



Independent
thinking for
a sustainable
world.



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW



Our Mission

To develop knowledge, educate, and foster independent thinking for a sustainable world.

Our Vision

To be an excellent and progressive academic institution in a global context.

Triple Crown accredited

The School of Business, Economics and Law is accredited by EQUIS, AACSB and AMBA, and thus one of only about 100 business schools in the world that is "Triple Crown" accredited.



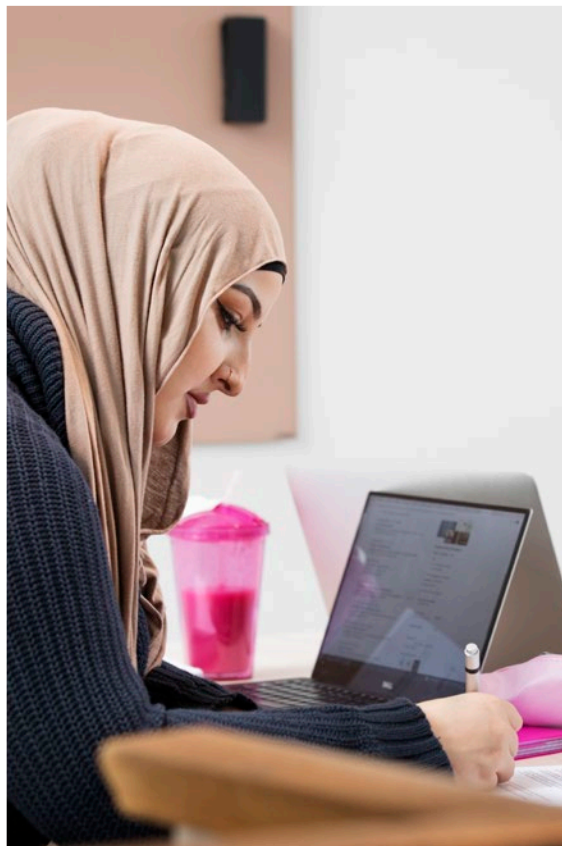
A century of scientific curiosity.

The world of the interwar period was difficult to navigate, with a great deal of political and economic uncertainty. For Gothenburg, a city of commerce, this meant there was a growing need for knowledge. The School of Business, Economics and Law in Gothenburg was established in 1923 at the initiative of politicians and representatives of the business community in the city. The Dean was one of the national superheroes of the time – geographer and polar explorer Otto Nordenskjöld.

A number of the School's early characteristics are still relevant today and form our fundamental DNA: close cooperation with the surrounding community, the multi-disciplinary approach and the clear international perspective.

Today, the School contributes towards a sustainable world by developing knowledge, educate and foster independent and critical thinking. Our research and education are constantly developing so that they remain relevant and of high quality. Close links between research and education, internationalisation and active involvement in the development of society are essential ingredients in this work.







Gothenburg has a long history as a port and trading city.



Today, Gothenburg is also a city of knowledge, with innovation and creativity as important ingredients.

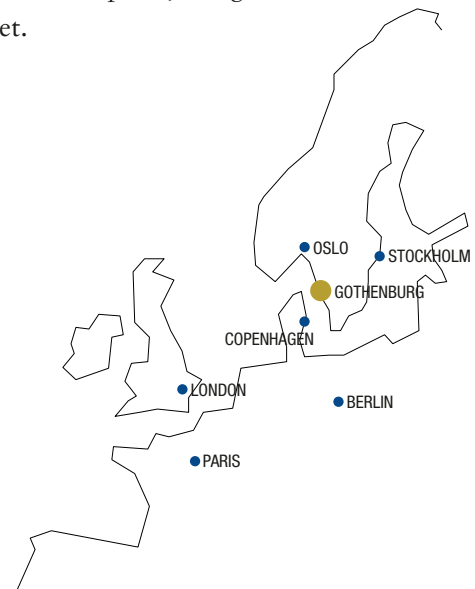


A global view since 1923.

The first cohort at the School of Business, Economics and Law involved nine students who were taught economics, business administration, economic geography and law, as well as English, German, French and Russian. The School has evolved over time and today we have about 8000 students enrolled in our programmes and courses.

The research and education delivered by the School over the years has helped Gothenburg to develop from a city of commerce into a city of knowledge, where innovation and creativity form important cornerstones. Regular injections of academic excellence are needed in a city in which internationally successful companies like Volvo, AstraZeneca, Nobel Biocare and SKF were founded, and where they still conduct many of their business operations.

