

## Prof. Danica Purg, CEEMAN President, is the new PRME Steering Committee Chair

**The Principles for Responsible Management Education initiative (PRME), started by United Nations Global Compact in 2007, now unites close to 500 business schools from 80 countries that strive for responsible management education. Prof. Danica Purg, President of CEEMAN, is the new PRME Steering Committee Chair for 2013.**

*»It is business schools' mission to develop responsible leadership and contribute to a sustainable and better world, « stresses Prof. **Danica Purg**, [CEEMAN](#) Founding President. »We established CEEMAN in 1993 with the aim of fostering the development and quality of management education in Central and Eastern Europe. Now, it is a global network, with more than 200 institutional and individual members from over 52 countries from all over the world. «*

On the occasion of CEEMAN's 20th Anniversary, another important international function was entrusted to Prof. Danica Purg. She will lead the PRME Steering Committee in 2013.

PRME - Principles for Responsible Management Education is an initiative started by United Nations Global Compact. The mission of the PRME initiative is to inspire and champion responsible management education, research and leadership thought globally, taking the [six principles](#) as a guiding framework. Five years after its inception, the PRME initiative now counts close to 500 signatories – among them business schools, departments of management and, a recent trend, whole universities – from 80 countries. CEEMAN member schools were among the first to adopt the PRME principles. Since 2010, CEEMAN is represented and takes active part in the work of the PRME Steering Committee and is leading PRME Working Group on Poverty as a Challenge to Management Education, which advocates and works towards integration of poverty-related discussions into all levels of management education worldwide.

*“Especially now, in the time of global economic crisis, the responsible leadership is highly important,” says **Prof. Danica Purg**. She is deeply committed to developing leaders for a better world and believes in ethical and socially responsible leadership also - and foremost - as the President of IEDC-Bled School of Management, Slovenia – which also serves as the CEEMAN headquarters.*

IEDC and CEEMAN will co-organize the central PRME event '[PRME 2013 Summit](#)', which will take place from 25<sup>th</sup> – 26<sup>th</sup> September in Slovenia, in conjunction with the 21<sup>st</sup> CEEMAN Annual Conference.

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