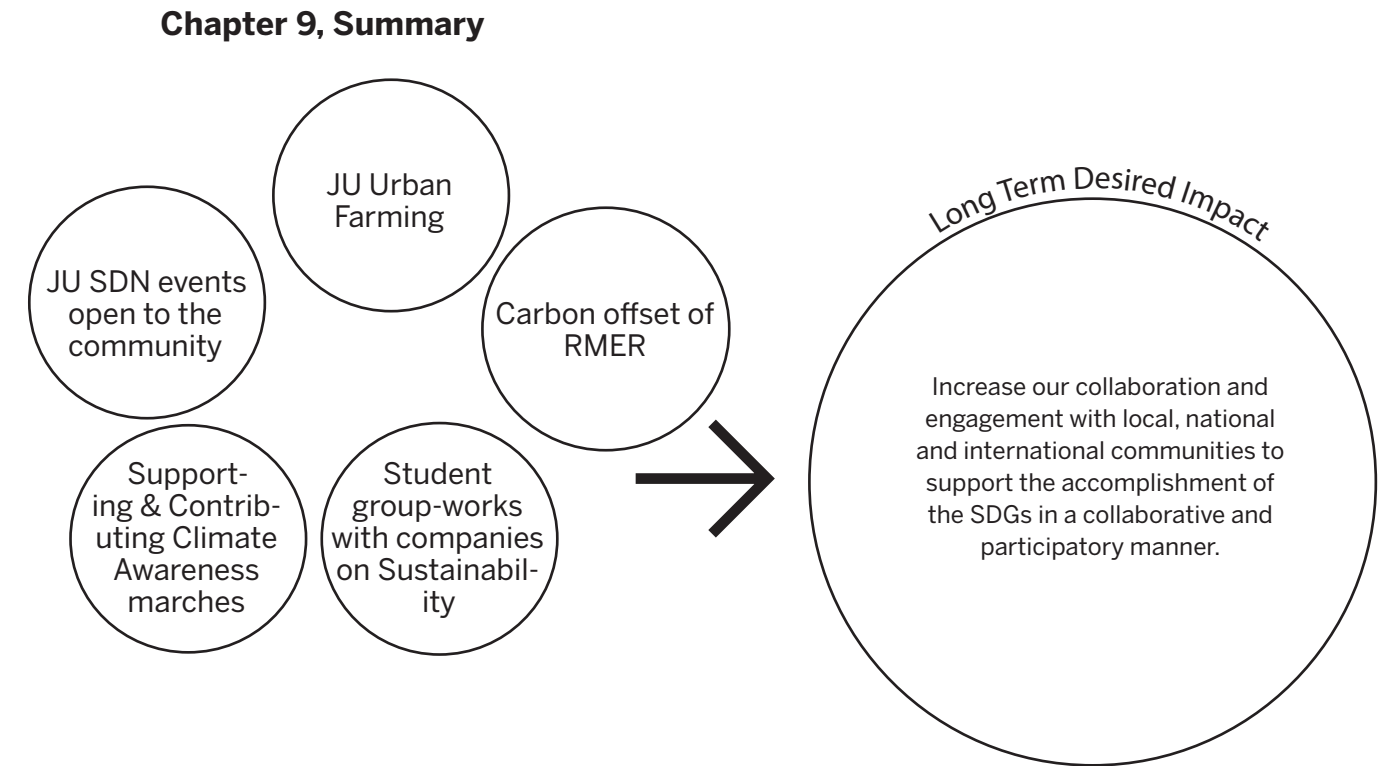
For the 6th RMER Conference, hosted at JIBS, we have been arranging carbon offsets . Participants' fee included an environmental levy of 250 SEK (25€) to help offset the conference's footprint. These funds went to a Landscape Restoration project in Spain, managed by Pioneers of our Time (CEO Stef van Dongen).



Pioneers of our Times, Catalonia



Moreover, the conference organisers challenged participants to take an active role in making this conference responsible in action by considering alternative modes of transportation other than flights. The participants who managed to travel the most kilometers while emitting the lowest Co2 were Henry and Anne-Karen Hüske who travelled from Dresden, Germany (approximately 1100 km) by train. As a reward they got the conference fee waived.