The School is accredited by all three dominant international standards – EQUIS, AACSB and AMBA – and thus one of about 100 business schools in the world that is “Triple Crown” accredited. We offer research-based education in business and economics at both bachelor’s and master’s level, as well as a Master of laws programme. There are many applicants for each place, and graduates are in high demand on the labour market.



Research and education inextricably intertwined.

Informed by the UN's 2030 Agenda, the School aims to be at the international forefront of high-quality research and education, resulting in knowledge and competence that can contribute to policymaking and assist businesses in dealing with the societal challenges that face the world.

It is important to safeguard the academic ideals of independent and critical thinking at a time when the boundary between fact and opinion is becoming increasingly blurred. Our courses and programmes aim to provide students with a knowledge-seeking approach and the tools with which to challenge prevailing ways of thinking. We regard education as a research process that encourages curiosity and a desire to understand societal developments. That is why we are developing teaching methods characterised by joint learning and exploration, where students and teachers develop new knowledge together, in close connection with research.

By offering broad programmes in both business, economics and law, with lots of opportunities for specialisation, we ensure long-term relevance to society and future employers for students. Students are offered a variety of courses in different subject areas. Contrasting perspectives are juxtaposed in this way and students have the opportunity to develop the integrated and independent understanding they require during their careers.



“At Master’s level, students begin to create new knowledge.”

High quality and high societal relevance are watchwords for programmes at the School of Business, Economics and Law. Jeanette Hauff is responsible for the School’s Master’s programmes. She highlights two factors as being particularly important: teacher training and teachers who conduct research themselves and are extremely knowledgeable about their subject.

“One important task of teachers is putting the knowledge in its proper context, helping students to understand the bigger picture. When the teacher is also a researcher, there’s a much greater likelihood of conveying that link well,” says Jeanette Hauff.

The School of Business, Economics and Law often emphasises the importance of research and education going hand in hand, with students learning a knowledge-seeking approach and challenging prevailing assumptions. This is why all its teaching staff are also actively engaged in research, but how are students part of the research too?

“The further they take their education, the closer they get to research. They aren’t just taking in information,

they are generating new knowledge themselves. At the end of the Master’s programme, students should, in principle, be able to produce an independently written article. Sometimes a student’s Master’s thesis is so strong that, with a bit of editing, it can be published in a scientific journal,” says Jeanette Hauff.

Courses need to be constantly evolving and looking at what is going on in society and in research if it is to be relevant to society.

“Programmes always include broad, universal aspects. But a course is rarely totally static. If there is a conference being held at the School, or if someone has published an interesting article, we incorporate that so that the course keeps up to date with what is happening in the world around us,” says Jeanette Hauff.

Jeanette Hauff is Senior Lecturer in Business Administration and Head of Graduate School at the School of Business, Economics and Law. As a researcher she has focused on consumer behavior in an investment setting.

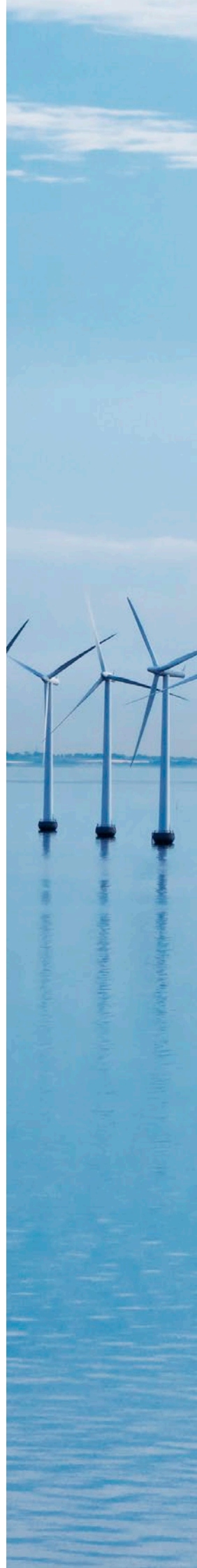
With sustainability built into the core.

Sustainability is a natural element of the activities conducted at the School and has been embedded in both regulations and practical work for many years. This is summed up in our mission: to develop knowledge, educate and foster independent thinking for a sustainable world.

The School has a strong and extensive tradition of research involving sustainability. Research activities include a number of strong research environments and relate to all the global goals of the 2030 Agenda. Examples include environmental economics, ocean governance and sustainable consumption. The School also coordinates Environment for Development (EfD), a global network of research centres that aims to increase the use of environmental economics to help reduce poverty and promote sustainability in the Global South.

