



UMEÅ SCHOOL OF BUSINESS,
ECONOMICS AND STATISTICS
UMEÅ UNIVERSITY

RESPONSIBLE MANAGEMENT EDUCATION

USBE 2020

PRME

This is our Sharing Information on Progress (SIP)
Report on how USBE implements the Principles for
Responsible Management Education (PRME)



Photos by, page:

4: Mattias Pettersson
6: Johan Günséus
8, 15, 33: Elin Berge
9: Mikael Lindbäck
12, 27: Sofia Lundberg
16, 19, 22: Rickard Lindberg
17: Mikael Lundgren
20: Chandra Kiran
21: Mona Bonta Bergman
26: H&M group



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A WORD FROM THE DEAN

This is our third report on USBE's engagement in PRME. The report describes how we have continued to develop our platform for integration of sustainable development into our research, education, and collaborative activities as a PRME signatory. USBE signed PRME at December 2, 2013 and initiated at the same time a school wide process to integrate sustainability and responsibility into educational programs concerted by our strong research focus on sustainable development, ethics and corporate social responsibility in order to share knowledge and experience in cooperation with business and the community. What started out as a project is now a fully integrated part of our daily activities.

A rewarding process of sustainability policy development across disciplines, planning, and designing an evaluation system led in March 2015 to successful certification of USBE according to the international environmental management system ISO14001. Since then, we have had five external audits, upgraded to the new ISO14001 standards, and passed all times - the three most recent ones without any remarks – only recommendations on how to better communicate how we engage and make impact. We conclude that we have now built a solid platform based on USBE's mission to *contribute to the understanding, ability, and responsibility of individuals in relation to societal challenges and the importance of sustainable development* for continuing efforts to strengthen our work on sustainability and responsibility and that our integrated approach is working relatively well.

In February 2018, we were informed about that we have earned the AACSB accreditation. USBE is proud to be recognized as an institution that have demonstrated a focus on excellence in all areas, including teaching, research, curricula development. We are now preparing for applying for a continuous improvement review (CIR).

A new strategy for the school the period July 1, 2019, to December 31, 2025, was determined by the USBE board in May 2019. The strategy has been developed in collaboration with staff, USBE board, Business Advisory Board, and International Advisory Board.



The current strategy has, as the previous one, a strong focus on sustainable development but now with an emphasis on the 17 sustainable development goals.

As an institution of higher learning involved in the education of current and future managers and policy makers, USBE is voluntarily committed to engage in a continuous process of improvement based on the PRME principles, reporting on the progress of our work to our stakeholders and exchanging the progress of our sustainability and responsibility practices with other academic institutions. We look forward to be an active PRME partner in developing responsible leaders with a sustainability orientation!

Dean Sofia Lundberg

Umeå February 14, 2020

IT ALL MUST TIE TOGETHER

Umeå School of Business, Economics and Statistics
- Principles for Responsible Management Education

Umeå School of Business, Economics and Statistics (USBE) is internationally respected, nationally influential and firmly rooted in the region. We create knowledge in interaction with stakeholders, to develop responsible individuals with a sustainability orientation for a local and global society. We are a university integrated business school located at Umeå University Campus and have about 150 employees and about 3000 students, study in our courses per year.

The areas of research and teaching are in Business Administration, Economics, and Statistics. We have one bachelor program in statistics, four professional degree programs in Business and Economics, one of which is offered in English, seven masters programs, five in Business and one each in Economics and Statistics, and three doctoral program, one in each main discipline. All master and doctoral programs are offered in English.

OUR VISION

”As an internationally respected, nationally influential, and regionally rooted part of Umeå University, Umeå School of Business, Economics, and Statistics contributes to societal development through education and research of a high international standard”.

OUR MISSION

”Through interplay with surrounding society, we provide education and research that contributes to the understanding, ability, and responsibility of individuals in relation to societal challenges and the importance of sustainable development”.

WE FULFIL OUR MISSION BY:

- offering a high-quality learning environment that encourages analytical, critical, and independent thinking
- providing a dynamic research environment of a high international standard within USBE’s academic disciplines
- functioning as an attractive partner at the international, national, and regional level where we develop and disseminate knowledge in collaboration with other academic institutions, industry, and other actors in society.

MORE ABOUT USBE

The activities pursued at USBE comprise education, ranging from first-cycle to doctoral studies, research and collaboration within Business Administration, Economics, and Statistics. Business Administration includes Accounting, Entrepreneurship, Finance, Management and Marketing. All activities are supported by the USBE office. USBE’s most important resource is our staff, and our stakeholders including students, partners, and financiers. Together we are USBE, we make it what it is and we create its identity. We are strong in all our areas of activity and are propelled by our purpose as outlined in our mission statement.

Our other hallmarks as a business school includes a good relationship between students and staff, the engagement of students and other stakeholders in our ongoing activities, and a well-developed system for ensuring the students’ learning processes.

As a governmental organization we follow the professional ethical foundations that are to govern the actions of all state employees and our performance are evaluated by government authorities like the Swedish Higher Education Authority (UKÄ).



ISO 14001 CERTIFIED SINCE 2015

USBE is a sustainability-oriented business school and we have chosen to prove this by certifying our environmental management system. Our environmental management system is a well-integrated part of the management of the school and adopted to the expectations from stakeholders as UKÄ, AACSB, and others.

Our environmental management system is yearly evaluated by an external as well as an internal auditing process. Below follows a presentation of our progress and effectiveness related to the six principles for responsible management education.



AACSB-ACCREDITED SINCE 2018

Being accredited by one of the leading global organizations for business schools proves that our education, research, and collaboration are of high international standard and that our activities are mission driven.

Our quality management system that are the basis for our accreditation assures that we, in a systematic way are working for continuous improvement in all areas of our mission and that we are striving towards our long-term vision.



PURPOSE

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

It follows from our strategy for the period 2019 – 2025 that we believe it to be crucial that academic work such as ours enables education, research, and collaboration that are of a high quality and socially relevant. Our strategy is to achieve this through ensuring that our activities have a solid scientific foundation, are independent and dynamic, apply an international perspective, and have regional and national anchoring. As an international business school with a clear sustainability profile, we are both able to and responsible for contributing to improvements within societal challenges.

Further, as expressed in the strategy: It is our ambition to maintain and develop such an environment and to ensure that conditions are established for engagement and the encouragement of new initiatives and avenues of development within education, research, collaboration, and support functions. This will increase our chances of making an impact internationally, nationally, and regionally. Our vision and mission reflect an international perspective, our responsibility in relation to societal challenges and how we, as a pivotal actor in the region, contribute to regional development and skills provision.

