

Christian Hauser • Wolfgang Amann  
Editors

# The Future of Responsible Management Education

University Leadership and the Digital  
Transformation Challenge

palgrave  
macmillan

# Contents

<b>1</b>	<b>Introduction to the Problems and Opportunities</b>	<b>1</b>
	<i>Wolfgang Amann and Christian Hauser</i>	
<b>2</b>	<b>Creativity and Disruptive Technology</b>	<b>19</b>
	<i>Gary Evans and Xiao Chen</i>	
<b>3</b>	<b>Challenges for Responsible Management Education During Digital Transformation</b>	<b>35</b>
	<i>Dušan Kučera</i>	
<b>4</b>	<b>PRME Principles: A Framework for Addressing Digital Transformation Challenges</b>	<b>61</b>
	<i>Consuelo García de La Torre and Osmar Arandia</i>	
<b>5</b>	<b>Responsible Management Education in the Digital Age: An Experiment with Liberal Art and Science Education in China</b>	<b>79</b>
	<i>Liang Yu</i>	

- 6 Responsible Management Through Responsible Education: The Central Role of Higher-Education Lecturers** 99  
*Jorge Gomes and Tania Marques*
- 7 Marketing and Artificial Intelligence: Responsible Management (and Marketing) Education at the Nexus of Today and Tomorrow** 115  
*Al Rosenboom*
- 8 Compliance and ICT as a Tool to Generate Certainty in Countries with High Corruption Levels: The Case of Blockchain** 139  
*Jose Godinez*
- 9 Compliance and Integrity as Core Elements of Governance in the Educational Sector in the Digital Age** 153  
*Bartosz Makowicz*
- 10 Need for Silence, Craving for Communication: The Dyad Digital Education and Soft Skills in an Emerging Economy Context** 173  
*Luciana Cezarino, Lara Liboni, Flavio Martins, and Alessandro Goulart*
- 11 Advancing Responsible Management Education (RME) and Education for Sustainable Development (ESD) Through Online Resources** 193  
*Florenzia Librizzi, Carole Parkes, and Ana Simaens*
- 12 Developing 'Moral Awareness' and 'Moral Assertiveness' in Future Professionals Using a Digital Learning Module** 223  
*Abiola Makinwa*

- 13 Responsible Management Education and Digital Transformation Beyond SDG 12: B.A. Sustainable Procurement Management at Heilbronn University's Bachelor's Program as an Example for Integrating SDGs and Future Digital Skills Requirements** 245  
*Daniela Ludin, Wanja Wellbrock, Erika Mueller, and Andrea Herterich Suzana*
- 14 Adapting Legal Education for Technological Changes in Business** 259  
*Lauren Traczykowski and Paul Dale*
- 15 PRME Principle Three, 15 Years Later: How Exponential Technologies Can Enhance the Quality of Impactful and Meaningful Business Education** 277  
*Walter Baets*
- 16 Pandemic, MOOCs, and Responsible Management Education** 299  
*Sreerupa Sengupta and Divya Singhal*
- 17 Transforming Academic Journal Assessment from "Quality" to "Impact": A Case Study of the SDG Impact Intensity Academic Journal Rating Artificial Intelligence System** 317  
*David Steingard and Simon Linacre*
- 18 Giving Voice to Values as an Enabling Pedagogy for Digital Ethics** 357  
*Adriana Krasniansky and Mary C. Gentile*

<b>19</b>	<b>Society, Environment, Value, and Attitude: A Study on the Effectiveness of Digital Platforms in Enhancing the Sustainability Perspectives of Management Students</b>	<b>379</b>
	<i>Arindam Das and Ishwar Haritas</i>	
<b>20</b>	<b>Conclusions</b>	<b>395</b>
	<i>Wolfgang Amann and Christian Hauser</i>	
	<b>Index</b>	<b>399</b>