

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

MCI | The Entrepreneurial School®

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about MCI | The Entrepreneurial School®, including key details and basic institutional data.

Mission

About MCI

MCI links together the best out of science, economy, and consulting to the unique concept of an international Entrepreneurial School®. It stands for international outreach, academic quality, practice orientation, innovation, close cooperation with industry, solution-oriented research and development, first-class infrastructure, a high level of customer and service orientation, and international renown.

MCI | The Entrepreneurial School® combines university, grande école, business school, university of applied sciences, and industry. It represents a strong international brand that successfully provides

- academic teaching and training,
- solution-oriented research & development,
- impactful knowledge transfer, and
- innovative start-ups.

Why not study at the top?

Our bachelor's, master's, and postgraduate programs provide high-quality education. The course contents target all levels of personal development and include state-of-the-art knowledge relevant to both business and society.

Applied & practical research

In close cooperation with loyal sponsors, promoters, and partners, MCI plays a crucial role in making Innsbruck, Tyrol, and Austria an important hub for scientific dialogue and international collaboration. MCI brings new energy, enhances the competitiveness of organizations, and contributes significantly to the improvement of business, management, politics, and culture. Emphasizing practical research and development, MCI focuses on boosting innovation in local businesses and maintaining high teaching standards.

Vision

What we stand for

We follow the concept of an Entrepreneurial School®, empowering motivated people to achieve outstanding performance. We provide profound academic competence and create innovative know-how transfer within a strong international network.

Quality Teaching | High quality teaching secures our position among the leading academic institutions in the German-speaking area.

Responsibility & Sustainability | We are committed to the responsible use of resources. Our activities contribute to a sustainable future.

Research, Development & Startups | Our research & development is business-relevant and solution-oriented. Our knowledge transfer enhances the location and competitiveness of companies.

Brand | MCI's brand is internationally renowned and stands for performance, professionalism, knowledge, and competence.

International Orientation | Our strong international orientation generates know-how, prestige, and added value for our customers.

Network | Our international network creates a competitive edge and added value for our stakeholders.

Customer & Service Orientation | Our customer and service orientation is exemplary.

Innovation | Ongoing innovation forms the basis of our market position and ensures our competitiveness.

People & Culture | Our corporate culture thrives on mutual trust, diversity, commitment of our employees, entrepreneurial spirit, and responsibility towards society.

Infrastructure | Our excellent infrastructure provides an attractive and stimulating environment.

Strategy Alignment

MCI Strategic Alignment with UN PRME goals

At MCI we are committed to tackling the challenges of our time. This requires innovative thinking, agility, creativity, perseverance, enthusiasm, and a willingness to take risks - characteristics that correspond closely to our entrepreneurial philosophy and mission. These are characterised by a can-do approach, which allows us to see challenges as opportunities and unresolved issues as chances for creativity and innovation.

Our Mission

Supporting and promoting education and action for Responsibility, Sustainability & Ethics to drive societal impact and engagement.

We aim to fulfil this mission by:

- preparing our students for a complex and uncertain world, providing them with the knowledge, skills, and competencies to act and lead responsibly, sustainably, and ethically;
- achieving real impact through our research: for positive and sustainable technological, economic, social, and environmental development;
- stimulate, support and advance the discourse around commitment, responsibility, sustainability and ethics in our own sphere of influence, in our networks in science, business and society, and provide platforms for exchange, debate, and new ideas.

Institutional History

PRME at MCI | Historical development

Many of the basic values of PRME are inherent in MCI's philosophy since its inception. Officially, the MCI became a member of PRME in 2011. In February 2014, the MCI organised a successful UN Conference For Responsible Management Education in Innsbruck, in the course of which the subchapter of PRME in German speaking countries (PRME Chapter DACH) was launched. Since becoming a member of PRME, the MCI has started and supported a number of initiatives and has integrated and promoted the PRME principles at various levels.

MCI is an active member of the PRME Chapter DACH, and Regina Obexer, MCI's PRME coordinator, is a member of the Chapter steering group and deputy chair. In this context, MCI has made significant contributions, including hosting the 9th Responsible Management Education Research Conference in 2022, organising the PRME4us Student Video contest in 2018, developing the 10 year Chapter anniversary video shown at the 11th REMER conference in Berlin, and serving on the program committee of the 13th Responsible Management Education Research Conference in 2026 at Leuphana University in Lüneburg.

Graduates & Enrollment

2025 Statistics	Number
Graduates	1211
Faculty & Staff at the University	461
Faculty & Staff at the Institution	461

2025 Statistics	Number
Student Enrollment at the University	3892
Student Enrollment at the Institution	3892
Undergraduate Attendance	2557
Masters-Level Postgraduate Attendance	1260
Doctoral Student Attendance	11
Certificate, Professional Development, or Continuing Education Attendance	64

Degrees Offered

Bachelor Programs

 Bachelor of Science (B.Sc. or B.S.)  Bachelor of Arts (B.A.)

Masters Programs

 Master of Science (M.Sc. or M.S.)  Master of Arts (M.A.)  Master of Laws (LL.M.)

Additional

 MSc (CE)  MBA  BA (CE)



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Letter of Commitment

RE-COMMITMENT TO PRME 2026/27

This year holds special significance for MCI: we celebrate 30 years since our founding, alongside 15 years as a PRME signatory and the 5th anniversary of our Center for Responsible Management & Social Impact. As we present MCI's 8th PRME Sharing Information on Progress report, we are proud to mark these milestones alongside tangible progress in advancing responsible management education and the UN Sustainable Development Goals.

A highlight of the past year was hosting the Scholars at Risk European Student Advocacy Days at MCI, bringing our students into direct dialogue with the global movement for academic freedom. We also welcomed over 900 participants to the 4th MCI Sustainability Week, and our students launched the MCI Sustainability Club, giving students a permanent platform to drive change from within.

On the curriculum side, we made significant progress mapping the SDGs across all MCI programs at the course syllabus level, and Assurance of Learning Goals focused on responsible leadership and ethical decision-making remain central across MCI study programs. Our students continued to engage in service learning through Community Projects across several programs, and we continued to define and evidence our societal impact focus on "Entrepreneurship for Sustainable Development," preparing graduates to create solutions with genuine social, economic, and ecological value. Examples of MCI's work in this space are the collaboration of our Industrial Engineering department with partner universities in South Africa and Uganda, and the 4th edition of the Summer School "Entrepreneurship for Sustainable Development" in partnership with the Ban Ki-moon Foundation.

We were proud to see MCI Professor Birgit Bosio recognized with a PRME Education Recognition Award for her innovative teaching on the SDGs.

Our UNESCO Chair in Futures Capability for Innovation and Entrepreneurship continued its work on Futures Literacy, developing a national competence framework to help guide how Austrian higher education prepares students to navigate and shape positive futures.

Our research continued to generate real-world impact on sustainability, with highlights spanning renewable energy, social work and the SDGs, sustainable tourism, responsibility and sustainability in the health care sector, social innovation, EU law, and others.

Through research partnerships, e.g., within the Ulysseus European University network, we deepened interdisciplinary collaboration with our partner universities on Sustainable Development, reinforcing the role of university alliances in advancing shared solutions across Europe.

MCI's Distinguished Guest Lecture series continued to bring leading voices to campus and online. Prominent guests included H.E. Sviatlana Tsikhanouskaya, political activist and leader of the Belarusian democracy movement, Michael Losch, Coordinator for Bioeconomy at the European Commission, Austrian Federal Minister Beate Meinel-Reisinger, and many more.

At an organizational level, we strengthened our governance structures for sustainability, finalized an institutional sustainability strategy, improved our waste management practices, and advanced our work toward greener events across the institution. We continue to deepen our engagement in relevant *networks*, including the PRME Chapter DACH, Bündnis Nachhaltige Hochschulen, the Unites National Global Compact Network Austria, and other partners, ensuring our efforts connect to and strengthen the wider movement for responsible management education.

As MCI marks 30 years of shaping impactful talent, we remain committed to advancing the SDGs through teaching, research, operations, and collaboration, even as global progress toward Agenda 2030 remains insufficient. We invite you to explore this report and join us in our shared commitment to responsible management education and the SDGs.



MCI Rektor
PROF. DR. ANDREAS ALTMANN

Definition of Purpose

MCI defines Purpose as placing responsibility and accountability at the core of what we do. We advance responsible management education through our programs, extracurricular learning opportunities, entrepreneurship for sustainable development, applied research, and collaborations with partners from industry and communities, ensuring meaningful impact in business, technology, health, innovation, and sustainability, leading to inclusive prosperity.