Our mission states that our education shall produce responsible individuals with good insights into societal challenges who, regardless of their future professional roles, can make a difference on a local as well as a global level. The strategy is to do this by integrating sustainable development in the content of our courses and programs – an imbedded model complemented with specific courses related to sustainable development. This work is supported by research and collaboration linked to sustainable development.

SUSTAINABILITY POLICY

The school's sustainability policy states that our ambition to train students to become responsible leaders is facilitated by: a learning environment of high quality that encourages independent thinking and proactive approaches on issues related to sustainable development. It is also important that the research environment enables conceptual and empirical research on sustainable development and sustainable value outcomes. Finally our students awareness of sustainable development can be increased through interaction with industry and community and vice versa.

THE DETAILED GOALS FOR OUR WORK ON SUSTAINABLE DEVELOPMENT ARE:

- USBE shall broaden the scope and clarify the progression of sustainable development in education.
- USBE shall strengthen and clarify research and doctoral education on sustainable development.
- USBE shall strengthen cooperation with stakeholders by increasing the number of collaborative activities on sustainable development.

PRINCIPLE 1 - PURPOSE

The first three goals refer to our indirect- and knowledge-based impact on sustainable development whereas the fourth goal is about our direct impact related to for example energy consumption, waste management, and purchases.

Initially, our sustainability policy was based on the definition of sustainable development as provided by the Brundtland Commission and the three dimensions that are environmental, social, and economic sustainability:

♻️ Environmental sustainability is related to the earth's ecosystems and natural conditions and how these are affected by human economic activity. It also includes environmental policies and financial and societal aspects, as well as tools and instruments for environmental sustainability.

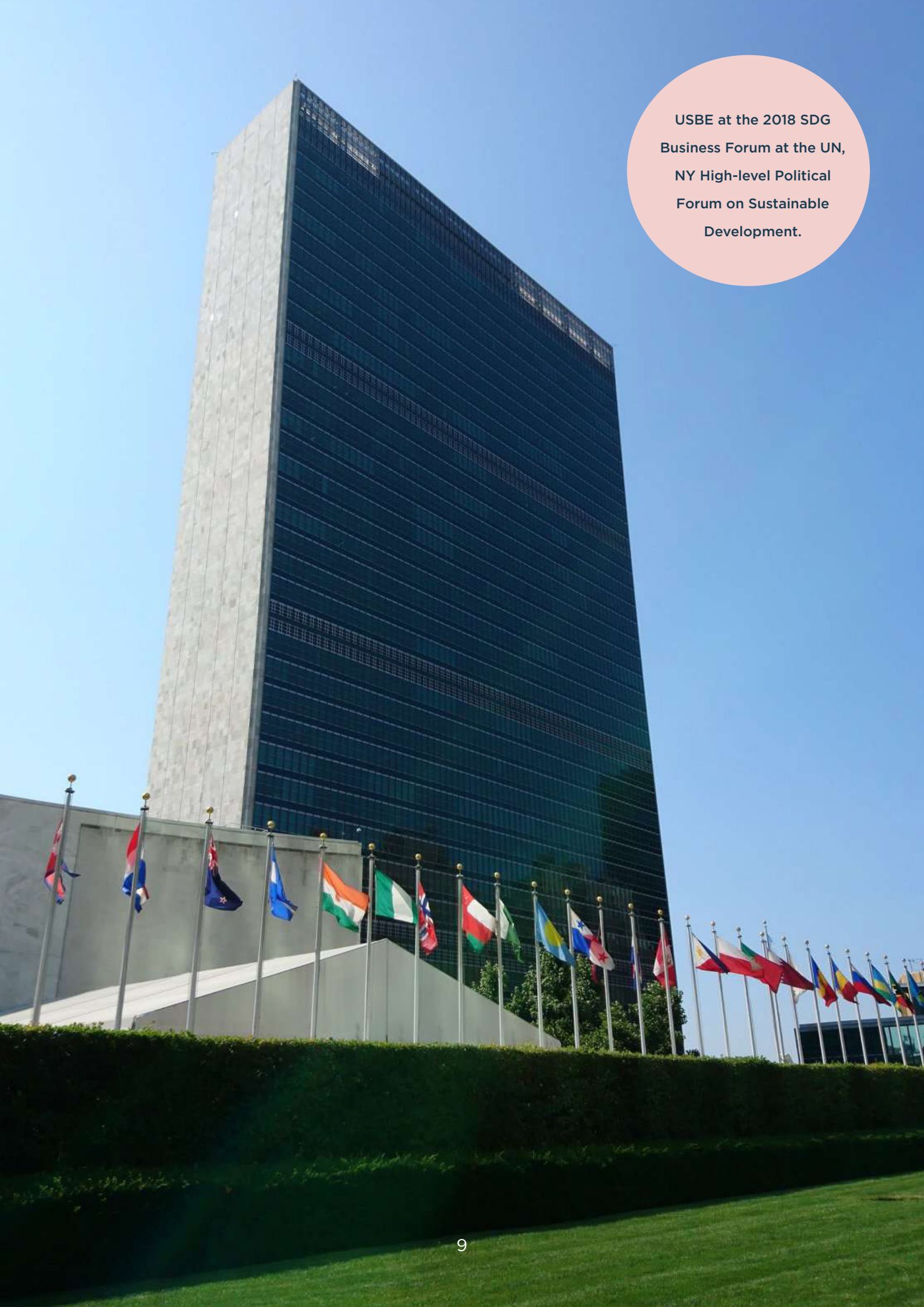
♻️ Social and economic sustainability are related to such structures that we humans have created to organize our societies. Social and economic sustainability includes issues concerning allocation policies, ethics and social responsibility at the individual, organizational and societal levels. It also includes the stability of the basic structures of society such as economic and financial systems, and questions about demographics, health and prosperity, yet also social responsibility in business and society, human rights and fair working conditions from a global and local perspective.

With the above as our foundation, we are now working according to the 17 Sustainable Development Goals adopted by the United Nations (UN).

We act for sustainable development by creating and spreading knowledge through education, research, and in collaboration with others. We are promoting knowledge about, and for, sustainable development and are using the 17 sustainable development goals as a framework when we are creating responsible individuals for the future. Our work on sustainability is coordinated in the Council for Sustainable Development and involves all parts of the school including a student representative.

Through active participation in national and international organizations and networks, USBE's sustainable development work is honed and given greater potential for impact. USBE has adopted the six principles for responsible education set out in PRME and we organize our activities accordingly; we are also active members of SDSN and GBSN. All in all, these three international organizations, with connections to the UN, contribute to the development of our activities and our ability to support other organizations in their sustainability efforts.