10. Conclusion

As we close this report, many actions have been taken which will receive further highlighting in our next report. For example Jönköping International Business School's election as the new PRME Nordic Coordinator, for 2020 and 2021. Also Several colleagues are now working on developing tools to create more awareness and content related to the SDGs.

Being responsible in action is easier said than done. It raises many questions, first about the meaning, different people will place different meaning behind the word "responsible". Another question is about evaluating our performance, how to ensure that we are improving and increasing our "responsible in action" impact? And of course, how do we continue to help our colleagues and students embrace responsibility principles?

Looking at our former reports is a very valuable way of assessing our progresses. JIBS has now an established tradition of reporting about its progress directly related to its guiding principle "being responsible in action" every two years.

2015 marked our first report, since then we have seen the first graduation of our Bachelor students taking the innovative program Sustainable Enterprise Development, and the number of students enrolled in this program has now doubled (from 25 to 50 students). Several courses have been transformed at JIBS to integrate the SDGs, additional researchers and educators were hired on a constant basis to fulfill our teaching and work requirements related to being responsible in action.

Students for Sustainable Action organisation has become a permanent board member of Jönköping University sustainability and diversity network, directly reporting to JU leadership Team. JU sustainability & diversity network leader is actively reporting about all schools' efforts on campus with JIBS playing a critical role in pushing sustainability related topics on campus.

Lifted by our ambitious students who seek relevance in today's world, we shall continue to reflect critically about our actions, teachings, research, and overall strategy. JU strives to be a school that matters, that promotes social responsibility, and a school which supports our stakeholders in remaining within planet Earth's boundaries in creating resilient local and international systems.



11. Appendix

Appendix 1

Bachelor Thesis

Anderson, C., Schüldt, F., & Åstrand, T., (2018). Organisational culture's influence on the integration of sustainability in SMEs: A multiple case study of the Jönköping region
<http://www.diva-portal.org/smash/get/diva2:1213017/FULLTEXT01.pdf>

Bejnarowicz, A., & Aderum, T., (2018). Employees' Participation in a Company's CSR: How do formal and informal cultural systems affect employees' participation in a company's CSR activities.
<http://www.diva-portal.org/smash/get/diva2:1215168/FULLTEXT01.pdf>

Tovesson, M., & Mulahasic, A., (2018). Which factors drive socially responsible investors?: A registry data analysis of the Swedish premium pension choice.

Cojocea, M., & Lundin, A., (2019). The Application and Implementation of Integrative Sustainability within Swedish SMEs - a Practical Perspective.
<http://www.diva-portal.org/smash/get/diva2:1320241/FULLTEXT01.pdf>

Contad, T., Duvignacq, V., & Gauthier, M., (2019). Drivers Leading to the Identification of an Entrepreneurial Opportunity: Applied to Entrepreneurs in the Food Waste Management Industry
<http://www.diva-portal.org/smash/get/diva2:1320411/FULLTEXT01.pdf>

Edwardsson, E., Giannisi, E., (2019). Trading transparency: How it affects the coffee farmers?
<http://www.diva-portal.org/smash/get/diva2:1319968/FULLTEXT01.pdf>

Ekman, E., Pilestål, E., Hemvik, L., (2019) Social Enterprises: How to succeed in the renewable energy sector in Sub-Saharan Africa.
<http://www.diva-portal.org/smash/get/diva2:1319408/FULLTEXT01.pdf>

Gustafsson, H., Karim, L., & Säll Fuglerud, H., (2019). Value Enhancers and Inhibitors for Green Purchasing Behavior: Attitudes towards green products within the food industry among young Swedish consumers.
<http://www.diva-portal.org/smash/get/diva2:1320696/FULLTEXT01.pdf>