Continue telling your story

15 Years PRME at MCI Timeline

View document  Download document 



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



How We Define Values

At MCI, responsibility and accountability are embedded in the very core of our values and actions. Guided by our commitment to internationality, diversity, and mutual respect, we foster an inclusive environment that reflects our accountability to society and the planet. Our dedication to academic curiosity, innovation, and integrity ensures that knowledge is pursued with rigor and applied with responsibility, while our entrepreneurial spirit drives innovative solutions that balance progress with sustainability. By uniting responsibility toward society, adherence to ethical and academic standards, and a culture of cooperation, MCI lives out the principle of placing organizational responsibility and accountability at the heart of everything we do. Key values include Responsibility to Society, Internationality and Diversity, and Entrepreneurial Spirit.

Who Champions Responsible Management Education at Our Institution

- ❖ Center for Responsible Management & Social Impact
- ❖ Sustainability & ESG Manager
- ❖ Senior staff Sustainability Committee
- ❖ Student contributors
- ❖ Disciplinary efforts within business school
- ❖ Interdisciplinary efforts across business school
- ❖ Research or issue group, society, or club leading sustainability efforts

Student Voices

The following narratives from students who completed an extracurricular digital badge at MCI demonstrate how the experience has influenced their academic journey and personal growth.

Student Voices on RME at MCI - "Responsible Management"

"Taking part in the webinars gave me valuable insights that inspire me to integrate sustainable and ethical practices into my professional and personal life. This journey of self-reflection and continuous learning will keep motivating me to bring about positive change in my surroundings and to actively work toward a sustainable future."

Sabrina Schön, Business Administration Online

"I can say that this badge has positively influenced my thinking and showed me ways to see how to change our world for the better. Before this badge I often gave up hope on our future and while I am still sure, that there is a long and difficult way to go in order to pursue positive change, this program showed me many different ways and made me more optimistic."

Laura Depauly | Nonprofit-, Social- and Health Care Management

"I am glad that I chose this badge because it enriched my personal life. I had a lot of fun working with the international students in the course on the different topics, and I learned a lot from their perspective."

Magdalena Wiebogen | Entrepreneurship & Tourism

"I am now better equipped to advocate for sustainable practices and appreciate the complexities and challenges involved in transitioning to a green economy. This program has not only expanded my knowledge but also inspired me to contribute actively to climate action in my community and beyond."

Lena Hallbrucker | Nonprofit, Social- and Health Care Management

"As soon as you have a certain expertise in a field that affects many sectors of society in a positive way, you have the duty to speak up. You must use this expertise, this knowledge, apply it yourself, in your personal life, be a role model for others."

Nora Schief | Business and Management

Student Voices on RME at MCI - "Diversity Management"

"This badge not only gave me knowledge, it also gave me the courage (which I may have lacked before) to stand up for this topic. Taking part in this badge was an enrichment for me, and I would do it again anytime."

Katharina Anna Lins | Management and Law

"This program has not only broadened my understanding of diversity, but has also had a lasting impact on my personal and professional development. Diversity is no longer an abstract concept to me, but a fundamental prerequisite for social justice and equal opportunity, and I am determined to do my part."

Simon Steu | Social, Health and Public Management

Student Voices on RME at MCI - "MCI Volunteer"

"The Badge Volunteer is a great opportunity to have my volunteering efforts recognized by an academic institution, underscoring their significance within the framework of higher education. This badge further increased my understanding of the social impacts of my contributions and highlighted the Third Mission of MCI by emphasizing the importance of social responsibility."

Patrick Gönitzer | International Business & Management

"My volunteer work as part of the Volunteer badge gave me the opportunity to broaden my perspective. I found it personally very enriching to work with people I probably would not have worked with otherwise, had it not been for volunteering toward a common cause."

Chiara Haas | Nonprofit, Social and Health Care Management

Values Voices

MCI Values - Statement Prof. Markus Frischhut

Prof. Dr. Markus Frischhut | Jean Monnet Professor, Chair 2019-2022 "EU Values & DIGitalization for our CommuNITY (DIGNITY)"

At MCI, we see values not as fixed statements but as commitments that must be continuously examined and put into practice. The EU describes itself as a "Union of values", including human dignity, equality, and respect for human rights. My work, based on the Jean Monnet Chair activities (2016-2022), explores what these values genuinely demand of us, especially as digitalization and AI reshape how people live, work, and interact. This work connects directly to MCI's PRME commitment: we believe responsible management education must prepare future leaders to recognize value conflicts and reason through them thoughtfully, not simply recite principles. Through teaching, research, and public engagement, we aim to keep this reflection on values open and accessible, both to our students and to society more broadly, so that "values" remain something MCI actively practices and questions, not only a fixed slogan. This becomes increasingly relevant considering current global challenges, including those arising from rapid AI advancement.

MCI Values - Statement Prof. Siegfried Walch

Prof. Dr. Siegfried Walch | MCI Head of Ulysseus European University

At MCI, we believe that values are the foundation of genuine international partnership. As part of the Ulysseus alliance of eight European universities, we see every day how shared commitments to values such as social cohesion, respect for human dignity, and openness to different perspectives turn institutional cooperation into something deeper than administrative agreement.

Bringing together students, researchers, and staff from across Europe only works when we start from common ground on what matters: inclusion, academic freedom, and the conviction that higher education carries a responsibility beyond the classroom. Our joint programs, mobility initiatives, and research collaborations within Ulysseus are expressions of these values in practice.

As the alliance enters its next phase, we remain convinced that our strength lies not in uniformity but in a shared commitment to values that let diverse institutions work toward an international, open-to-the-world, person-centered, and entrepreneurial University that will shape Europe's future.

MCI Values

Values and principles we live by at MCI

The MCI operates in an environment characterized by internationality, diversity, cultural variety, and academic curiosity. It promotes relevant scientific, economic, technological, and social issues and is aware of the responsibility entailed in these endeavors. Our culture thrives on mutual respect, diversity, the commitment of all school members, entrepreneurial action, and responsibility towards society.

RESPECT

- We are committed to diversity and respect people regardless of gender, age, religious affiliation, origin, ethnicity, sexual orientation, physical or mental impairment, worldview, and social background.
- Our interactions are guided by respect and appreciation. We strive for a friendly, fair, and tolerant interaction that contributes to a positive coexistence.
- We are committed to integrating the aforementioned groups into our school community and an inclusive community.
- We distance ourselves from offensive and discriminatory communication, aggressive behavior, racism, bullying and exclusion, and any form of sexual harassment and sexist behavior.

RESPONSIBILITY

- We are committed to the principle of environmental, economic, and social sustainability in the planning, organization, and implementation of school operations.
- We responsibly use the school's resources.
- We are aware of our academic mission in research and teaching, live this responsibility, and act according to the relevant guidelines and codes (e.g., PRME, Good Academic Practice, Ethics Guide).
- MCI managers are aware of their responsibilities and act as role models.
- We pay attention to the health, safety, and welfare of members of our school community.
- We are aware of our responsibility in handling data and information, treat them with care and sensitivity, and observe the relevant guidelines.

ENGAGEMENT & COMMITMENT

- As part of the Entrepreneurial School®, we are aware of the particular importance and impact of exemplary behavior internally and externally and contribute to our school's positive image.
- Together, we shape a creative, innovative, and entrepreneurial culture in which initiative, commitment, and openness to new things are valued and lived.
- We actively face new challenges and strive to solve problems constructively.

COMMUNICATION & TOGETHERNESS

- We cultivate an open culture of discussion.
- We use gender-sensitive language in our communication.
- Our daily actions and personal interactions are based on a positive, trusting attitude. We support each other in our personal and professional development.
- Constructive handling of criticism, appreciation, and praise are important to us. In the event of misunderstandings and misconduct, we seek a clarifying discussion.

Together, these values shape MCI's **Code of Conduct**, which provides a framework for responsible, respectful, and purpose-driven behavior across the entire Entrepreneurial School®.

[MCI Code of Conduct](#)



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



How We Define Teaching

At MCI, teaching in the context of responsible management and sustainable development aims to empower students to drive responsible change locally and globally, with a particular focus on responsible decision-making and leadership, and entrepreneurship for sustainable development. We foster critical thinking, analytical skills, and action-oriented, entrepreneurial thinking to create solutions for societal, economic, and environmental challenges, while promoting democratic values, openness, inclusivity, and respectful, participatory learning environments.

Courses that support RME

MCI reports 15 courses in 2025/26 that support responsible management education and sustainable development goals.

Innovation & Entrepreneurship | Instructor: Antje Bierwisch | OBWL-B-5-WMB-INE

How does the future look if everything were possible? This is a question that organizations must continuously ask themselves not only in times of crisis. History shows that unexpected developments can disrupt entire industries, as seen in the cases of Nokia and Nikon. To stay resilient, individuals require Futures Literacy the capability to imagine alternative futures and use them to make better decisions in the present. UNESCO highlights this as an essential 21st-century skill. On the organizational level, Corporate Foresight also referred to as Futures Thinking provides a structured approach to anticipate change, overcome cognitive biases, and uncover blind spots.