**USBE at the 2018 SDG
Business Forum at the UN,
NY High-level Political
Forum on Sustainable
Development.**

PRINCIPLE 1 - PURPOSE

The Council for Sustainable Development sets up an annual action plan decided by the Dean of the school. The plan specifies activities related to education, research, and collaboration with the surrounding society. The latter includes alumni activities. The plan includes who is responsible for implementation of the activity, resources allocated to the activity, and tracking points for the activities. The tracking points are an integrated part of the council meetings. Activities and impact related to responsible management education are reported in the annual report of the school. Our work with sustainable development is quality assured through our environmental management system. Systematic internal and external follow-up via our ISO 14001 certification ensures that our work is effective and allows us to identify areas for improvement within education, research, and collaboration related to sustainable development.

As stated in our strategy in the coming years, work on integrating sustainable development into our programs will continue. All new students at USBE are to be introduced to our sustainability work and issues relating to societal challenges. It is very important that we monitor societal developments in order to fulfil our teaching assignment, to achieve our purpose as stated in our mission and, through our programs, develop students so that they leave us with an ability to responsibly handle societal challenges using relevant knowledge.

STRATEGIC FOCUS AREAS

The strategic focus areas for sustainable development 2019 to 2025 says that our focus on sustainable development will be developed and be further strengthened within education, research, and collaboration. The direct environmental impact of our activities must be sustainable. In the period up to 2025, our involvement in PRME, SDSN, and GBSN will be developed, and we will work in a way which allows us to remain ISO 14001-certified. By working with sustainable development and the UN's 17 Sustainable Development Goals, USBE contributes to Umeå University's ambitions in this field.

17 GOALS 17 WEEKS

Fall 2018

A campaign on social media to tell about our initiatives, impact, and engagement related to the 17 SDG:s and at the same time inform about the goals and what they stand for.

www.umu.se/17goals17weeks/

The Fall semester is 17 weeks long and week by week each goal was presented followed by one or two presenting examples from USBE education, research, or collaborative activities.

The initiative gained attention locally and within the PRME network. It was also nominated to the SDG Action Reward in 2019.



VALUES

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

The common professional ethical foundations for all state employees reflect and summarize the fundamental values of Swedish society, our constitution and other legislation. These core values apply to all government agencies and thus also to USBE. For our activities they represent the following:

DEMOCRACY

Our work generates societal benefits, is characterized by academic freedom, is pursued on behalf of the citizens, and adheres to democratic principles.

LEGALITY

As an institution engaged in education, research, and collaboration, we have a great responsibility and our work must therefore comply with laws and regulations.

OBJECTIVITY

In our work, we strive to ensure a high degree of confidence among our stakeholders. This means that we must act responsibly, both in speech and action, which in turn requires that we respect the democratic principles and that we are objective and impartial in our actions.

TRANSPARENCY

We are open about what we do within the scope of education, research, and collaboration. This includes, for example, effective procedures for compliance with the principle of public access, informing students of expected learning outcomes, and ensuring that research results are verifiable.

RESPECT

We respect each other's integrity, rights, and differences, and combat all forms of discrimination as defined in the legislated grounds for discrimination: (1) sex, (2) transgender identity or expression, (3) ethnicity, (4) religion or other belief, (5) disability, (6) sexual orientation, and (7) age.

EFFICIENCY AND SERVICE

The work is to be conducted as efficiently as possible, with consideration given to the resources of the school and the society.

These ethical foundations are to characterize our actions in all aspects of school activities, in relation to each other, our students, partners, and society as a whole. This entails that we want to be viewed as an open-minded organization that encourages development and a critical and responsible approach, in concept and action, and that we are open to collaboration with others.

That the ethical foundations are to characterize our actions in all aspects of our activities relates to that everything we do needs to tie together, from the strategy, sustainability policy, to the plan of operations, actions related to research, education and collaboration, learning objectives and expected learning outcomes, program and course design and finally to our daily work.



During their first semester at USBE, students are informed about our ambitions related to sustainable development and that they can be involved and asked to be engaged in courses and in connection to curriculum activities.

METHOD

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

The overall goal of USBE's education is to offer a high-quality learning environment that promotes analytical, critical, and independent thinking in order to prepare our students for societal challenges. Our education shall rest upon a scientific foundation and shall include programs and courses from first-cycle level up to doctoral studies within Business Administration, Economics, and Statistics. We want to attract students both nationally and internationally.

USBE's courses and programs are characterized by student-centered learning, based on the mission for Higher Education Institutions in Sweden and on the USBE's mission. We strive to design courses that encourage students to take on responsibility and an active role in the learning process, stimulate the students' curiosity and capacity for innovation, and allow for reflection and a critical approach. We have systematically incorporated local learning goals on sustainability and ethics into our curricula.

In accordance with our mission, our courses and programs shall also provide students with the opportunities to develop into responsible individuals with an awareness of societal challenges, as formulated in the 17 Sustainable Development Goals, but also in terms of digitalization, artificial intelligence, and automation.

The quality management system at USBE consists of five central themes that are to permeate our courses and programs, and which are implemented and developed by competent staff members. See the themes listed in the figure to the right.



Student-centered learning



Organization and management of programs and pedagogical work



Employee competence and continuing professional development



Resources and support in learning environments



Evaluation of student learning and of program design and content

The themes clearly relate to Umeå University's quality management system and to international quality standards for business schools. The quality management system also enables systematic follow-up and development work where synergies and complementary competencies across USBE's academic areas are utilized in the best possible way.

PRINCIPLE 3 - METHOD

TEACHING & LEARNING

To create a better alignment between the educational programs and USBE mission a revision of all program degree goals was initiated in 2014. Two project groups were formed, one for the professional degree programs and one for the master programs. Both groups consisted of program coordinators, with responsibility for program development and curriculum, and the directors of studies.

The new local degree goals were discussed in different stakeholder groups; program councils and business advisory boards and they were implemented in autumn semester 2015. All programs at USBE now have national and local goals with clear alignment to the mission.

In parallel with the revision of program goals, we conducted an inventory of where and how responsibility, sustainability and ethics were addressed in course syllabi within the different program curricula. The aim was to analyze whether our courses, content and design, support student learning within these areas. The review resulted in several suggestions for revisions in course syllabi and the implementation in courses started in autumn semester 2015 and continued during 2016 to be fully implemented by spring semester 2017. The number of courses including one or more aspects of responsibility, sustainability and ethics has increased considerably since 2015.

In 2019, committee for teaching of learning was formed with the overall responsibility for teaching and learning at the school level. Assessment is no longer organized in specific assessment committees. Instead it is a work coordinated by KUL but operationalized by the education committees at the department level. The aim is to make the assessment of the program level goals an integrated part of the assessment of the expected learning outcomes.

