



## MSM embracing the SDG's





With a successful track record of more than 70 years in global management education, MSM has built a large network of students, alumni and partners across the globe. MSM alumni occupy top positions in business, government and academia.

Sustainable development, business ethics, Corporate Social Responsibility and responsible management have been in MSM's core DNA since its inception. Not only it is clearly at the heart of MSM's vision, mission and values but it is also propagated by the students as they journey through the MSM experience, the passionate and international MSM staff and faculty, MSM's international partner institutions and the corporate partners. They all share MSM's vision for "working together for better global management".

This means MSM takes up an active role in addressing the 17 Sustainable Development Goals (SDGs) of the United Nations in all its activities and achievements; education, international projects, tailor-made trainings, research, collaborations, achievements by MSM students & alumni, accreditations and rankings.

In this overview a selection of our activities in 2024-2025 contributing to the 17 SDG's.





Tailor-made [project](#) by MSM for the Chambre Transversale des Jeunes Entrepreneurs du Burundi (CTJEBU) department within the Burundian Federal Chamber of Commerce and Industry, promoting youth entrepreneurship in Burundi, food security, and economic growth (also linked to SDGs 4, 8, 9, 10).

Tailor-made [project](#) help Small and Medium Enterprises (SMEs) in the horticultural and cocoa products sector in Ghana upgrade their business towards international or European standards, to better serve the domestic market (also linked to SDGs 8, 12, 15, and 17).



[Book Chapter](#) co-authored by Dr. Meine Pieter van Dijk and MSc Hans Nijhoff, "How Triple Helix Ecosystems can Support Climate Smart Agriculture Innovation Uptake by Farmers", in the book "Private Sector Development in an Emerging World: Inclusive Policies and Strategies for the Formal and Informal Economy".

[Project](#) to support the adoption of climate-smart agriculture practises in Tanzania by equipping agricultural Technical and Vocational Education and Training (TVET) colleges with the necessary capacities and industry linkages to build a new generation of skilled graduates.

Tailor-made MSM [project](#) in collaboration with the Tanzanian National Council for Technical and Vocational Education and Training (NACTVET) to develop climate-smart agriculture (CSA) ecosystems, and to improve practical skills and employability of agricultural collage students and graduates.

MSM-UM was proud to announce the launch of a new RVO-funded initiative: SIGAP (Synergy of governance and sustainable food security in North Sumatra) to enhance coordination among ministries, provincial governments, the private sector, and farmer organisations.



Journal [article](#) co-authored by Dr. Astrid ter Wiel, on "Practices of Congolese Mental Health and Psychosocial Support Providers: A Qualitative Study on Gaps and Obstacles". Published in the journal of Mental Health and Psychological Support in Conflict Affected Areas.

[Blog](#) Spotlighting alumni GOMBA student Migael Pohl, and his achievements as a founding member of Evergrace Care, a care facility that emphasises high-quality home and frail care services.

Journal [article](#) co-authored by Dr. Caren Crowley, on "Authenticity and Craft Entrepreneurship: The Interplay of Passion and Place". Published in the journal of Entrepreneurship and Regional Development.

MSM MBA specialization and summer school course in [Healthcare Management](#), combining principles of sustainable innovation and leadership tailored to the healthcare sector.

Collaboration between MSM and the Living Peace Institute (LPI) on the Nuffic [project](#) for the Centre Psychiatrique SOSAME in the Democratic Republic of Congo (DRC). The project aim was to improve sexual and reproductive health and mental health services for medical staff in South Kivu.

Custom made [training](#) on strengthening Healthcare Governance for healthcare professionals in Ghana in close collaboration with TAIPE The African Institute for Professional Excellence.



One of MSMs core missions is to provide education and advocacy for ethical management, inspiring leadership, innovative entrepreneurship and effective public policy.

As part of SBE, MSM holds the prestigious Triple Crown accreditations: AACSB, EQUIS and AMBA.. In addition, MSM's MBA and Master in Management programmes are NVAO accredited.

Journal [article](#) by Dr. Stephanie Jones and Oliver Olson, MBA, on "Preparing MBA Students for Leadership in GenAI Environment: What Educators Need to Know". Published in the journal The Effective Executive.

MSM joining as a partner in the “IMPACT-HE” [project](#), funded by Erasmus+. The project aim is to enhance the capacity of universities in Kenya and Ethiopia to manage and coordinate international development cooperation funds, focusing on maximizing societal impact.

[Project](#) collaboration between MSM and the Department of Advanced Computer Sciences (DACS) to develop new education programmes in the area of IT for the Institut de Technologie Numerique (ITN) of the Université de Burundi.

[Project](#) collaboration between MSM, Stellenbosch University (South Africa), and Mendelu University (Czech Republic) to launch EU Erasmus+ funded Vocational Centers of Excellence in Climate Smart Agriculture (CSA) in South Africa (also linked to SDGs 11, 13, 15, and 17).