Building on this perspective, the course introduces students to the foundations and approaches of Corporate Foresight as a key element of strategic management. Participants will critically reflect on the relationship between foresight, innovation, and entrepreneurship, and they will become familiar with methods and instruments to anticipate and shape future developments. A particular focus is placed on identifying economic, technological, and social trends and analyzing their implications for organizations. Through hands-on exercises, students will strengthen their ability to apply foresight tools in practice, expand their personal futures literacy, and develop competences that support innovation and entrepreneurial thinking.

This course empowers students to reflect on economic, technological, and social trends and their implications for sustainable business. By applying corporate foresight tools, they expand their futures literacy and learn to align innovation and entrepreneurship with responsible management and long-term societal and environmental goals.



Environmental & Health Economics | Instructor: Ayman Fouda | EU-HEM-M2.2

This course explores the intersection of environmental and health economics, focusing on the impacts of climate change, behavioral economics, and policy responses. Students will examine how environmental challenges, with a focus on climate change, affect human health, influence decision-making, and shape the design of sustainable and equitable policies. The course is structured around three key pillars: the individual level, where behavioral economics sheds light on heuristics, biases, and the role of nudges and incentives in fostering healthier and more sustainable habits; the organizational level, where we explore strategies for greening healthcare and implementing net zero policies; and the system level, which addresses preparedness frameworks to help health systems adapt to environmental threats.

By linking health and environmental economics, I try to equip students to analyze the consequences of climate change and organizational practices critically. They learn to apply behavioral insights, sustainability strategies, and preparedness frameworks, fostering responsibility to design policies and solutions that promote healthier populations and more sustainable health systems.



Ökonomie & Nachhaltiges Handeln | Instructors: Ayman Fouda & Wei Manske-Wang

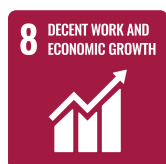
| NPGBA39

This comprehensive economics course is designed to provide students with a strong foundation in both microeconomic and macroeconomic principles while fostering critical thinking and analytical skills. The course is structured to provide a balanced understanding of individual decision-making and broader economic systems, enabling students to connect theoretical concepts to real-world applications. Through engaging lectures, interactive discussions, and practical case studies, students explore how economics shapes the choices of individuals, firms, and governments in diverse contexts.

In the first part of the course, Students delve into the core principles of microeconomics, focusing on optimization, market dynamics, and the forces of supply and demand. Special emphasis will be placed on health economics, a highly relevant field that applies economic theories to healthcare systems and policies. The second part transitions to macroeconomics, where students examine national accounts, economic systems, and the impact of competition and concentration on markets. By engaging with a

mix of theory, real-world examples, and collaborative activities, students will not only gain a solid understanding of economic concepts but also see their practical relevance in addressing global and local challenges.

Students see how economic decisions affect society and the environment, fostering responsibility by linking theory to real-world issues like inequality and resource use. They learn to evaluate trade-offs critically and explore sustainable solutions, equipping them to make informed, socially responsible choices.

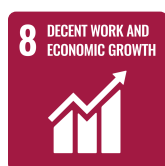


Case Study & Integrative Exam | Instructor: Julia Unterhuber-Waldegger

| OBWL-B-4-IP-FIP

This course integrates core areas of business—Accounting & Controlling, Strategic Management, Finance, Marketing, Organizational Development, HR, Leadership, and Innovation & Technology Management—through case studies that reinforce knowledge and highlight connections across the curriculum. Responsible management and sustainability serve as guiding themes throughout, emphasizing their importance for decision-making in strategy, finance, leadership, marketing, and innovation.

Students are empowered to integrate responsibility and sustainability into their thinking and decision-making by embedding these themes across finance, strategy, leadership, marketing, and innovation. They learn to approach complex business challenges with ethical awareness, long-term perspective, and a commitment to sustainable, future-oriented management practices.



Advanced Strategic Management & Sustainability | Instructor: Daniel Degischer

| IB&L-M-3-M_19-ASM-ILV-O

Students acquire the ability to critically examine advanced and research-informed topics of strategic management related to contemporary academic discussions. In particular, they understand organizational development and adaptation, respective antecedents, and the impacts of strategic decisions on the sustainability of the "triple bottom line", environment, social and economic.

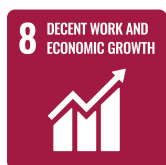
Based on previous knowledge of strategic management, students will be provided with a research-based account of the field of strategy and sustainability. A particular focus lies on the impact of sustainability-related aspects in the context of strategizing. Students will understand the drivers and hurdles of sustainable organizational development and will be equipped to develop more considerate strategies through a link to practice.



Strategic Management & Sustainability | Instructor: Daniel Degischer | IFLV6581

The course Strategic Management & Sustainability is an introductory level course on the broad topic of strategic management. While in traditional views on strategic management, the term sustainability often refers to “sustainable competitive advantage”, this course expands the notion of sustainability to a contemporary view beyond merely financial measures. Specifically, it emphasizes the evaluation of the impact of strategy in the broader context of the economy, society, and the environment.

This course provides students with fundamental knowledge of strategic management and competitiveness, while highlighting the particular sustainability implications of strategies at the corporate and the business level. Students will be enabled to analyse the sustainability implications of strategies and be able to develop future-proof strategies that take sustainability considerations into account.



Business Ethics | Instructors: Julia Waldegger & Regina Obexer | OBWL-M-4-2-GS

This course strengthens students’ ethical awareness and decision-making by combining theory with real-life cases. They learn to foster ethical cultures, address dilemmas of digitalization, and design sustainability programs. By training their “ethics muscle,” students become responsible professionals ready to align business practice with societal and environmental needs.

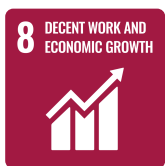
This course equips business students to recognize and address ethical dilemmas in the workplace and beyond, apply theory to real-world cases, and foster ethical cultures. By “training their ethics muscle,” students become more confident in recognizing ethical dilemmas and making responsible choices, even under pressure. By integrating compliance, sustainability, and techno-ethics, students gain practical tools and future-oriented awareness, enabling them to act responsibly, make integrity-driven decisions, and promote sustainable business practices.



Business & Society | Instructor: Lucas Huter | B&M-B-2-TAC-BAS-SE

With the course “Business & Society”, we aim to develop our students' information literacy and their responsible decision making skills.

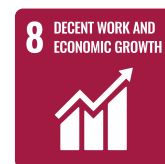
This course will allow our students to investigate the role of businesses in society and reflect on their personal approach, perspectives, and behaviors as part of society and as (future) managers and leaders.



Sustainability & Tourism | Instructor: Birgit Bosio | TOU-M-3-ITO-STO-ILV

Introduction to sustainability and its relevance in tourism, practical examples for various tourism sectors, preparation for SDG World Café with 4 tourism experts. Students have to prepare two SDGs in detail, refer to their relevance for the tourism industry and interview the 4 experts in a World Café format. Afterwards they write a reflection on the results and give practical implications.

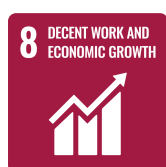
Students shall be able to apply sustainability concepts through the SDGs (focus on roughly 10 most relevant SDGs for the tourism industry) in their future careers.



Cause Marketing | Instructor: Kristina Harthaller | IBaM-M-3-M_8-CAM-ILV-O

Cause Marketing explores how marketing can contribute to social, environmental, and economic sustainability by influencing consumption, building trust, and creating impactful campaigns.

Through the Cause Marketing course, students learn to critically assess the social, environmental, and economic impact of marketing decisions. They develop the skills to recognize greenwashing, evaluate sustainability claims, and design responsible marketing initiatives that create value for businesses, consumers, and society.



Study Tour: Scandinavian Sustainability Strategies | Instructor: Daniel Degischer

| IEL-B-3+5-WPM-IEL

Students embark on a transformative journey to Copenhagen, the heart of sustainability. The study trip offers first hand insights of the world's most sustainable city, as ranked by the Environmental Performance Index (EPI). Students engage directly with companies driving sustainable change, gain insights from environmental experts and grow their professional network and explore the sustainable corners of the city, besides other social activities. Ahead of the tour, students receive input on the challenges of sustainable transformation, sustainable organizational development, governance mechanisms to drive sustainable change.



The Future-Ready Organization: Innovation & Development | Instructor: Yevgen Bogoditsov

| IFLV6643

In this course, students learn the basics of a future-ready organisation. Some people think that a firm's (strategic innovation) management is an easy subject - top managers make some vague predictions that are mostly hard to understand. Yet, is it easy? Strategy works with events of a high degree of uncertainty and complexity. In this class, students try to understand the mechanism of strategy and understand how one can make a "strategic" move that will make a prosper in the future. They are provided with an understanding of strategic decision-making and get to know some theories that might help them in their future career.

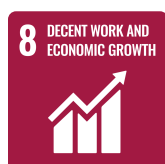
Students are encouraged to see strategic innovation management not only as a way to create business value, but also as a responsibility towards stakeholders and society.

The discussion challenges them to critically examine the consequences of management decisions,

including unintended effects on employees, consumers, communities, and the environment. They learn to look beyond short-term business objectives and consider different perspectives when making strategic decisions.