The pedagogical seminar series at USBE, as well as participation in international and national conferences on learning, contributes to the teachers' continuing professional development. USBE has a large proportion of the teachers within the Social Sciences Faculty that are qualified according to the Umeå University pedagogical-promotion system. This facilitates pedagogical discussions and pedagogical development.

LEARNING GOALS ON THE PROGRAM LEVEL

Through program level learning goals, sustainability was and is increasingly integrated into existing courses and specializations on environmental and resource economics on the master level in Economics is an option. It is our firm understanding that the ISO14001 based efforts initially speeded up the process of integrating values of sustainability and responsibility into our educational programs and facilitates continuous improvement. Sustainability is now on the USBE agenda when planning and evaluating progress on program and course levels.

THE PROGRAM GOALS CAN BE CATEGORIZED ACCORDING TO:

PROFESSIONAL DEGREE PROGRAMS:

- Sustainability and ethics
- Critical analytical thinking
- Communication
- Information literacy

MASTER'S PROGRAMS:

- Critical independent thinking
- Decision making and problem solving
- Effective communication
- Knowledge integration
- Responsibility and thoughts in action

Our program level goals and more specific expected learning outcomes for student skills and abilities imply that the students should demonstrate an ability to integrate ethical and sustainable reasoning in analysis, evaluation and decision-making' in both professional degree programs and the specialized master programs. A scorecard for the course level in each program has been developed to evaluate the scope and progress of sustainability in the educational programs.

PRINCIPLE 3 - METHOD

ASSURANCE OF LEARNING

Assessments are made on program level with the purpose of identifying potential shortcomings in order to develop or change program structure or course content to better support student learning. The process assurance of student learning does not entail a review of the examination on the course and the assessments made there, instead it is a freestanding assessment of how program goals are met on a collective level. The Umeå University policy deals only with national degree goals, but the USBE quality system also includes the program goals as these express the unique aspects of each program and reflects the USBE mission.

To assess the program goals, data was collected during spring 2015, spring 2017, fall 2019. The assessment in 2015 can actually be seen as the benchmark by which measure the progress made. The 2015 assessment was actually done learning before implementation of sustainable development into our courses and programs. The assessments made illustrates the progress made and that we are on track and fulfill our objectives. The important points are the degree projects (typically conducted in pairs) and the individual written thesis reviews in the same course. The degree project course is a core course in the final semester of the programs and contains the undertaking of a complex and independent assignment, therefore, the degree project was chosen as an assessment vehicle.

In assurance of learning measures the program goals were operationalized through an assessment key including specific learning objectives as well as one or several indicators for each learning objective.

The rubrics used for assessments are based on indicators that on a detailed level specify what we want the students to know. Several indicators sums up to the learning objective and one or more learning objectives sums up to the program goal. We estimate the percentage of students who meets or exceeds expectations on the respective indicator.

Even though the results from the first –benchmark - round of assessments were good, further, areas of improvement were also identified. Actions were taken as a consequence. While some programs had slightly better results than others, we chose, due to the nature of the program goals, to revise all programs on identified areas of improvements. In addition, some actions have an indirect impact such as support to faculty and how our ambitions within sustainable development are introduced to the students. These are areas where we have improved during the past years.



PRINCIPLE 3 - METHOD

SPECIFIC PROGRAMS & COURSES

Sustainable development is integrated into our four professional degree programs and six master programs, but there are also courses with a specific focus on issues related to sustainable development. One example is the 7.5 ECT course in Social and Environmental Entrepreneurship. The course includes an exhibition on campus where students, working in groups, present business ideas related to the global challenges. The exhibitions from 2018 and 2019 gained attention in media.

The master level in Economics provides since the fall semester 2015 a specialization in Environmental and Resource Economics as a natural extension of the strong research orientation at USBE. Environmental economics deals with economics and the environment, and the management of limited resources. The aim of environmental economics is to encourage us to make the best use of our ecosystem's goods and services.

A specialization in Health Economics is provided in cooperation with Epidemiology and Global Health at the faculty of Medicine. Health economics is concerned with the connection between health and the resources needed to promote it. Resources here involve not just money, but also people, materials and time, which could have been used in other ways. The underlying issue is that while the needs may be indefinite – for health, food, shelter, etc. – the resources to satisfy them are finite. and pedagogical development.

Specific courses, such as in Energy Economics, aims to provide a comprehensive understanding of energy markets, as well as knowledge of how to analyze them and how they interact with the rest of the economy. A further aim of is to give students advanced tools to analyze how energy and environmental policies affect the demand and supply of different types of energy. A Marketing course in Business Administration is offered on Service Marketing, Marketing Ethics and Sustainability and in Entrepreneurship on Social and Environmental Entrepreneurship. The Business courses aim at raising the awareness of ethical and sustainability issues in the context of the subjects. Three new courses in Economics were initiated during 2018 and 2019. They focus on global challenges in one respect or other and targets a broader audience. The courses are offered to make parallel reading or working possible.

STUDENT EXHIBITION, LINDELLHALLEN 2019

Students at the course in Social and Environmental Entrepreneurship present their adideas on how to contribute to sustainable solutions within social and environmental entrepreneurship

Social and environmental entrepreneurship have become frequently used concepts, both in Sweden and internationally. But what do these forms of entrepreneurship really stand for? How does such prevailing practice appear? And what it is the importance of this practice for societal developments? This course will – based upon contemporary societal challenges – explore, problematize and analyze: theoretical, practical and political perspectives, upon these forms of entrepreneurship.





BUSINESS INNOVATION CAMP 2018 & 2019

Together with the industry, this intense 2,5-day Innovation Camp aims to provide students taking the Innovation Management course at USBE with real world experience working with leading companies in their industries where they will be challenged to develop innovative solutions for tomorrow's problems. This is a joint venture with MacGregor Group AB and Umeå Energi AB.

INNOVATION CAMP 2019
Developing the Future, Together.

Presented by the Umeå School of Business, Economics and Statistics, in collaboration with MacGregor and Umeå Energi

THE GENERAL CONCEPT
Together with industry, this intense 2,5-day Innovation Camp aims to provide students taking the Innovation Management course at USBE with real world experience working with leading companies in their industries where they will be challenged to develop innovative solutions for tomorrow's problems.

FOR STUDENTS
As a student at USBE, this event is an excellent opportunity to utilize and develop your skills and knowledge while working in teams, get hands on practical experience solving real problems with leading companies, expand your network of industry contacts, and get feedback from industry professionals, including a certificate for the winning team.

COLLABORATORS
This year USBE is again collaborating with MacGregor, a leading supplier of intelligent maritime cargo and load handling equipment and solutions, and Umeå Energi, a sustainability driven energy and communications company, to bring the student course challenges, sure to put their skills to the test and allow them to work on problems with real world importance.