Hugosson, B., Dinh, D., & Esmerson, G., (2019). Why you should care: Ethical AI principles in a business setting: A study investigating the relevancy of the Ethical framework for AI in the context of the IT and telecom industry in Sweden.
<http://www.diva-portal.org/smash/get/diva2:1321643/FULLTEXT01.pdf>

Kurvits, E., Kronkvist, K., & Leonelli, M., (2019). Mind the Gap: The unexplored linkage between Corporate Mindfulness and Sustainability Adoption.
<http://www.diva-portal.org/smash/get/diva2:1320024/FULLTEXT01.pdf>

Lundqvist, E., Cheng, J., & Fatos E., (2019). Occupational Burnout - An Organizational Challenge & Managerial Responsibility: A qualitative study on leadership and managerial factors' impact on burnout. Case study conducted on four compulsory schools in Sweden.
<http://www.diva-portal.org/smash/get/diva2:1322450/FULLTEXT01.pdf>

Man, M., & Ren, M., (2019). Wealth Inequality: Analysis based on 21 EU countries.
<http://www.diva-portal.org/smash/get/diva2:1322552/FULLTEXT01.pdf>

McHugh, J., Jönsson, G., & AL-Eryani, O., (2019). Corporate Social Responsibility (CSR): Using Stakeholder Engagement in Order to Improve Performance.
<http://www.diva-portal.org/smash/get/diva2:1321380/FULLTEXT01.pdf>

Moon, N., & Bordi, E., (2019). Sustainable apparel consumption: the attitude-behavior gap among Swedish consumers: An exploratory study on Millennials and Generation X consumers purchasing habits.
<http://www.diva-portal.org/smash/get/diva2:1321942/FULLTEXT01.pdf>

Muzaiek, S., & Silva Merico, J., (2019). The Circular Economy: A path to sustainability?
<http://www.diva-portal.org/smash/get/diva2:1322892/FULLTEXT01.pdf>

Nilsson, E., Palm, E., & Fröberg Liljenberg, S., (2019). Change Readiness: Exploring the Creation of Change Readiness Within Businesses for Change Towards Becoming More Sustainable.
<http://www.diva-portal.org/smash/get/diva2:1320208/FULLTEXT01.pdf>

Master Thesis

Andersdotter, M., & Rosenlöf, E., (2018). Correcting Societal Issues Through Business: A Multiple Case Study of Inhibiting Factors for Scaling Social Impact in Sweden
<http://www.diva-portal.org/smash/get/diva2:1211259/FULLTEXT01.pdf>

Borovcova, L., Kaloyanchev, Y., (2018). The impact of CSR activities on employees' well-being at work: Case study of Electrolux.

Johansson, W., & Edvinsson, L., (2018). Is the Emperor Naked?: A study of GRI-based sustainability reporting and its impact on market valuation.

Agebratt, S., & Khoshuba, E., (2019). MNEs management of CSR in subsidiaries: A multiple case study in Business Management
<http://www.diva-portal.org/smash/get/diva2:1334371/FULLTEXT01.pdf>

Bonollo, N., & Poopuu, P., (2019). The impact of digital platforms on roles and responsibilities in value creation among stakeholders of an ecosystem.
<http://www.diva-portal.org/smash/get/diva2:1321065/FULLTEXT01.pdf>

Ghunaim, M., & Patil, V., (2019). Students' Barriers for Sustainability: a quantitative study at Jönköping University.

Hafner, M., & Malmström, K., (2019). Digitalization of Intralogistics: The Impact on Firms' Sustainability.

Kromer, E., & Johansson, M., (2019). The influence of digital servitization on value co-creation in the industrial manufacturing sector: Requirements and challenges for a successful use of digital servitization and value co-creation.