By taking on the role of a top manager and developing a long-term climate strategy, students translate theory into practice. They identify stakeholders, balance competing interests, anticipate consequences, and make decisions under uncertainty.

The aim is to develop a broader understanding of responsible management and equip students with the ability to critically reflect on how strategic decisions affect others and society as a whole.

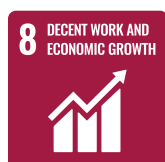


Wirtschafts- und Sozialpsychologie | Instructor: Johannes Arendt

| BWWO-B-2-GAWP-WSP

This course introduces central theories, concepts, and empirical findings in social psychology, with particular attention to their relevance in organizational and business contexts. Students examine how individuals perceive, judge, and influence one another and how social relationships and group processes shape behavior. Topics include social cognition and judgment, social perception and attribution, helping behavior, relational models, justice and social norms, and group processes. The course also critically addresses methodological challenges, ethical issues, and the responsible application of social psychological knowledge.

Students develop an evidence-based understanding of how social cognition, interpersonal relationships, justice, social norms, and group processes shape human behavior. By critically evaluating psychological evidence and its ethical application, they learn to make more reflective and responsible decisions and to contribute to fair and constructive social relationships in organizational contexts.



Skills Lab: Multimodal Stress Management | Instructor: Johannes Arendt

| BPM-M-1-5-LAB1

This Skills Lab focuses on the psychological and physiological mechanisms of stress and on evidence-based approaches to stress prevention and management. Students examine personal and work-related stressors, individual stress reactions, resilience and recovery resources, and the long-term consequences of chronic stress. Building on a multimodal approach, the course combines scientific knowledge with practical exercises and supports students in transferring stress-management strategies into their everyday and professional lives.

Students develop a scientifically grounded understanding of stress and its consequences for health and well-being and learn evidence-based strategies for prevention and stress management. By reflecting on their own stress patterns and implementing an individual stress-management plan, they strengthen their capacity to manage demands in a healthier and more sustainable way in both personal and professional contexts.



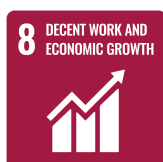
Business Ethics & Responsible Management | Instructor: Regina Obexer

| BPM-M-1-4-ERM

This course equips students with the conceptual tools and analytical skills to navigate the ethical and societal dimensions of business decision-making. Drawing on established ethical theories, stakeholder analysis, and ESG and double materiality frameworks, we explore how organizations can act responsibly while contributing to the Sustainable Development Goals and mitigating the adverse effects of business activity.

The course combines theoretical foundations with practical application: students examine ethical challenges at both the individual and organizational level, critically assess real-world responsible management dilemmas, and develop well-reasoned recommendations grounded in evidence and academic literature. They are encouraged to integrate multiple perspectives – stakeholder, organizational, and individual – to identify tensions and trade-offs between competing interests and values, while reflecting critically on the consequences and limits of their own judgment.

Through this course, students develop the ethical literacy and analytical judgment to navigate complex responsible management challenges by applying established and contemporary ethical theories to real business dilemmas and critically assessing how business can both contribute to the SDGs and mitigate its adverse effects. Students build the capacity to analyze organizational decisions from a stakeholder, ESG, and individual ethics perspective, learning to weigh competing interests and values, and to develop evidence-based, responsible management recommendations while reflecting critically on the consequences and limits of their own judgment.



Teaching Awards

In 2026, 2 awards were given to faculty and educators at MCI.

PRME Education Awards 2026

Granter: PRME

Grantee: Birgit Bosio

Award Description:

PRME recognizes faculty, both individuals and as teams, from Signatory Members for their excellence in contributions to the field of responsible management education.

Ars Docendi Recognition Award 2026

Granter: Austrian Federal Ministry for Women, Science and Research

Grantee: Johannes Siebert

Award Description:

Since 2013, the Austrian Federal Ministry for Women, Science and Research has awarded the Ars Docendi State Prize to outstanding educators at Austria's universities, universities of applied sciences, colleges of education, and private universities and colleges. The State Prize is endowed with a total of 35,000 euros and is awarded in five categories. An international, German-speaking jury selects courses and teaching projects from the annual submissions to be honored with the State Prize or to receive a recognition award.

Educator Recognition

At MCI, we recognize educators for quality of teaching in the following ways:

- ❖ Annual teaching excellence awards
- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Institutional recognition events

Continue telling your story

MCI Badges with Societal Impact

MCI Digital Badges for Responsible Management, Sustainability, Ethics, Diversity Management & Futures Literacy & Innovation

The MCI Student & Career Center continues to offer diverse learning opportunities that help students develop knowledge, skills, and competencies in responsible management, sustainability, ethics, diversity and futures literacy, empowering them to become change drivers with real societal impact. Through these programs, students can distinguish themselves by acquiring practical skills in addition to their regular studies.

Now in its 8th year of full implementation, the Digital Badges Program enables all MCI students to engage in extracurricular activities, build competencies beyond their study programs, and enhance their employability. Students learn to apply their knowledge to address societal, environmental, and business challenges, positioning themselves as agents of positive change.

Available badges in 2025/26 include:

Responsible Management – Strengthening understanding of sustainability, responsibility, and ethics

Sustainable Development – Exploring societal, environmental, and business opportunities and challenges

MCI Volunteer – Recognizing students and staff who contribute to the community through volunteering

Diversity Management – Developing skills to foster inclusive environments and drive equitable change across organizations and society

Futures Literacy & Innovation – Engaging with key concepts, methodologies, and practices that enable students to anticipate and shape future developments in dynamic and uncertain environments

Students consistently report that participating in the badge program has a meaningful impact on their personal and professional development, enabling them to become proactive contributors to societal progress.

[More info](#)

Assurance of Learning Goals for Responsible Management

As part of MCI's ongoing quality assurance and development efforts, business & society programs have maintained a set of clearly defined learning goals for several years through the Assurance of Learning (AOL) process required for AACSB accreditation. These goals, collaboratively established

across accredited programs, are now systematically measured: objectives and assessment rubrics track student achievement, and where results fall short, targeted actions are implemented to continuously enhance strategies supporting these priority outcomes.

The current set of goals includes the following goals aimed at accelerating the integration of responsible management education and ensuring student learning outcomes:

Responsible Decision Making (Bachelor level)

Inspired by the UN Sustainable Development Goals, our graduates can make decisions that are ecologically sustainable, economically responsible, and socially equitable.

Responsible Leadership (Master level)

Inspired by the UN Sustainable Development Goals, our graduates demonstrate a commitment to ecologically sustainable, economically responsible, and socially equitable decision-making.

[Further Information about the AOL goals and processes at MCI](#)

SDG Integration into Programs

At MCI, the United Nations Sustainable Development Goals (SDGs) are actively integrated into study programs, shaping curricula, teaching, and learning activities. Students engage with real-world sustainability challenges, exploring how responsible business practices can drive positive societal and environmental impact. This approach equips graduates with the knowledge, skills, and mindset to create value for both organizations and communities, reflecting MCI's long-standing commitment to advancing sustainable development locally and globally.

This responsibility is reinforced in a resolution of the MCI Academic Board from September 2025:

"The MCI Academic Council is committed to the university's responsibility to promote sustainable development on an economic, ecological, and social level in teaching & learning, research, and administration, and to its role in supporting relevant measures, particularly in teaching."

SDG recording in the MCI syllabus

Starting in the summer semester of 2026, instructors indicate in their syllabi whether and how they address one or more of the SDGs in their courses with the aim of capturing the breadth and depth of SDG integration in MCI teaching activities. SDG data are centrally collected and analyzed, with reports being shared with departments in order to strengthen institutional awareness and enable evidence-based continuous development of teaching strategies to support the SDGs.

A range of support and information materials for faculty and administrative staff are available that describe the background and process of this recording, provide tips for integrating the SDGs, and answer frequently asked questions.

[SDGs in MCI Study Programs](#)

[SDG Integration Support Materials](#) *(only accessible for MCI faculty)*



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

How We Define Research

At MCI, research is framed as both a responsibility and a driver of positive change, with a focus on building bridges between academia and practice. Interdisciplinary research areas such as Responsibility and Sustainability, Social and Health Innovation, Business and Society, and Technology and Life Sciences ensure a strong link to real-world challenges, with entrepreneurship for sustainable development as a connecting thread across these areas. Research projects are solution-oriented, carried out with industry, public institutions, and civil society, and deliver both academic insights and practical impact through innovation, policy relevance, technology transfer, and entrepreneurial venture creation. In this way, MCI reflects the PRME principle by not only studying the state of the world but also helping shape positive futures.

Research vs Research for RME/Sustainable Development

167	Peer-reviewed articles were published by MCI from this past calendar year.	vs	57	Peer-reviewed articles were published by MCI from this past calendar year in support of RME/Sustainable Development.
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Research Funding

In 2025/26, MCI was awarded funding for research that is:



**Institution
Specific**



Local



Regional



National



International

Socializing Research

In 2025/26, MCI contributed research findings to:

- ❖ Government and policy makers
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms
- ❖ Community organizations
- ❖ Industry and business networks

Research Projects

In 2025/26, MCI reported 20 research projects that implemented responsible or sustainable activities.

