



RRBM Responsible Research
in Business & Management

A CALL FOR ACTION

Support Responsible Research in Business and Management (RRBM)

We invite you to contribute your own voice and vision to the RRBM community by endorsing the seven fundamental principles of Responsible Research in our Position Paper at <http://rrbm.network>.

Join & Support RRBM

When business is informed by credible and relevant research, it can be deployed to address society's grandest challenges. RRBM contributes to this by supporting a mission-based business school research ecosystem that recognizes and gauges research merit through its positive impact on practice and society.

The missions and strengths of individual schools—and our collective goal of creating a better society—can be furthered when we generate research that is applicable, globally and locally, to government, business and the third sector, and when we integrate disciplines to solve problems of policy as well as practice.

RRBM has grown from **24 leading business scholars in 2015 to 85 high-level cosigners, 800-plus endorsers, and a growing list of partners** including **AACSB**, **EFMD**, the **United Nations' PRME Initiative**, the **Aspen Institute's Business and Society Program**, **GRLI** and **business schools worldwide**.

We invite you to contribute to responsible research by these actions:

- Visit the website: <http://rrbm.network>
- Endorse the position paper
- Join the RRBM community
- Share your personal actions to promote RRBM
- Contribute a blog
- Share school or institutional level practices that advance RRBM
- Encourage others to join and support RRBM