The students of today are the decision-makers of tomorrow. The School's strategic objective is to provide all its students with the knowledge and tools they need to meet sustainability challenges in their future careers and to make important contributions to a sustainable society. Sustainability became an integral part of first cycle programmes as early as 2013 and is now included at all levels.

Of course, we must also practice what we preach: we are working constantly to reduce our ecological and social footprint through more efficient use of resources.





A forum for Corporate Executives

Sustainability has moved from staff functions to corporate boards. However, many companies struggle with how their products, services, and business models relate to sustainable societal development and how they ensure their long-term relevance. This places new demands on managers' ability to integrate sustainability into strategic and operational processes. To meet this, the School has established a forum where researchers and managers from the business community meet at the School 2–3 times a year to discuss strategic sustainability issues. The dialogues take place in a "closed room" based on the so-called Chatham House Rule.

International collaborations

In order to learn from and contribute to joint efforts when it comes to advancing the sustainability agendas among business schools, the School is an active partner in the Globally Responsible Leadership Initiative (GRLI) and the Global Business School Network (GBSN). The School is also a Signatory Member of the Principles for Responsible Management Education (PRME) and has been actively involved in developing the Positive Impact Rating (PIR). The School plays a major role in the International Association of Universities' assignment to the University of Gothenburg regarding the Sustainable Development Goal 8: Decent Work and Economic Growth.

Five Sustainability Days

The Sustainability Day concept started in 2013 and is fully implemented in all undergraduate programmes with three days focusing on the themes Challenges, Responsibility, and Solutions. The first year of the Master's programmes, there is a Sustainability Day on the theme of Global Transitions, and on the second year the day focuses on career opportunities in the field of sustainability. These days are much appreciated by students, who especially value getting the chance to interact with business representatives and other stakeholders.

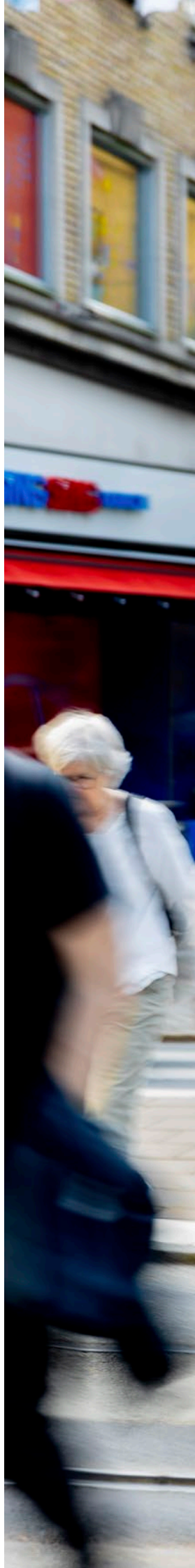
Research on biodiversity and finance

An example of the School's extensive research related to sustainability is the BIOPATH research programme. It aims to map, assess, co-develop, and test existing and novel approaches for integration of biodiversity considerations into financial decision making and analyze the institutional and policy implications of potential transition pathways. The programme is designed in dialogue with an extensive partner network to ensure that short and long-term impacts are aligned with current market needs. In 2022, BIOPATH received 50 million SEK in funding from the Swedish Foundation for Strategic Environmental Research, MISTRA. This highly interdisciplinary programme is a collaboration mainly between the University of Gothenburg and Lund University. Researchers from all departments at the School are involved, together with a number of colleagues from other areas of the university.

Remaining relevant to business and society.

Standing up for academic integrity and for independent, critical and innovative thinking, the School of Business, Economics and Law aims to meet society's demand for knowledge and competence. It provides opportunities to influence and hence contribute to the sustainable development of society. Close relations with stakeholders outside the academic community and regular exchange of ideas are prerequisites if we are to maintain high relevance and quality in research and education.

This is achieved in a variety of ways; by engaging in public discourse and through our Partnership Programme and research centres, for instance. All our programmes have a Corporate Advisory Board to help us keep our educational content relevant. The Corporate Advisory Council is a well-established arena for discussions on the development of the School. Our student union and alumni are also important partners.



Interaction for development and exchange.



A larger network, new perspectives and not least new acquaintances. Through the Executive Faculty programme, Åsa Löfgren and Carl Hammer, who work in two completely different sectors, have created collaborations that are enriching on several levels.