Social Work and Sustainable Development

Period Covering: September, 2023 - August, 2026

Department: Social Work

The research project “Social Work and Sustainable Development” is collaborating with the Institute of Social Work in Tanzania to investigate how the SDGs can be integrated into social work education and practice by analyzing knowledge, practice, and structural conditions in teaching, policy, and the professional field in both contexts.

In 2015, the United Nations adopted the 17 Sustainable Development Goals (SDGs) as a global framework to address social, economic, and environmental challenges by 2030. Social work, as a change-oriented and human rights profession, has a crucial role in translating these goals into practice. Yet, there is little evidence on how the profession integrates the SDGs into practice, education, and policy in Austria and Tanzania.

This project seeks to bridge that gap through:

1. Country studies on social work’s role in achieving the SDGs.
2. National reports and journal articles with recommendations.
3. Dissemination workshops in Austria and Tanzania.
4. Exchange visits for knowledge sharing.

It builds on earlier PROSOWO projects (since 2011), which advanced professional social work through research, publications, and exchanges.



Craft2Biodiversity

Period Covering: January, 2025 - March, 2027

Department: Business Administration Online

Many craft businesses today are faced with the task of systematically integrating biodiversity, energy efficiency, and sustainable management into their operational processes. At the same time, there is often a lack of concrete knowledge about how ecological responsibility can be effectively integrated into business practices.

Craft2Biodiversity addresses this need: The project develops practical tools that embed biodiversity in the craft sector – from product design and operational infrastructure to new business models. Craft2Biodiversity researches the role of biodiversity in the craft sector and develops practical solutions for the sustainable transformation of products, processes, and business models. The focus is on ecological responsibility, energy efficiency, and innovative strength.



INNOLeguminosen

Period Covering: January, 2024 - June, 2026

Department: Food Technology & Nutrition

The project aims to make legume cultivation in South Tyrol both ecological and economically viable by developing innovative products and market opportunities. Key goals include creating at least six legume-based products (fermented and non-fermented, including food and pet feed), assessing their nutritional value, economic potential, and possible product claims. Market studies will explore consumer demand, retail opportunities, and added value for farms. Field analyses will identify the most suitable varieties for local cultivation and processing, while legal frameworks around seed exchange will be reviewed. Finally, the project seeks to strengthen direct marketing by developing business models that position legumes as a profitable sector for South Tyrolean farmers.



SUNrise

Period Covering: November, 2023 - December, 2025

Department: Business Administration Online

SMEs in the skilled trades face a multitude of complex challenges: digital transformation, the shortage of skilled workers, and, in particular, coping with climate change and the energy crisis require companies to come up with innovative and sustainable solutions. Within two projects, we are working

on the development of innovation pathways that show SMEs how to develop innovative and sustainable solutions and business models for the future. In doing so, we support companies in developing their future viability and competitiveness in a sustainable manner.

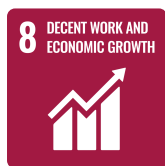


CURATE

Period Covering: November, 2023 - May, 2026

Department: Industrial Engineering & Management

CURATE will combine AI solutions related to the entrepreneurial process to develop an incubator programme that will provide migrant students with a challenge-based platform to better meet their learning styles and provide transferable forward-looking skills. CURATE will actively engage those from the world of work to become key catalysts in the codesign of new learning and teaching practices with the aim of providing solutions to real world challenges presented by labour market actors.

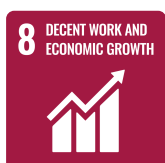


Maximizing Opportunities for Startups and Investors through Regional Zenith of Innovation (MOZART)

Period Covering: January, 2024 - December, 2025

Department: Industrial Engineering & Management

MOZART aims to maximize opportunities for startups and investors by fostering a “zenith of innovation” where converging factors drive rapid progress, new products, and transformative technologies. Building on a successful cross-border ecosystem, the project seeks to strengthen and internationalize networks of startups, investors, mentors, researchers, and innovators. Through events, education, investment opportunities, and collaborations, MOZART accelerates startup growth, improves access to funding, enhances visibility, and connects public and private ecosystems on a global scale.



ENRICHER HUBS

Period Covering: January, 2024 - December, 2026

Department: Entrepreneurship, Tourism & Leisure Business

The ENRICHER-hubs project supports Europe's tourism recovery by aligning higher education with labor market needs in the green and digital transition. It strengthens HEIs' capacity for sustainable tourism service development through innovative training, experiential learning, and service design skills. Green Tourism Hubs in Georgia and Moldova will share best practices, tools, and methods, ensuring students gain practical competences for sustainable tourism while fostering regional innovation and growth.



Josef Ressel Center: Powdered Activated Carbon from Municipal Residues

Period Covering: January, 2020 - January, 2026

Department: Environmental, Process & Energy Engineering

The Josef Ressel Center for the Production of Powdered Activated Carbon from Municipal Residues develops processes to create high-quality activated carbon from charcoal, a by-product of wood gasification, using municipal waste wood as a raw material. The activated carbon is tested for its effectiveness in removing trace substances like medications and pesticides from wastewater, supporting circular resource use and sustainable municipal services. The project, established in 2020, is funded by the Christian Doppler Research Association and local corporate partners, combining research with practical application in wastewater treatment.



PFAS Select

Period Covering: April, 2025 - March, 2028

Department: Environmental, Process & Energy Engineering

At MCI, the *PFAS Select* project contributes to the UN Sustainable Development Goals by tackling “forever chemicals” that threaten human health and ecosystems. Together with international partners, the MCI research team around Jan Back is developing innovative, regenerable materials to efficiently remove PFAS from water, offering sustainable solutions where conventional methods fail.



ASURED - Analysis of the situation and resources for countering extremism and promoting democracy

Period Covering: September, 2025 - September, 2026

Department: Center for Social & Health Innovation

Democratic societies are under increasing pressure: polarisation, disinformation, growing scepticism towards democratic institutions and a rise in group-focused enmity pose major threats to social cohesion. These phenomena are not only manifesting themselves at the global level, but are particularly visible at the local level, where democratic participation can be experienced directly. At the same time, studies show that trust in democracy grows especially when citizens can participate effectively and when municipal structures can respond adequately to local problems. The success of democratic education and participation work, as well as the prevention of anti-democratic tendencies, depends crucially on how well local action plans consider the social, cultural and political characteristics of the respective area.

Achieving this requires a structured examination of the local situation in order to identify real needs, exploit potential and develop targeted support measures. This is where the ASURED project comes in: a situation and resource analysis (S&R analysis) conducted by the Centre for Social and Health Innovation aims to systematically record local situations, challenges and potential in order to lay the foundations for targeted democracy promotion. This is achieved through a multidimensional, qualitative methodological design.



Moderation of the Participatory Process on Homelessness of the City of Innsbruck

Period Covering: February, 2025 - September, 2026

Department: Center for Social & Health Innovation

Homelessness is a growing challenge for society. In 2022, 19,447 people were registered as homeless in Austria, 1,688 of them in Tyrol. However, it is difficult to determine the actual number of people affected, as it is likely that many cases go unreported. Precise figures are not available for Innsbruck, but almost 30,000 overnight stays were recorded in the city's emergency accommodations in 2022.

To improve this situation, the city of Innsbruck is taking measures as part of the 'Contract for the Future' and the Lisbon Declaration, which aims to eliminate homelessness by 2030. In order to design targeted and effective solutions, a comprehensive participation process to combat homelessness was launched in February 2025. This process is moderated, documented, and supported by the Center for Social & Health Innovation of the MCI.



BeSensHome

Period Covering: January, 2024 - March, 2026

Department: Medical & Health Technologies

The aim of the BeSENSHome project is to study and implement the implementation and development of innovative advanced systems and smart sensor networks to ensure environmental comfort within residences, day care centres, workplaces and facilities accommodating people with neurocognitive disabilities. In order to achieve this innovative goal, such systems must allow for (i) accurate customisation based on the needs of the occupants, defining a strategy that puts individuals at the centre, and (ii) control of the built environment.

Thanks to artificial intelligence (AI), coupled with the sensor network, the environment will be able to learn the preferences or requirements of the occupant, identifying stressful conditions, adjusting environmental conditions and alerting possible caregivers in case their intervention is needed, before any potentially dangerous conditions can occur. The integration of such a sensor network with the furniture of the rooms will be architecturally detailed to ensure its inclusion in existing environments. To achieve these objectives and make the system as useful and user-friendly as possible, a participatory research approach will be applied throughout the project.