Leonhard, P., & Stolz, M., (2019). Business Model Innovation in SMEs: How Resource Scarcity Affects Conditions for Business Model Innovation.
<http://www.diva-portal.org/smash/get/diva2:1319248/FULLTEXT01.pdf>

Mattila, J., & Uusilehto, M., (2019). Female leaders' perceptions of the barriers and facilitating factors of their career in gender-equal Nordic countries.
<http://www.diva-portal.org/smash/get/diva2:1319949/FULLTEXT01.pdf>

Schlegel, M., & Langer, M., (2019). The Influence of Generational Perspectives on the Link Between Family Values and Corporate Sustainability in Family Firms.
<http://www.diva-portal.org/smash/get/diva2:1319737/FULLTEXT01.pdf>

Appendix 2

Examples of JIBS publications related to our guiding principle Responsible in Action:

Arshad, N., Ramirez-Pasillas, M. and Hollebeek, L. D. (2019). Sustainable crowdfunding for subsistence entrepreneurship. Forthcoming in: Ratten, V. (2019). Entrepreneurship and the Community. A Multidisciplinary Perspective on Creativity, Social Challenges, and Business. Springer

Abreu, M., Oner, O., Brouwer, A., & van Leeuwen, E. (2018). Well-being effects of self-employment: A spatial inquiry. Journal of Business Venturing.

Achtenhagen, L., Johannisson, B. (2018). 'The reflexivity grid – exploring different aspects of conscientization in entrepreneurship education, in: K. Berglund & J.K. Verduijn (eds.) Revitalizing Entrepreneurship Education. Adopting a Critical Approach in the Classroom, London: Routledge.

Achtenhagen, L., Melesko, S., & Ots, M. (2018). Upholding the 4th estate—exploring the corporate governance of the media ownership form of business foundations. International Journal on Media Man-

agement, 20(2), 129-150. doi:10.1080/14241277.2018.1482302 <https://www.tandfonline.com/doi/full/10.1080/14241277.2018.1482302>

Achtenhagen, L., Inwinkl, P., Björktorp, J., Källenius, R. (2018) 'More than two decades after the Cadbury Report: How far has Sweden, as role model for corporate governance practices, come?', *International Journal of Disclosure and Governance*.

Cyron, T., & Zoellick, J. C. (2018). Business development in post growth economies: Challenging assumptions in the existing business growth literature. *Management revue*, 29(3), 206-229. doi:10.5771/0935991520183206

Edwards, M., Alcaraz, J., Cornell, S. (2018). Management education and earth system science: Transformation as if planetary boundaries mattered *Business & society*.

Evansluong, E. & Ramirez Pasillas, M. (2018). Family resilience in immigrants' entrepreneurial opportunity creation process.

Evansluong, Q., Ramirez-Pasillas, M., & Nguyen Bergström, H. (2019). From breaking-ice to breaking-out. Integration as an opportunity creation process. *International Journal of Entrepreneurial Behavior & Research*, Vol. 25, No. 5, pp. 880–899.

Evansluong, Q., & Ramirez-Pasillas, M. (2019). The role of family social capital in immigrants' entrepreneurial opportunity creation processes. *International Entrepreneurship Journal and Small Business*, 36(1-2), 164-188.

Geissinger, A., Laurell, C., Öberg, C., Sandström, C. (2019). How sustainable is the sharing economy? On the sustainability connotations of the sharing economy platforms. Accepted for publication in *Journal of Cleaner Production*, Vol. 206, pp. 419-429.

Geissinger, A., Laurell, C., Öberg, C., Sandström, C. (2019). Description of sustainability connotations of sharing economy platforms – what is the picture from social media? *Journal of Cleaner Production*, Vol. 206, pp. 419-429

Ghosal, V., Stephan, A., Weiss, J. (2019). Decentralized environmental regulations and plant-level productivity *Business Strategy and the Environment*, 28(6), 998-1011.

Grillitsch, M., Hansen, T., Coenen, L., Miörner, J., Moodysson, J. (2019). Innovation policy for system-wide transformation: The case of Strategic Innovation Programmes (SIPs) in Sweden *Research Policy*, 48(4), 1048-1061.

Heshmati, A., Rashidghalam, M., Nilsson, P. (2019). Measurement and Analysis of Multidimensional Well-Being in Rwanda. In: Pia Nilsson & Almas Heshmati (Ed.), *Economic studies in inequality, social exclusion and well-being* Cham: Springer

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