

Call for Book Chapters

Responsible Management Education with Impact: A Blueprint for Transformative Leadership Beyond 2030

Editors: Alexander Herzner, Ruth Areli García-León & Lisa Fröhlich

Submission deadline for proposals: **1st May 2024**

Submission deadline for full draft chapters: **November 2024**

Publisher: **Routledge**

Purpose and context:

You are invited to contribute to a book aimed at inspiring and empowering educators, administrators, policymakers, institutions, industry professionals and leaders interested in fostering positive change and supporting a sustainable transformation of society, environment, and business.

After more than a decade in responsible management education (The PRME Global Movement 2021), the era of corporate responsibility and sustainable practices is still a paramount concern with the climate crisis remaining omnipresent. In the last years, responsible and ethical behavior has been challenged not only by a global pandemic but also by wars occurring worldwide. All these issues have led us to question if current leaders are acting responsibly and ethically integer and what is and has been the impact of responsible management education (RME) practices in the former and present years.

Therefore, the envisioned book aims to explore the intersection of RME and responsible leadership in addressing the Sustainable Development Goals. It adopts the concept of 'transformative leadership' (Bass & Riggio, 2005), as the leadership that seeks to transform by inspiring and empowering others as a way to advance RME. With this in mind, this book seeks to serve as an inspiration by providing insights, strategies, case studies, and real outcomes in order to serve as a comprehensive guide for RME and leadership.

Guidelines for submissions:

We are particularly interested in:

1. Analysis of PRME foundations and achievements of the PRME movement, as well as suggestions to advance the development of the PRME movement.
2. Innovative Pedagogical Approaches and effective teaching methods to instill responsible and transformative leadership in education programs. For example, experiential learning and real-world application methods, challenges addressed in adapting traditional management education, RME for life-long learning programs, etc. (connected to point 5).
3. Case studies of impactful and successful management education programs. Either management education programs or research showing the impact of these initiatives. For example, the impact on graduates' careers, challenges in aligning curriculum for RM, collaboration among educational institutions, etc.
4. Measuring the impact of RME by providing tools for assessing the effectiveness of RME, or by means of key performance indicators, or benchmarks. As well as the role of accreditation bodies, and organizations promoting and awarding RME programs and initiatives.
5. Showcasing successful alumni experiences in embedding responsible management practices in workplaces or by the establishment of new companies. Analysis of the future challenges of RME regarding cultural differences, countries, or education systems. Relevant topics or questions could be: What factors influence the decision-making process in critical situations? How do individuals balance competing priorities and ethical considerations when making tough decisions? What lessons can be gleaned from instances of responsible decision-making, regardless of the outcome? How do managers and professionals navigate uncertainty and ambiguity when faced with tough choices?

Publication information:

Proposals by researchers, alumni, program leaders, deans, UNGC members, or student associations are welcome.

Chapter proposals will be reviewed by the editors. Authors will receive feedback regarding the acceptance of the proposal, feedback, and comments before developing the entire book chapter.

Proposals should be between 500 and 1000 words and include:

- Title
- Author(s) details and affiliation
- Chapter proposal
- References

Authors are expected to hand in their full draft chapter by **November 2024** with an expected length of 4,500 words maximum.

Proposal submissions are to be sent to the editors by **1st May 2024** (see contacts below).

Chapters must be submitted, as per the editorial guidelines, including those of Routledge, which can be found at: [Routledge & CRC Press Publishing Guidelines](#). Potential contributors are encouraged to visit the websites of the [United Nations Sustainable Development Goals](#) and the [PRME](#) and [PRME Chapter DACH](#) for further information.

Publication schedule:

Opening of the call: **15 March 2024**

Approval notification for chapter proposals: **June 2024**

Deadline for submissions of the full draft chapter: **November 2024**

Submission deadline for final chapter: **January 2024**

Expected publication date: **March 2025**

Contacts

Questions and chapter proposals should be sent to:

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About the editors

Dr. Alexander Herzner brings a wealth of experience in both academia and the business world. With a background as Head of the Institute for Sustainability and Ethics, he is actively involved in developing the whole-institution-approach of the Technical University of Applied Sciences Amberg-Weiden. As a Business Advisor, he also highlights the practical implications for companies on their path forward to a sustainable business transformation. Also, his experience as a Lecturer / Adjunct Professor about CSR, and sustainable transformation as part of the responsible management education enables a holistic view of this topic. He is committed to PRME as part of the steering committee of the UN PRME Chapter DACH and engaged in different working groups on ESD in academia or sustainable transformation in the business world.

Dr. Ruth Areli García-León is a lecturer and researcher at Ostfalia University of Applied Sciences and the University of Hamburg in Germany. Her research interest focuses on sustainable consumption, corporate social responsibility, and Responsible Management Education. After working in the marketing and communication fields in the public and private sectors, Dr. García-León moved to academia, where she has been a Professor occupying different management positions such as Director of the Department of Marketing and Communication at Tecnológico de Monterrey in Mexico. She has accumulated more than 20 years of experience lecturing communication, marketing and management courses for graduate and undergraduate students at different universities in Latin America and Europe. She has served as a judge for the renowned Reimagine Education Conference Award

and is part of the steering committee of the PRME DACH Chapter, and the steering committee of the PRME Working Group on Climate Change and Environment. She holds a PhD in Education Sciences, a Master in Marketing, a M.Sc. in Communication, a Licentiate in Communication Sciences, and is a certified coach and trainer of cross-cultural competencies.

Prof. Dr. habil. Elisabeth Fröhlich served as president of CBS International Business School, Germany until 2022. She holds a full professorship in Sustainable Procurement and Supply Chains and is an internationally recognized expert in sustainable supply chain management. She is highly engaged in the field of Responsible Management Education. She serves as a board member of the PRME, chairs the PRME Nomination and Governance Committee, and is the PRME DACH Chapter Chair. She is also leading the AOM MED Ambassador Program as vice-chair. She is leading the Scientific Board of JARO Institute and offering online trainings in the field of sustainable procurement. Her research focuses on sustainable supply chain management and green procurement, qualification in purchasing, Procurement 4.0, and strategic supplier relationship management. Innovative teaching formats of Responsible Management Education are further main areas of her research. She has published several books and articles on the above-mentioned topics and supports several journals as an external reviewer.