BIOcubed

Period Covering: January, 2024 - April, 2027

Department: Biotechnology | Food Technology & Nutrition

Due to the current geopolitical situation and the need to overcome the climate crisis, the need to permanently replace natural gas imports from Russia and to expand renewable energy sources is increasingly coming to the fore. Hydrogen (H₂) plays a central role in the energy transition in many areas, but competitive production requires not only the technology but also comprehensive analyses of the necessary framework conditions. This project aims to promote the biosynthesis of hydrogen from organic biomass using dark fermentation. For the first time, a bacterium newly discovered in Tyrol, *Thermoactinomyces mirandus*, will be used for the biosynthesis. It is known that *T. mirandus* produces H₂ from lactose under anaerobic, thermophilic conditions, but this process has only been investigated on a laboratory scale and has not been optimized for production efficiency. This question will now be investigated in detail by first cultivating *T. mirandus* on a small scale under varying conditions (carbon source, temperature, pH, etc.). The process modeling aims at maximizing or intensifying the H₂ yield.

In parallel, well-studied reference strains will be cultivated and optimized to directly compare the synthesis rates with those of *T. mirandus*. Subsequently, *T. mirandus* will be introduced into the process together with selected reference strains as a mixed culture and analyzed again for production efficiency and yield. This should provide the basis for scaling up the process from laboratory to larger scale. In addition to different sugars, the possibility of using renewable raw materials (including organic or food waste) as the starting substrate for the biosynthesis will also be tested, which is an important pillar in the development of green H₂.

To further emphasize the economic efficiency of the process, a two-step process will be established in which methane is produced in addition to hydrogen through a series connection of dark fermentation and anaerobic fermentation, thereby achieving a consistently positive net energy balance. In addition, the enzymes underlying H₂ biosynthesis will be analyzed in more detail in order to develop commercially available and highly efficient enzymes that have the potential to save the fermentation route and generate H₂ in a cost-optimized manner. In summary, the aim is to create the basis for the production of climate-neutral hydrogen from locally available, renewable raw materials, which not only reduces dependence on energy imports, but also strengthens regional supply security and an environmentally friendly recycling economy.



BorN-To-Degrade

Period Covering: January, 2025 - December, 2028

Department: Biotechnology | Environmental, Process & Energy Engineering

Global water pollution from industrial and natural contaminants, as well as antibiotic-resistant germs, is a major environmental challenge. Aligned with the EU's Zero Pollution ambition and the One Health approach, the project develops novel hBN-based photocatalysts and employs energy-efficient LED light sources to degrade contaminants and pathogens. Nanostructured hexagonal boron nitride is synthesized via "ceramics through chemistry" and formed into composites with carbon, CeO₂, and biosynthesized noble metal nanoparticles. The photocatalyst is combined with membrane technology to deliver an energy- and resource-efficient water treatment process that effectively removes micropollutants, PFAS, and antibiotic resistance, in compliance with EU guidelines.



CYANce

Period Covering: December, 2022 - July, 2027

Department: Biotechnology | Environmental, Process & Energy Engineering

CYANce – Climate Creativity - Youth for Alpine Needs gibt Kindern und Jugendlichen einen vorurteilsfreien Raum, um gemeinsam mit Menschen aus Wissenschaft und Wirtschaft an Themen und Bedürfnissen des alpinen Lebensraumes zu forschen und co-kreativ Lösungsansätze zum Klimaschutz, zur Klimawandelanpassung und zur Nutzung erneuerbarer Energieressourcen zu finden. Damit soll ein Bewusstsein geschaffen werden, dass die Klimakrise nur durch das Zusammenwirken eines reflektierten, verantwortungsvollen Umgangs, sowie den effizienten Einsatz unserer Ressourcen und der Entwicklung zukunftsweisender Technologien bewältigt werden kann. Über ein Grundwissen für Lösungsansätze, das in CYANce vermittelt wird, sollen Kinder und Jugendliche Zusammenhänge verstehen und befähigt werden, aktiv etwas zu bewegen, weg von einer Konsumgesellschaft und Gewinnmaximierung hin zu einer ökosozialen Grundeinstellung. CYANce wirkt als Katalysator für hervorragende Forschung und zukunftsweisende, grüne Technologien in Tirol, der stimuliert durch soziale, umweltrelevante und gesellschaftliche Herausforderungen und kombiniert mit co-kreativen Umsetzungsinstrumenten, spannende und motivierende Bildungsangebote zu den geforderten Innovationsfeldern erzeugt.



Futures Literacy Reference Framework in Austria

Period Covering: April, 2024 - March, 2026

Department: Business Administration Online

Ziel des Projekts ist die Entwicklung eines Referenzrahmens für „Futures Literacy“. Dieser zielt darauf ab, für die Hochschulbildung in Österreich eine strukturierte Grundlage für das Verständnis, die zu vermittelnden Kompetenzen, die damit verbundenen Lernziele sowie deren Erreichung und Umsetzung in der Lehre zu erarbeiten. Der Referenzrahmen dient dabei als Orientierungshilfe für Bildungseinrichtungen, Lehrende, Politikgestalter*innen und alle Interessensgruppen, die sich mit der Entwicklung und Förderung von Zukunftskompetenzen beschäftigen.



Health Influencers on Social Media

Period Covering: April, 2022 - May, 2026

Department: Center for Social & Health Innovation

Social media has become an important source of health-related information. Anyone can create and share health-related content on social media, and some users attract a large number of (primarily) young followers. Such users are also called 'influencers' because their content has a wide reach and can influence the attitudes and behaviour of their audience. The research team is particularly interested in so-called 'health influencers'. These influencers can have a health-promoting effect if, for example, they share evidence-based information and inspire young people to adopt a healthy lifestyle. However, they can also have a negative impact on public health if they serve commercial interests or spread misinformation. In this context, the project team is investigating three key questions:

- (1) Who are the most prominent health influencers that young people engage with?
- (2) What health topics do they cover?
- (3) How does following these influencers affect young people's health attitudes and behaviours?

A citizen science project with young people is being initiated to identify influencing factors. Students from all over Austria will take on the role of researchers and participate, for example, in the creation of a unique database of health influencers. In addition, the researchers will conduct a content analysis of influencer accounts and posts at the profile level (e.g. gender, reach, expertise) and at the post level (e.g. post topics, level of evidence, frames). Finally, a longitudinal survey will be conducted with young people to understand the impact of following health influencers on social media. The project results will provide a holistic perspective on the role of health influencers in young people's information intake. Initial evidence of the impact of these influencers will thus be provided. Based on the results, the research team will derive guidelines for combating misinformation in the health sector and for harnessing the positive potential of health influencers in selected and personalised media environments.

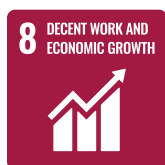


PATH (Ulysseus) - Personalised AI Tool for ethHical career guidance

Period Covering: January, 2025 - April, 2027

Department: Ulysseus European University

The PATH project aims at strengthening the Career Guidance Services of the 6 participating HEIs through the development of an ethical AI powered tool. To achieve this, the project aims to: (1) develop the TRL 2 PATH prototype; (2) establish sustainable networking and collaboration links with key stakeholders of the career guidance European ecosystem, such as Cedefop and the PES Knowledge Centre and (3) boost the research capabilities of the Consortium in AI expert systems for career guidance.



TYSTO

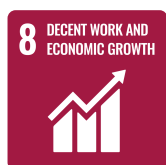
Period Covering: August, 2024 - August, 2027

Department: Entrepreneurship & Tourism

The Tyrolean Sustainable Tourism Observatory (TYSTO) is an Initiative of MCI | The Entrepreneurial School®, the Tyrolean Regional Government & the Federation of Tyrolean Tourism Associations, which systematically monitor and advance sustainable tourism development in Tyrol. Tyrol joined the UN Tourism International Network of Sustainable Tourism Observatories in 2024. By providing data-driven insights, TYSTO supports informed decision-making and strengthens Tyrol's role as a leading example of sustainable alpine tourism.

TYSTO collects and analyses data across the INSTO-defined key issue areas, as well as additional areas relevant to sustainable tourism development in Tyrol. Working closely with regional stakeholders, including the Province of Tyrol, Tirol Werbung, the Federation of Tyrolean Tourism Associations, the Tyrolean Economic Chamber, and other partners, TYSTO provides an evidence-based foundation for responsible tourism planning and decision-making tailored to Tyrol's alpine context. TYSTO's monitoring system tracks sustainability across thirteen key issue areas, covering environmental, social, and economic dimensions, as well as governance.

The observatory thereby supports the implementation of Tyrol's tourism strategy, The Tirolean Way – Perspectives for the responsible development of tourism, where sustainability is one of the central guiding elements and multidimensional success measurement is embedded directly into the region's tourism strategy. By providing transparent and accessible data, TYSTO empowers decision-makers to optimize resource use, strengthen climate action, preserve biodiversity, improve accessibility, enhance local satisfaction, and raise the quality of life for both residents and visitors. At the same time, it contributes Tyrol's experience and insights to the global INSTO network, supporting the advancement of sustainable tourism development worldwide.