CONTACT:
Economic Studies, USBE
usbe@u.se
+46 72 223 84 50

Zuzanna Wroble, Umeå Energi
zuzanna.wroble@umehj.se
+46 72 223 84 50

Zuzanna Wroble, MacGregor
zuzanna.wroble@macgregor.se
+46 72 223 84 50

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PROGRAM CONFERENCE FOR THE PROFESSIONAL DEGREE PROGRAM 2019

Sustainable development was the theme at the program conference for the professional degree program 2019. Alumni and CEO Anders E Johansson, Polarbröd AB, was invited to talk about their ambitions in sustainable development and how it has attracted partners. The importance of preparing and training students to be able to transform climate challenges to business opportunities.

NEW ONLINE COURSES, SUSTAINABLE DEVELOPMENT

- Economic Challenges, 7,5 ETC, start Fall 2018.
- The firm, the environment and society, 7,5 ECT, start Fall 2019.
- The consumer, the environment and society, 7,5 ECT, start Spring 2020.

RESEARCH

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

It follows from our strategy that the overall goal of USBE's research is to have a dynamic research environment where research of a high international standard is conducted within our three main disciplines: Business Administration, Economics, and Statistics. To achieve this goal, our staff must cooperate within USBE, within Umeå University, with other Swedish and international universities, and with the surrounding society. An international outlook improves our ability to contribute nationally and regionally, and to work according to our stated mission and vision.

As with our other activities, our research is to follow the basic principles stated in the core values, while at the same time complying with the general research principles provided in the Higher Education Act:

THE FOLLOWING GENERAL PRINCIPLES SHALL APPLY TO RESEARCH:

- 1 - research issues may be freely selected
- 2 - research methodologies may be freely developed
- 3 - research results may be freely published

In terms of our attractiveness, the impact of our research, and our ability to adapt to a dynamic global context, it is vital that our research ranges from basic research to policy-oriented research, from theoretical to empirical approaches, from quantitative to qualitative methods, and includes the development of new methods. USBE has a broad education portfolio. The goal of our courses and programs having a solid scientific foundation requires both breadth and depth in research as well as the encouragement of our staff to be active in research.

MISSION DRIVEN

Furthermore, establishing the conditions required for the staff to conduct research and doctoral education is essential for us to be internationally respected, nationally influential and regionally relevant. The initiation of research is, considering the conditions of its funding, a bottom-up process where individual staff members are best suited and assume primary responsibility for assessing which areas they should be active in. If some form of prioritization is performed at the management level, this must consider the following criteria in addition to ensuring that the research is of a high international quality how the project or position contributes to societal challenges relating to the 17 Sustainable Development Goals, but also digitalization, artificial intelligence, and automation.

USBE research explicitly focusing on sustainability, responsibility, and ethics covers a variety of aspects including, but not limited to, codes of ethics, sustainable investments, social innovation, sustainable consumption, health, equity, economic policy issues such as green public procurement and topics within environmental and resource economics, for instance relating to energy and climate change. A list of publications is found at the end of this report.

PRINCIPLE 4 - RESEARCH

IMPACT

Strategically and a part of our research ambitions, it is important that our staff are internationally respected and participate in public debate on various levels, as experts, members of councils, boards, and committees. This is achieved through high-quality international publications and participation in international collaborations, appointments as experts, participation in conferences and other such activities.

During 2018 and 2019 researchers from USBE have debated or been referred to as experts at least 16 different occasions (newspaper, TV, or radio).

It is also important that we host conferences and international and national doctoral courses, and organize other academic meetings and networks. There are seminars on research and on the writing process, and departmental seminars are important arenas for discussing ongoing research at all three departments. In the Department of Statistics, a joint seminar series with the Department of Mathematical Statistics (in the Faculty for Technology and Natural Sciences) is much appreciated by faculty members.

The Department of Economics has three distinct forms for seminars; the economics department seminar, the Centre for Environmental Economics seminar series (see the Appendix for full list of seminars 2018 and 2019), and The Economics Policy Network workshop (an internal seminar series where faculty members present their work in progress.) The sections within the Department of Business Administration arranges seminars with external and internal speakers. The Research Institute for Sustainability and Ethics in Business arranges seminars with internal and external speakers (see for full list of seminars 2018 and 2019).

Overall, these activities help identify new research areas, establish networks and collaborations, and disseminate knowledge about our research, creating the conditions for contributing to societal development in general and regional development in particular.

The harnessing of our combined strengths and complementary competencies within USBE is stimulated by, for example, joint strategy and planning days, joint meetings for USBE's professors and associate professors, joint doctoral student days, and by encouraging this through strategic initiatives.



PRINCIPLE 4 - RESEARCH

RESEARCH ENVIRONMENTS

USBE has three research environments that focuses on sustainable development and ethics, the Centre of Environmental and Resource Economics, CERE, (www.cere.se), The Research Institute for Sustainability and Ethics in Business, RiseB (www.umu.se/forskning/grupper/riseb) and Stat4Reg – Statistical Research laboratory for the Analysis of Register data (www.stat4reg.se).

CERE

CERE is centra that includes researches from Department of Forestry at the Swedish Agricultural University (SLU) and researcher from Umeå University (UmU). The Department of Economics at USBE hosts CERE. In the Department of Economics there is strong research on environmental and resource economics within and outside CERE. During the last decades both departments have developed into a national and international center for research and education in environmental and natural resource economics.

Based on their long tradition of cooperation in order to produce environmental knowledge from all faculties, including humanities and social sciences CERE was founded in 2009 and celebrated 10 years in 2019.

This cooperation is the foundation for CERE's strengths and knowledge network and this was also the theme for the 10th anniversary.

Natural resource economics is a diverse research field, spanning from the economics of reindeer husbandry management in Sweden to management of forest in China. An additional strand of research that cut through other research areas deals with public procurement as an environmental policy instrument. It has become increasingly common to add environmental requirements to public procurements. But in order for it to have any impact on reduced emissions the environmental requirements need to be tougher than the existing production technology. The idea is that the public sector, as a major procurer, can affect production and consumption so environmental targets are achieved. Overall the research at CERE is broad and deep since it covers many different environmental and natural resource aspects, and there is also an engagement in conceptual and empirical research that advances our understanding of the world.

Annually CERE hosts and arranges the Ulvön conference. The main purpose is to provide a forum for the dissemination of high-quality research in environmental economics.



ULVÖN 2019

PRINCIPLE 4 - RESEARCH

Initiated in 1993, a key purpose is to allow PhD students to present their work and interact with a number of leading researchers in the field. The conference is held at Ulvön (the Wolf Island) a small, attractive old fishing hamlet located along the high coast, about 500 km north of Stockholm.