Åsa Löfgren and Carl Hammer work in two quite different worlds. Despite that, they have been meeting about once a month. They both participate in the Executive Faculty at the School of Business, Economics and Law, where experienced professionals from the School's Senior Partners are matched with researchers from the School. The aim is to create professional exchange, development and long-term relationships.

"I come from microeconomics, while Carl works with macroeconomics. It has been interesting to talk to someone who has a different perspective," says Åsa, who is Associate Professor at the Department of Economics.

"For me, it has felt very luxurious to delve into bigger issues. Usually, I sit in an environment where I have to focus on many different tasks at once," continues Carl, who is Head of Macro & FICC Research at SEB.

Saw potential in collaborations

Carl's work is largely about producing various types of financial forecasts, which are provided to the bank's customers. Climate and sustainability are one of the big issues that in the long run will permeate basically everything the bank does. When he got the opportunity to join the Executive Faculty, his wish was therefore to be matched with a researcher who works specifically with climate-related issues. Among other things, Åsa conducts research on policy instruments that create incentives for companies to switch to green technology, and works in several research programmes with a focus on climate change.

Read the full interview



Part of a global academic community.

The research and education conducted here in Gothenburg is part of an ongoing discourse with a global academic community. This is an important prerequisite for high quality and relevance in both education and research.

But it does not come about all by itself. The School's success is due to playing an active part in networks and partnerships in the global arena; participation in international sustainability organisations, extensive student exchanges, visiting researchers and research partnerships are just a few examples.

Attracting the brightest and best staff and students on an international level is also crucial for our success. We now have an international, diversified classroom at master's level, and the first English-language bachelor's programme in business and economics began in autumn 2023.

Around 160 partner universities worldwide cater for 250–300 incoming and outgoing exchange students every year.





“Setting up behavioural experiments all over the world.”

Joe Vecci's mission is to improve conditions in developing countries. His instrument of choice is behavioural economics. In 2016, he decided to leave his native Australian university and look for a postdoc position in Europe. The School of Business, Economics and Law was a perfect match.

“Development economics and behavioural economics are areas where the School does well. And I knew the School had a strong interest in developing countries. So I applied and got the position. Gothenburg is an easy place to live, and I really like the dynamic in the international group of people at the department. All in all, the School of Business, Economics and Law proved to be an excellent base to build my network and conduct my research,” says Joe Vecci.

What sets Joe Vecci apart from many of his peers is a strong focus on collecting his own data by running randomized controlled trials in real-life situations.

“I study behavioural biases and how they affect decision making. And I do this in the context of developing

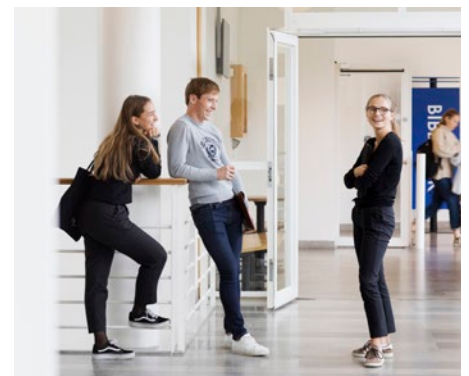
countries. We are trying to understand, for example, how psychological biases impact the way farmers in India adapt to climate change, or how to improve teacher training in Pakistan. To test the effect of a policy or an intervention, we design and conduct experiments,” Joe Vecci explains.

Setting up lab-in-the-field experiments is a major operation. In Pakistan, Joe Vecci's team works with a network of almost 400 schools. Good local contacts are a prerequisite.

“I work with an organization called the International Rice Research Institute. I also utilize the EfD network, which is coordinated by the School. They have 13 centres throughout the global south. I find it a lot easier to initiate field studies when there is already a working relationship in place,” Joe Vecci ends.

Joseph (Joe) Vecci, Assistant Professor at the Department of Economics, School of Business, Economics and Law.

An open and inclusive arena for learning.



The School is in the heart of the city, and we want to be at the centre of the action. An arena not only for research and learning, but also for debate and social exchange with the surrounding community.

Just as the School is physically open, with no locked doors or high walls, we also want to promote an environment that is intellectually open. The School should be tolerant, multifaceted and dynamic – and hence an environment that attracts students, researchers and partners from near and far.

By offering a stimulating working environment with openness, academic freedom and mutual respect, the School of Business, Economics and Law is also a place where new thoughts and ideas are born.

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