



## COMMUNICATION ON ENGAGEMENT (COE)

### Period covered by this Communication on Engagement

From: December 2019

To: December 2021

### Part I. Statement of Continued Support by the Chief Executive or Equivalent

#### Statement of Continued Support

January 12, 2022

To our stakeholders:

I am pleased to confirm that the American University of Sharjah School of Business Administration reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Dr. Narjess Boubakri  
Dean, School of Business Administration  
American University of Sharjah



## Parts II and III. Description of Actions and Measurement of Outcomes

The School of Business Administration (SBA) at the American University of Sharjah (AUS) engages with its external stakeholders according to the 10 principles of the United Nations Global Compact through our engagement with the Principles for Responsible Management Education (PRME). In this Communication on Engagement (COE), we aim to provide a brief overview of our current status and objectives for the next 24 months based on the 10 UNGC principles and 6 PRME principles.

### Purpose and Values:

SBA explicitly states that through its philosophy it aims to:

- prepare individuals to identify, analyze and understand the interrelationships among business organizations and international, governmental and domestic institutions in the Emirates, the Gulf States and throughout the world
- develop individuals who can **ethically lead** organizations toward economic success and **social and environmental responsibility** in the global marketplace of the 21st century
- prepare individuals to integrate information resources and technology to enable them to anticipate and manage change
- advance students' knowledge of issues and practices affecting business organizations, international and domestic institutions, and governments
- **develop an awareness of societal and environmental needs and concerns as they relate to ethical, professional and socially responsible business practices**

Our purpose and values are the bedrock of our institution and we do not seek to change them often. We further feel that the objectives indicated in the remaining principles each also support our pursuit of our Principles and Values.

### Method:

Currently, all SBA students participate in a mandatory, three-credit course which covers the **ethical aspects of business**, as well as discussing **corporate social responsibility** (“**Business Ethics and Social Responsibility - MGT360**”).

In addition, AUS provides a framework for learning experiences through interdisciplinary course that are intended to reveal connections and possibilities across disciplinary boundaries. Recent interdisciplinary collaborations have resulted in courses that have examined the relation between environmental sciences and law.

AUS has a **dedicated sustainability office** to improve the sustainability of the AUS community and increase awareness and the SBA has established a

### Key Objectives for the Next 24-Month Period:

- Teach at least one more course related to the 10 principles/UNSDGs



### **Research:**

AUS SBA is a research active school, and actively encourages faculty to explore global and local issues including those relating to social, environmental and economic sustainability issues. Twenty-six of our faculty (41% of the total) published at least one piece of original research related to the Principles and/or the SDGs in the previous two-year period. The forty-nine publications represent 23% of all publications by the SBA faculty over the two-year period.

#### Key Objectives for the Next 24-Month Period:

- Continue our research leadership in sustainability.

### **Partnership and Dialogue:**

The SBA views partnerships and dialogue as concomitant principles. We actively communicate with managers of business corporations to explore challenges faced.

The SBA engages at the local, regional, and global level with businesses through the Global Compact and the UN Principles for Responsible Management Education (PRME). The SBA was elected to the UNGC UAE Local Network Board of Directors in March 2019. The SBA appointed John E. Katsos, Associate Professor of Business Law and Ethics, as its representative. The SBA also serves on the Boards of the UN PRME UAE Steering Committee and the UN PRME Business for Peace Working Group.

We have partnered in programs with A4S (Accounting for Sustainability). CSR (Corporate Social Responsibility) and Business for Peace (B4P) will continue to be areas of research interest and an important topic in business and management courses.

The Pearl Initiative, developed in cooperation with the United Nations Office for Partnerships, engages with the business community to help them maintain and enact their values and is based in the SBA building on the American University of Sharjah campus. SBA has an active Partnership with the Pearl Initiative, is a private sector-led not-for-profit organization set up to improve transparency, accountability and business practices in the Gulf region. Details of the Pearl Initiative can be found on [www.pearlinitiative.org](http://www.pearlinitiative.org). Several of our professors and students are working on corporate governance projects jointly with the Pearl Initiative.

#### Key Objective for the Next 24-Month Period:

- Organize at least one academic-practitioner dialogue event per academic year.