The conference attracts senior economists from all over the world. The key-note speakers at the 2018 Ulvön conference were Vic Adamowicz, Department of Resource Economics and Environmental Sociology, University of Alberta, Anna Alberini, Department of Agriculture and Resource Economics, University of Maryland, Mikołaj Czajkowski, Department of Economics, University of Warsaw. The key-note speakers at the 2019 Ulvön conference were Valentina Bosetti, Department of Economics, Bocconi University, Gunnar S. Eskeland, Department of Business and Management Science, Norwegian School of Economics, John Hassler, IIES-Institute for International Economic Studies, Stockholms universitet, Snorre Kverndokk, Ragnar Frisch Centre for Economic Research. In addition to the Ulvön conference, Once a year CERE arranges a PhD workshop in Ammarnäs.

This is a great opportunity for the doctoral students to present and get feedback on their work from each other and from senior researchers.

The 10th anniversary celebration program, November 28, 2019, included presentations from young researchers at CERE, internal and external stakeholders view on if and how CERE has made impact and finally a session on forestry, transportation and the climate – how shall the policy be designed? The final session included presentations from both the academic and the business community. Alumni's were among the speakers.

RiseB

In Business Administration, the sustainability and ethics related research is one of the major research profiles and encompass all business subjects. The Research Institute for Sustainability and Ethics in Business (RiseB) strives to be a force for change in a sustainable and ethical direction. This is achieved by developing and communicate research, and by training and interacting in relation to business-related decision making. RiseB serves as an umbrella for business research in the field. RiseB strives to be a force for change in a sustainable and ethical direction. Questions on the individual and organizational levels are on focus and a diversity of perspectives and methods is seen as necessary to analyze globally recognized social and environmental problems. Different types of organizational forms are studied and activities at the institute involve researchers from all research areas at USBE and also researchers and networks within and outside the Umeå University.



PRINCIPLE 4 - RESEARCH

Since 2014, RiseB in collaboration with Umeå Energy AB has annually awarded a thesis scholarship. The award is national and the purpose is to encourage business students to take an interest in and immerse themselves in sustainability and business ethics. The essays are judged by a jury consisting of researchers from all business economics disciplines and representatives from CSR Sweden and Umeå Energi. To be relevant to the award, the essay must be written to obtain a degree in business administration as a major and focus on some aspect of sustainability or business ethics.



Umeå Energi AB and RiseB award winners for best thesis in business and ethics 2018, Matilda Bergman, Lina Håkansson and Moa Dahlbacka, Mälardalens högskola. The award winners in 2019 were Adam Lindh and Cecilia Persson, Högskolan Gävle.

RESEARCH TO SERVE SOCIETY & STAT4Reg

At the department of statistics there are two research environments with strong focus on research related to social sustainability: Research to serve society and STAT4Reg. The research at the Department of Statistics is of great importance to society, and the researchers collaborate with various government authorities which perform evaluation studies based on registry data. Among interesting research projects can be mentioned those evaluating labor market employment policy programs, quality of medical care, largescale proficiency tests and international knowledge assessments.

Research to serve society focuses on developing statistical methods and software for the analysis of large and complex collections of data. A more recent focus is on machine learning. Understanding AI and in particular machine learning is related to sustainable development. The ongoing digital transformation will most likely transform all parts of society – how is a question that relates to the 17 SDGs.

The other research environment - Stat4Reg – statistical research laboratory for the analysis of register data is run in collaboration with partners from other university units, for example, CEDAR (Centre for Demographic and Aging Research) and Umeå's SIMSAM Laboratory which offers the world's most unique research infrastructure for registries including health data.

The SIMSAM Lab has a unique infrastructure for micro-data research on childhood for lifelong health and welfare. Linking data from several register sources enables analyses that, in a unique way, will elucidate the importance of childhood for the health and welfare of individuals in a life-course, and multi-generation perspective and the development of modern statistical methods for micro-data research. Biannually the Department of Statistics arranges the Winter Conference in Statistics is organized together with the Department of Mathematics and Mathematical Statistics. The conference has been arranged since 1968 and acts as an important platform and meeting place for discussing important statistical topics in a relaxing environment. The 2019, in Hemavan (Lapland) focused on machine learning and the key-note speakers were Corinna Cortes, Head of Research, Google, USA, Edward Kennedy, Professor, Carnegie Mellon University, USA, and o Mattias Villani, Professor, Linköping University, Sweden.

Increasingly, faculty in other research areas of USBE conduct research on register data or larger databases, for example, research on financial decision-making. The competence within this research profile has the potential to significantly impact the USBE degree programs and contribute to preparing students with analytical skills for business analytics and meet future challenges relating to digitalization and big data. Several activities are ongoing to further develop the professional degree programs with regards to business analytics.

A SELECTION OF

PRME RELATED RESEARCH ACTIVITIES 2018 & 2019

WORKSHOP ON WASTE MANAGEMENT MAY 8, 2018

Work-shop on waste management hierarchy and how environmental effects and sustainable development can be worked into a social welfare framework. Joint activity with public sector and business community representatives.

BEST PAPER AWARD, SEE, 2018

Doctoral student Maxim Vlaslov, Business Administration, received the best paper award at the conference Sustainability, Ethics, and Entrepreneurship, SEE 2018, for his paper “Ecological Embedding of Entrepreneurship for Resilience – An Empirical Study of Regenerative Agriculture.

NEW TEXTBOOK ON SUSTAINABLE DEVELOPMENT, 2018

Professor Thomas Aronsson, Dr. Kenneth Backlund, Professor Emeritus Karl-Gustaf Löfgren publishes a new book: Environmental Policy, Sustainability, and Welfare (Edgar Elgar Publishing)

PROJECT IN COLLABORATION WITH UMEÅ MUNICIPALITY, 2019

Case study on how to manage your daily life without your car. PhD Sofia Isberg studied opportunities and challenges associated with a “car free life”.

GUEST PROFESSOR AT CERE, 2019

Professor Moriah B. Bostian from Lewis and Clark College, Oregon, US.

THE ERIK KEMPE AWARD IN ENVIRONMENTAL AND RESOURCE ECONOMICS, 2019

Award recipients Professor Bård Harstad, Oslo University and Dr. Torben K. Mideksa, Uppsala University for their paper “Conservation Contracts and Political Regimes”, Review of Economic Studies, 2017.

NEW PROJECT, GRANTED BY FORMAS, 2019

Associate professor Herman Stål receives almost MSEK, 3 for the project titled Relationships within circular business models. The project period is three years.