Impact measurement of employment projects in Tyrol

Period Covering: September, 2023 - December, 2025

Department: Center for Social & Health Innovation

In an effort to measure the success of socio-economic enterprises in Tyrol and to improve the living conditions of participants, a comprehensive approach is being developed. The project aims to identify and measure key success criteria and integrate them into a database to create a prototype for measuring individual and programme-specific outcomes. The objective is to highlight the critical role that these organisations play in making a positive difference to people's lives. The methodological approach combines quantitative and qualitative methods to capture both tangible and less tangible

benefits, going beyond traditional metrics. The inclusion of a co-creation methodology ensures stakeholder participation in the design of success criteria and impact measurement tools to visualise the wider impact of social enterprises and support their further development.



Research Awards

In 2025/26, MCI was awarded 5 research awards for responsibility- and/or sustainability-related research.

Health Research Award 2026

Granter: Österreichisches Netzwerk der Fachhochschulstudiengänge für Gesundheit

Grantee: Erin Cornelisse

Award Description:

The Health Research Award, presented annually by the Austrian Network of Universities of Applied Sciences for Health, honors outstanding master's theses in health sciences.

A total of 39 theses were submitted across the four categories Climate and Health, Health Care Provision, Health Promotion, and Healthcare Management. We are very pleased that graduates of the two MCI master's programs International Health & Social Management (IHSM) and European Health Economics & Management (Eu-HEM) were represented among the award winners in all four categories.

A particular highlight was the success of Erin Cornelisse (Eu-HEM), who received 1st place in Climate and Health. Her master's thesis was thereby recognized as the best submission in this category.

Tyrol Innovation Award 2025

Granter: Tyrolean Chamber of Commerce in collaboration with the State of Tyrol

Grantee: Prof. Pascal Schöttle

Award Description:

The Tyrolean Innovation Award, presented by the Tyrolean Chamber of Commerce in collaboration with the State of Tyrol, honors the most forward-looking projects in the Tyrolean business community in the categories "Technical Innovation," "Service Innovation," and "Concept with Potential." This award provides a broad and well-deserved platform for showcasing the diversity of ideas and innovative strength of Tyrolean companies.

WK Tirol Research Award 2025

Granter: Tyrolean Chamber of Commerce

Grantee: Sophia Gschoßmann

Award Description:

Since 1997, the Tyrolean Chamber of Commerce has annually recognized outstanding research projects from Tyrolean universities. The award-winning master's theses and dissertations were all graded "Very Good," demonstrate a high degree of innovation, and strengthen Tyrol as a business hub.

State Award 2025

Granter: Federal Ministry of Women, Science and Research

Grantee: Pia Reichmann

Award Description:

The State Award presented by the Federal Ministry of Women, Science and Research is endowed with EUR 3,000 and is among the most prestigious honors in Austria's higher education sector. Each year, 55 of the best diploma and master's theses are selected from approximately 16,000 graduates from Austrian universities and universities of applied sciences. Within the university of applied sciences sector, only 15 awards are granted nationwide.

The City of Innsbruck Research and Innovation Award at MCI 2025

Granter: City of Innsbruck

Grantee: Stefanie Haselwanter & Sabrina Dumfort

Award Description:

The City of Innsbruck Research and Innovation Award at MCI was established in 2017 and is presented annually based on the decision of a high-level expert jury. The final decision is made by the City Senate of the provincial capital of science and higher education, Innsbruck.

Continue telling your story

MCI Research & Innovation Newsletter

MCI shares news about ongoing research projects via a LinkedIn Newsletter.
Updates on current research projects with impact can be found here on a regular basis.

[Research with Impact - Insights into the world of research at MCI](#)

MCI Research Areas related to the SDGs

MCI Research Areas

MCI research aims to have a real impact across several areas addressed by the SDGs. A number of dedicated research areas and centers put particular focus on these.

Research Areas

[Entrepreneurship](#)

As an Entrepreneurial School®, entrepreneurship research plays a special role at MCI. The research focus "Entrepreneurship" brings together interdisciplinary activities at our university. It explores and promotes entrepreneurial thinking and action in economic and social contexts, combining academic knowledge with practical application to develop sustainable solutions. Research results directly inform entrepreneurial training and are shared with partners and stakeholders, who are also actively involved in projects. The emphasis lies on practice-oriented approaches that link applied research and teaching. Special focus areas include:

[UNESCO Chair in Futures Capability for Innovation and Entrepreneurship](#)

[Ulysseus European University – Innovation Hub "Sustainable Entrepreneurship & Impact](#)

[Responsibility & Sustainability](#)

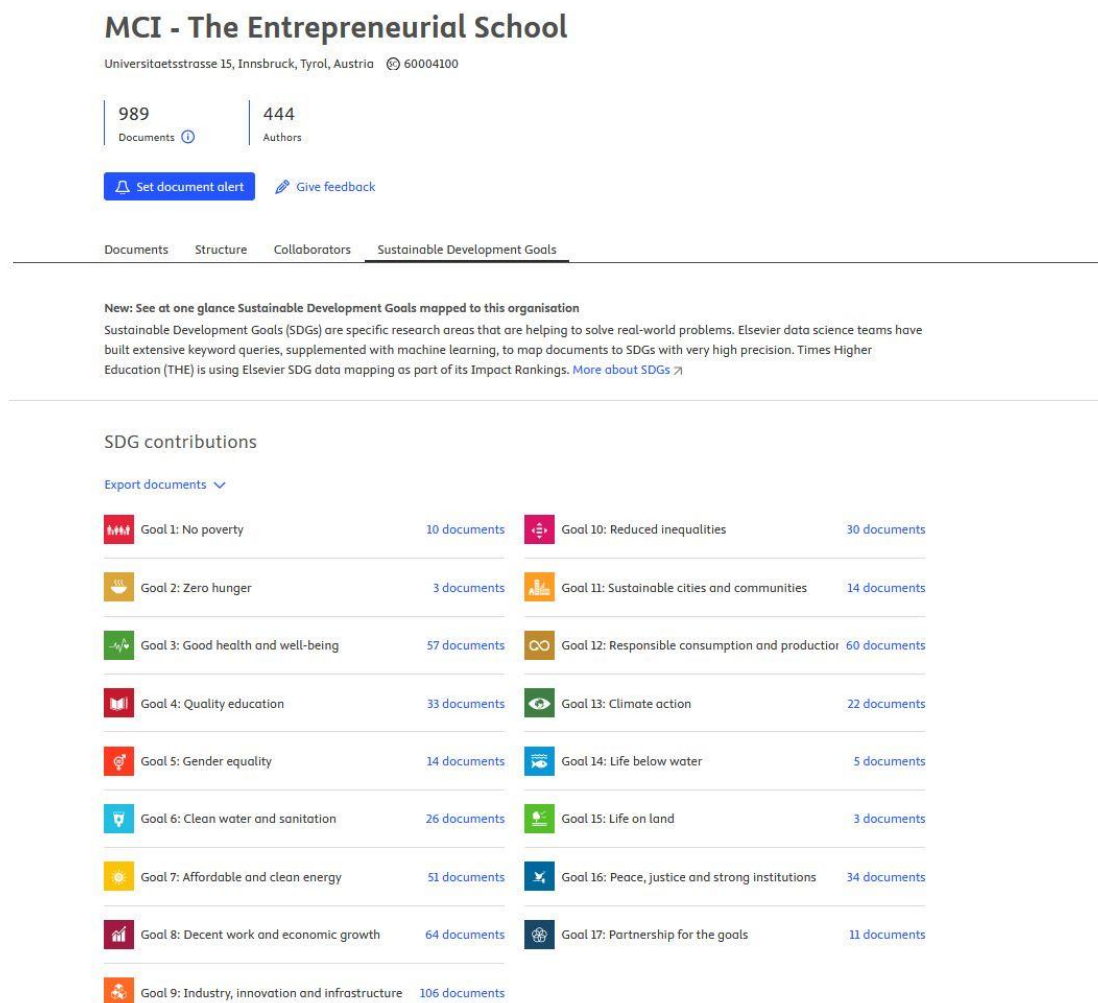
This research area focuses on both responsible management education and responsibility towards society. Focus areas include Responsibility, Law, Ethics, Sustainable Organizational Behaviour & Development, Digital & Sustainable Learning, Futures Thinking & Foresight.

[Social & Health Care Services](#)

This research aims to enrich the scientific discourse as well as provide evidence-based and action-oriented decision bases for policy and society. The focus is on cross-method research in the fields of public health, social integration and participation, as well as behavioural research, digital technologies, and communication.

Tourism

Applied research at MCI Tourism is concerned with economic problems and issues in the context of (family) businesses, destinations, and customers, with a special focus on Alpine tourism. Based on the three levels of consideration of company, destination, and customer, detailed research topics can be defined in terms of interdisciplinary areas. The research area has a focus on Sustainable Tourism Development.