The project team includes Maira Babri, Örebro University and Hervé Corvellec, Lund University.

DEVRES 2020, 2019

USBE participated during 2019 in the UmU steering committee for DevRes 2020. The 3rd conference on development research in Sweden. “Meeting the grand challenges of our time requires societal transformation. Our research is increasingly influenced by the 2030 Agenda not least when aiming to improve conditions in low-resource settings.”

PARTNERSHIP

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Strategic partners are involved in the life of the school to expand our activities within education, research, and doctoral studies. Furthermore, we aim to strengthen the relationship with our alumni and contribute to life-long learning among those already holding professional positions. We also want to be an attractive collaboration partner in contexts where our employees are enrolled as experts.

USBE has well-developed forms of international, national, and regional collaboration with the industrial sector, the public sector, and selected partner universities. The collaboration utilizes our own and our partners' strengths and improves the quality of both education and research. A strong environment for research and education coupled with an environment that supports innovation contribute to the development of society. We are constantly working with corporate and community relations (CCR), that is part of the school's core activities and also included as a key element in USBE's mission.

The School has well-developed forms of cooperation regionally and internationally with business, public sector and around 70 partner universities worldwide. Therefore, it is clear that also our partners are included in our sustainability efforts. Several activities have been organized to inform and above all, initiate dynamic discussions on issues related to sustainability, responsibility and ethics.

NETWORKS

As described under Principle 1, active participation in national and international organizations and networks, USBE's sustainable development work is honed and given greater potential for impact.

In addition to being a member of the Nordic Chapter, PRME and the Affinity group for responsible management education, AACSB, we are also active members of the Sustainable Development Solutions Network (SDSN) and the Global Business School Network (GBSN).

The membership in GBSN is since long back. This is a network of business schools with the ambition of supporting management education for the developing world. The network provides us with opportunities to be inspired by, and work with, leading business schools around the world on issues related to sustainable development. The engagement in the steering committee for Umeå University's arrangement of the 3rd development research conference in 2020 follows from our engagement in GBSN. Development Goals. We are glad to see that Umeå University in 2019 decided sign up for a university central membership in SDSN.



PRINCIPLE 5 - PARTNERSHIP

Through collaboration, USBE aims to strengthen its productive dialogue with surrounding society and the school's partners. The collaborative activities are to include and relate to the 17 Sustainable Development Goals. Industry and the public sector can collaborate with our students in a number of ways. Through, for example, visiting lectures, theses, internships, and case studies, we create the conditions for mutual exchanges between actors in industry, the public sector, and our students, which benefit all parties. The collaboration and the meeting between students and external actors are adapted to the external actor's operational area and size. While larger organizations have special university contacts with their own budget for such matters, others may have significantly less resources at their disposal. Some collaborations entail longer assignments while others are shorter, but are still valuable additions to the student's education. Through collaboration in education, students are allowed to familiarize themselves with and prepare for the job market.

Industry and the public sector can collaborate with our staff in a number of ways. These can include shorter and longer joint research projects and assignments, consultation, advisory assignments, or for us as experts to be involved in investigations, boards of directors and committees, etc. Industrial doctoral students and donations are others ways of collaborating on research. Research impact is fed back via, for example, articles, publications, seminars, workshops, lectures, books, and reports. In continuing professional development, we can offer custom educational initiatives to external partners. These kinds of collaborative activities allow us to contribute to the development of society and other opportunities, especially in our local region.

LEADERSHIP TRAINING WITH PARTNERS NOVEMBER 12, 2019

USBE hosted together with SCA, LRF, Stena Recling and Accenture the ASAP-Sustainability leadership training organized by Sustainergies. ASAP stands for A Sustainability Acceleration Project and aim to train students to become responsible leaders. The program included lectures and cases.

Our regional connection and national perspective allow us to be active and visible in different contexts linked to the development of our activities, or society in general. Our commitment can take various forms and include participation in regional events, various dialogues and continuing professional development initiatives. It also means that industry and public sector representatives are continually invited to activities organized by USBE. The 30th anniversary lecture with Ibrahim Baylan, Minister for Business, Industry and Innovation focused how the business community in Seden can make a difference.

CONFERENCE ON AGENDA 2030 NOVEMBER 26, 2019

USBE represented Umeå University as one good example on how to work with sustainable development and the 17 sustainable development goals. The conference was organized by Umeå University, Region Västerbotten, Umeå municipality, and Länstyrelsen.

ADVISORY BOARDS

Together with the members of our Board, the Business Advisory Board (BAB), we develop our activities and ensure their relevance with a special emphasis on the regional dimension. The members of the BAB are industrial sector and public sector actors. In the composition of the BAB, we strive for diversity in terms of activities, gender distribution, and a broad regional connection in the geographical dimension.

The International Advisory Board (IAB) is a council which strengthens USBE's international contacts and allows us to maintain a continuous dialogue with representatives from international industry and academic representatives from different countries.

DIALOGUE

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Interaction with business and community takes the advantage of our own and all our partners' strengths and enhances the quality of both teaching and research. A strong research and education environment with professional innovation support systems contribute to social development. USBE has developed joint research and educational programs with, and in response to, the community. Furthermore, USBE has for many decades worked to develop engagement activities, for example, by bringing in real-life businesses and organizations into the classroom and utilizing their business ideas, strategic considerations, and marketing challenges for intensive analysis. Sustainability has been gradually integrated in CCR activities and students are actively involved.

SUSTAINABILITY DAY

One of the activities aiming for a dialogue on PRME related topics is the annual Sustainability Day organized by the career center at USBE. The seminar brings together invited leading Swedish companies on sustainability to USBE and the event targets business community partners, faculty, staff, and students. Among companies participating have been NCC, Nordea, Söderberg and Partners, IKEA, Gina Tricot, Houdini Sportswear, Polarbröd, Max Burgers, Brand Insight, and Pondus Communications. Feed-back from students and the local business community has been very positive. The Sustainability day 2018 focused on management on objectives and sustainable development.

ALUMNI

Annually, USBE arranges an alumnus meeting in Stockholm and also for the first time in 2019 in Gothenburg. The program is normally a mix of academic and practice and focuses on some current topic with a sustainability

perspective. The 2018 alumni meeting had sustainable growth – balancing numbers and people – as the theme. The 2019 meeting focused on digital transformation and sustainable development. The event attracts 50 – 70 participants and the alumni ranges from recently graduated to late 1970s. The networking opportunity and staying updated with Umeå and USBE is another value of the event and of course for the school to stay in contact with our alumni. A network that contributes with guest lectures, internships, and mentoring among other things. New from 2019 is the USBE Alumni newsletter. It is published twice per year.