MCI Publications Mapped to the SDGs (Scopus) status August 2026: https://www.scopus.com/pages/organization/60004100?afid=60004100&featureToggles=FEATURE_ENABLE_NEW_ORG_PAGE:1#tab=sdgs



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

How We Define Partner

At MCI, partnership means bringing together people from business, civil society, government, and academia to co-create knowledge and solutions, and work together to bring these to life in practice. Through these collaborations, MCI advances responsible and accountable management education and practice, while ensuring that research and teaching remain closely connected to real-world challenges and opportunities. Partnerships are a key element in all our activities, from teaching and learning to research, campus management and governance, and outreach activities. We work with partners to leverage synergies and joint agendas, and extend our impact by taking active roles within networks and collaborations, including the Ulysseus European University Network, the UN PRME Initiative, the Co-Op Sustainable Universities, the Klimabündnis, and many more. Our partnership with over 300 international partner universities and other institutions and businesses locally and globally increases our reach and impact further. These partnerships also enable us to jointly advance entrepreneurship for sustainable development as a shared agenda.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ CEEMAN (Central and East European Management Development Association)
- ❖ EFMD (European Foundation for Management Development)
- ❖ IAU (International Association of Universities)
- ❖ Local institutions and associations
- ❖ United Nations Global Compact non-business signatory
- ❖ United Nations organs other than the UN Global Compact

Student Organization Partnerships

- ❖ PRME Students

Partner Voices

The following video from our gold partners as part of the MCI Sustainability Week demonstrates ways in which our collaborations at MCI support sustainability and responsible management education.

MCI Sustainability Week 2026 | Gold Partners

As part of the MCI Sustainability Week 2026, our Gold Partners share insights into their concrete approaches to greater sustainability—from the circular economy and resource-efficient product development to innovative solutions for mobility, infrastructure, and municipal responsibility. These presentations impressively demonstrate how sustainability is already strategically embedded in

companies today: through clear decisions in product development, consistent emissions reduction across the entire value chain, the use of renewable resources, and digital and technological innovations. At the same time, it becomes clear that sustainable transformation is an ongoing process that requires the courage to change, interdisciplinary collaboration, and dialogue between business, academia, and society. The MCI Sustainability Week is a key sustainability initiative of MCI | The Entrepreneurial School® that creates a platform that fosters this dialogue precisely. A heartfelt thank you to our Gold Partners of Sustainability Week 2026 for their insights, their commitment, and their shared vision of a sustainable future.

[Video](#)



Practice

We adopt responsible and accountable management principles in our own governance and operations.

How We Define Practice

At MCI, we adopt responsible and accountable principles in our own management and governance. MCI fosters participatory governance by establishing dedicated working groups and appointing representatives who actively contribute to decision-making. We promote diversity, equity, and inclusion, and stand for respectful coexistence of all stakeholder groups on our campus. To this end, we have established and implemented shared rules and strategies, such as a code of conduct and house rules. We ensure ethical research practices through comprehensive guidelines and a dedicated ethics committee. We also advance sustainability in operations, including campus management (reduction of waste, especially plastic; support for green event management, support for sustainable mobility, measures to reduce energy use, etc.), and we raise awareness of sustainable living across our community.

Institutional Policies and Practices

- ❖ Professional training opportunities
- ❖ Responsible procurement policies
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Travel guides

Policy Documents Related to RME and/or Sustainability

MCI Policies for Practice

View document  Download document 

Practice Awards

In 2025/26, MCI received 3 awards for responsible and/or sustainable practices.

LEADING EMPLOYERS 2026

Granter: LEADING EMPLOYERS

Grantee: MCI | The Entrepreneurial School®

Award Description:

Once again, MCI | The Entrepreneurial School® has been awarded the prestigious “LEADING EMPLOYERS” seal. Among approximately 150,000 companies analyzed, MCI has once again been ranked among the top 1% of employers in Austria for 2026.

“LEADING EMPLOYERS” is an independent and transparent employer study conducted by the Institute of Research & Data Aggregation, based in Hamburg, Germany. The comprehensive meta-study evaluates a broad range of data and quality indicators, including employer attractiveness, employee satisfaction, diversity, corporate culture, and overall working conditions.

Globally, around 2.35 million companies are assessed using up to 660 data points drawn from as many as 500 international sources across 180 evaluation criteria.

CHE University Ranking 2026

Granter: Center for Higher Education

Grantee: MCI | The Entrepreneurial School®

Award Description:

For over 25 years, the CHE University Ranking has been the most comprehensive and detailed ranking of German universities, universities of applied sciences, and dual-track universities. Universities of Applied Sciences in Austria are included in the CHE University Ranking.

4 Palmes of Excellence 2025

Granter: Eduniversal

Grantee: MCI | The Entrepreneurial School®

Award Description:

Eduniversal is a global ranking and rating agency headquartered in Paris, with a worldwide network of members and activities. Specializing in the evaluation of universities and degree programs, Eduniversal supports prospective students in choosing their academic path. Voluntary participation in the annual Eduniversal Ranking contributes significantly to quality assurance in higher education – a contribution that is all the more rewarding when honored with prestigious “Palmes of Excellence”.

Practice Voices

The following statements from stakeholders at MCI demonstrate our commitment to sustainable and responsible practices.

MCI Climate Team

As MCI's central body for advancing operational sustainability, the Climate Team plays a key role in translating institutional commitments into tangible action. Since the University became a member of the Climate Alliance in 2022, we have worked to drive continuous improvements across energy management, waste reduction, digitalisation, sustainable mobility, event management, and responsible procurement. By combining strategic planning, data-driven analysis, and practical implementation, we support the integration of sustainability into everyday operations while fostering a culture of shared responsibility. We are committed to monitoring progress, identifying opportunities for further improvement, and contributing to MCI's long-term sustainability objectives in line with the Practice Principles.

MCI Working Group for Equality, Diversity and the Advancement of Women

The Working Group for Equality, Diversity and the Advancement of Women supports MCI in fostering an inclusive, equitable, and respectful working and learning environment. Bringing together representatives from management, the Academic Council, the Works Council, the Student Representation, the Equal Opportunity Officer, and the Inclusion & Accessibility Officer, the group provides a platform for dialogue, collaboration, and continuous improvement. Through the regular review and further development of institutional objectives, we help ensure that equality, diversity, and inclusion remain integral to decision-making and organisational development. We are committed to strengthening a culture where equal opportunities, mutual respect, and diverse perspectives contribute to the long-term success and sustainability of the institution.

MCI PRME & SDG Ambassadors

As PRME & SDG Ambassadors, we serve as advocates and multipliers for responsible management, sustainability, and the Sustainable Development Goals across MCI. Acting as a bridge between our respective departments, the PRME / SDG Task Force, and the Center for Responsible Management & Social Impact, we help strengthen communication, encourage collaboration, and promote the integration of responsible management principles into everyday practice. Through our engagement in initiatives and projects, as well as by sharing ideas, identifying opportunities, and providing feedback from our areas of responsibility, we contribute to the continuous development of MCI's sustainability agenda. Together, we support a university culture in which responsibility, ethics, and sustainable development are embedded across teaching, research, and institutional operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



How We Define Share

At MCI, we share our sustainability successes and challenges to raise awareness and inspire collective progress. By providing platforms for dialogue and exchange, we enable learning across our community and strengthen our shared commitment to advancing sustainable solutions.

Engagement Opportunities

MCI offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

MCI communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Faculty and staff
- ❖ Media and public relations channels
- ❖ Prospective and current students
- ❖ Research and academic networks

Multi-Channel Knowledge Sharing

We actively share both our successes and lessons learned across the organization to foster collective growth and strengthen our shared values and purpose. To reach our diverse audiences, we use a variety of communication channels: regular team meetings (e.g. MCI Climate Team, MCI SDG/PRME Ambassadors etc.), newsletters (internal & external), press releases, platforms such as planeed for collaborative exchange, and dedicated web pages (internal & external) for students, staff, and the

broader community. We also engage through targeted social media activities, such as our Instagram campaign during the MCI Sustainability Week. This multi-channel approach ensures that key insights reach the right groups, enabling collective learning and alignment with our common goals. Additionally, this open exchange allows us to continually learn from one another and align our efforts toward our shared objectives.

- Website [Center for Responsible Management & Social Impact](#)
- Website [Sustainability@MCI](#)
- Website [MCI Sustainability Week](#)
- MCI on [planeed](#)
- MCI on [Instagram](#) / [LinkedIn](#) / [Facebook](#)

Continue telling your story

#responsibleMCI Newsletter

Three times a year, we publish an internal newsletter for all employees, highlighting news about current activities, upcoming events, and collective efforts that advance sustainability and responsibility across the MCI community. The newsletter provides updates on ongoing initiatives, shares inspiring examples of engagement, and keeps everyone informed about how we are working together to create a more sustainable and responsible future.

[#responsibleMCI | Juni 2026](#)

[#responsibleMCI | März 2026](#)

[#responsibleMCI | November 2025](#)

SIGNATORY

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