Our alumni are found in positions working as responsibility leaders: we are proud to have one of them in the AACSB 2019 class of influential leaders. Helena Helmersson was rewarded as an influential leader as she



as a leader and advocate for sustainability, has influenced the way corporations view sustainability. The motivation also states that Helena Helmersson has demonstrated true leadership and a devotion to sustainability throughout her career at H&M, Sweden's largest company, actor globally. as a sustainability emphasized the importance of sustainability as a path to success, a crucial aspect for the future.



STUDENTS AT THE 2019 NOLIA LEADERSHIP CONFERENCE

REGIONAL ACTIVITIES

Another example of partnership and dialogue related activities is our more recent involvement in a local conference on leadership with sustainable management as the overall theme (Nolia Ledarskap). This is a partnership that involves our engagement in the conference planning and execution but also offers our students at the later stages of their training to participate at the conference. This means that they in addition to getting new insights and can listen to knowledge from practice and research are offered an opportunity to meet leaders and potential employers from the Umeå region.

USBE is a partner to the local event to support the retailing community and our engagement is to support and reward an initiative for more sustainable retailing. In 2018 a local florist was awarded the sustainability reward and in 2019 the recipient is a local recycling store, i.e. a second-hand store for items from the recycling facility.

STRATEGIC WORK

Recent development includes the joint strategy day with the USBE board, USBE international advisory board and business advisory board. The joint strategy day is annual and the most recent one, September 2017 focused on implementing and communicating sustainable development. The speakers were a mix of USBE representatives, business community partners, Oulu University and ISO14001 experts.

Seminars CERE & RiseB 2018-2019

CERE SEMINARS 2018

Malcolm Fairbrother, Sociology UmU, *"Bringing externalities into Scociology."*

Stephane Hess, Leeds, University of Leeds, *"Capturing, understanding and predicting behaviour: not as easy as some will tell you, not as impossible as others may think."*

Elbert Dijkgraaf, Erasmus University, Rotherdam, *"Waste management experiences from the Netherlands."*

Akshay Shanker, Australian National University, *"Will the Autonomous Decline of Energy Intensity Continue?"*

Jesper Stage, Luleå technical university, *"Agricultural production diversity, dietary diversity and nutritional status: Panel data evidence from Tanzania"*

Kelly de Bruin, The Economic and Social Research Institute in Dublin, Ireland, *"Impacts of increasing the Irish carbon tax."*

Chloé Le Coq, Stockholm School of Economics, *"Financial Contracts as Coordination Device"*

Jasper Meya, Humboldt-Universität zu Berlin, *"Inequality and the Value of Nature."*

Svante Mandell, Konjunkturinstitutet, *"Consequences of the new cancellation mechanism in the EU ETS."*

CERE SEMINARS 2019

Michael A. Kilgore, University of Minnesota, *"Estimating the Perceived and Actual Economic Impacts of Timber Harvesting Regulations."*

Doina Radulescu, University of Bern, *"Redistribution through income taxation and public utility pricing in the presence of energy efficiency considerations."*

Moriah Bostian, Lewis & Clark, Portland, *"Integrated modeling i agricultural policy analysis."*

Lars Hultkrantz, Örebro universitet, *"Social Discount Rates."*

James Rising, London School of Economics, *"Instant or slow-drip? Integrating climate and economics to study the future of coffee production."*

Jette Bredahl Jacobsen, University of Copenhagen, *"Testing the Effect of Changes in Elicitation Format, Payment Vehicle and Bid Range on the Hypothetical Bias for Moral Goods."*

Mirko Moro, University of Stirling, *"Limited attention in the housing market: Evidence from energy performance certificates."*

Jesper Stage, Luleå technical university, *"Weak support for weak sustainability: Genuine savings and long-term wellbeing in Sweden, 1850–2000."*

Jim Boyd, Resources for the future, Washington, *"The Future of Ecosystem Services Analysis: Barriers, Progress, and Priorities."*

Jason Sjogren, University of Wyoming, *"Commitment Toward the Public Good."*

Bård Harstad, Oslo university, *"Pledge-and-Review Bargaining."*

Anne Borge Johannesen, NTNU Trondheim, *"Livestock and carnivores – Economic and ecological interactions."*

Elina Lampi, University of Gothenburg, *"A decade of climate policy: Changing attitudes among citizens on three continents."*

Rolf Färe, Oregon state university, *"Pricing Non-marketed Goods using Distance Functions I."*

Shawna Grosskopf, Oregon state university, *"Pricing Non-marketed Goods using Distance Functions II."*

Lammertjan Dam, Groningen University, *"The contributions of betas vs characteristics to the Environment-Social-Governance (ESG) premium."*

APPENDIX 1

RISEB SEMINARS 2018

(MIX OF SWEDISH AND ENGLISH)

Herman Stål (Koldioxidsnåla platsen with Umeå Energi),
"Affärsmodeller för solenergi."

Herman Stål and CradleNet, *"Cirkulär ekonomi."*

Martin Hultman, Chalmers Gothenburg, *"Män och klimat."*

Paavo Ritala, Maria Bengtsson and others, *"Coopetition for sustainability."*

Frank Figge and Andrea Thorpe, *"Circular economy in practice."*

Maxim Vlasov, *"Regenerative entrepreneurship."*

Frank Figge and Andrea Thorpe, *"Paradox perspectives on sustainability."*

RISEB SEMINARS 2019

(MIX OF SWEDISH AND ENGLISH)

Herman Stål, *"Core-compartment decoupling: Corporate responses to institutional pressures."*

Maria Ernström Fuentes, *"Confronting extractivism."*

Omställningsnätverket, Expression, Protoprotom fl,
"Företag bortom tillväxt."

Maxim Vlasov, *"Suffering in the Anthropocene."*

Publications 2018-2019

The topic is related to sustainable development i.e. at least one of the 17 SDG:s.
Publications is either PRJ, book or book chapter.

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- Aronsson, T., Backlund, K., Löfgren, K-G. (2018). *Environmental policy, sustainability, and welfare: an economic analysis*. Edward Elgar Publishing: Cheltenham, UK.
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- Darehed, D., Blom, M., Glader, E-L., Niklasson, J., Norrving, B., Bray, B. D., Eriksson, M. (2019). Diurnal variations in the quality of stroke care in Sweden. *Acta Neurologica Scandinavica*, 140(2), 123-130.
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- Ek, K., Persson, L. (2019). Priorities and preferences in water quality management – a case study of the Alsterån river basin. *Water resources management*, ahead of print.

APPENDIX 2

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Umeå School of Business, Economics and Statistics
Biblioteksgränd 6 · SE-90187 Umeå, Sweden
Telephone +46 90 786 50 00
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