Ranking by CEO magazine: The MSM Global Online MBA ranked 3<sup>rd</sup>, and the MSM Full-time MBA maintains its Tier One MBA ranking (9<sup>th</sup> year in a row).

2025 Better World MBA Ranking by Corporate Knights: the MBA programs have been ranked 3<sup>rd</sup> worldwide, and 1<sup>st</sup> in Europe.

Ranking CEO Magazine 2025 Green MBA Rankings: SBE has been recognized as top-ranked institution. This recognition places SBE's MBA programmes - including the MSM MBA programmes - among the world's leading programmes in environmental and social responsibility. This to make the connection clear with the MSM MBA programmes

Ranking by Financial Times: MSM's open executive programmes are recognized in the global Financial Times ranking.

[Project](#) K2K Burundi to transform Burundian universities into engines of innovation, entrepreneurship, and inclusion, bridging the gap between academic knowledge and market realities.

Continuing its collaboration, MSM [visited Corvinus University in Hungary](#) to participate in the European Quality Forum, hosted this year at Corvinus University of Budapest, with the aim to exchange insights on best practices and continuous improvement in higher education.



Journal [article](#) co-authored by Dr. Huub Mudde, on “A Comprehensive Analysis of Gender Dynamics in Organizations: Integrating Social, Structural and Individual Dimensions”. Published in the European Journal of Education.

Journal [article](#) co-authored by Herma Majoor, MSc, on “Assessment of Gender Equality and Workplace Harassment in Health Institutions of Haramaya University, Eastern Ethiopia: A Time to Question our Perception”. Published in the journal SAGE Open.

MSMs Women Ambassadorship Scholarship awarded to students who showcase contributions towards women empowerment and breaking gender barriers.

In celebration of International Women's Day, MSM launched its 5-article blog series, in which MSM female students interviewed other women in various work fields. They reflected upon gender equality in the workplace, women's education, and female leadership. The series was meant to highlight women achievements directly from perspectives of MSM female students (also linked to SDG 3, 4, 8, 10, and 17).

Specific open enrollment course on Female Leadership, providing a safe and interactive space where participants can reflect on their leadership style, learn from peers, and practice the skills needed to lead with authenticity and impact.



Journal [article](#) by Dr. Meine Pieter van Dijk, on “Different Paradigms for Dealing with Urban Water Issues, using New Technological and Governance Solutions, Learning from Chinese, Indian and European Experience”. Published in the Journal of Water and Health.

Tailor made [project](#) organised by MSM to help visiting delegates from the Palestinian Water Sector Regulatory Council (WSRC) learn from Dutch expertise in water management.



Journal [article](#) co-authored by Dr. Julius Gatune, on “Harnessing Geothermal Energy for Decarbonization and Sustainable Agricultural Development using Geotto”. Published in Advances in Science and Technology.

MSM-UM was awarded a new Erasmus+ Capacity Building in VET initiative: EREVETS: Empowering the Renewable Energy Sector through VET Support in Sierra Leone. The [project](#) aims to strengthen the technical and entrepreneurial skills needed for Sierra Leone’s green transition.



Journal [article](#) co-authored by Dr. Meine Pieter van Dijk, on “The Role of Multi-Stakeholder Initiatives in Advancing Circularity and Social Sustainability in the Textiles Sector of Bangladesh”. Published in the Journal of International Development.

Students from MSM’s Master in Management and Full-time MBA programme showcased their skills and creativity in the 2025 [MSM SDG-Challenge](#), delivering innovative solutions to real-world sustainability challenges faced by local companies. (also linked to SDG 17).



Journal [article](#) co-authored by Dr. Diederik de Boer, on “Empirical Investigation into Consumer Attitudes and Purchase Intention Regarding Fortified Rice in an Emerging Economy”. Published in the European Journal of Development Research.

Journal [article](#) by Dr. Riham Moawad and Dr. Stephanie Jones, on “Soft Skills Development in Dynamic and Unstable Work Environments: Reflections of Business Leaders from Egypt and Middle East”. Published in the journal The Effective Executive.

Chapter “Engaging the Private Sector for Inclusive Extractive Industries and Sustainable Value Chains in Africa: A Look at Local Content Policy and Practice in Africa” of Dr. Julius Gatune and colleagues, in the book “Routledge Handbook of Natural Resource Governance in Africa”.

Journal [article](#) by Dr. Riham Moawad, on “Why Soft Skills Matter in Dynamic and Unstable Environment: Example of National and Multinational Organizations in Egypt and Middle East”. Published in The Future of Work Challenges and Opportunities in a Disrupted World, of Maastricht School of Management (MSM).

MSM hosted an [online Academic Conference](#) on “The Future of Work: Challenges and Opportunities in a Disrupted World,” featuring keynote speeches and more than 30 paper presentations.

Online Masterclass [Webinar](#) presented by Oliver Olson, MBA, “The Effective and Ethical Use of AI for Career Success”. The webinar reflecting on how AI is reshaping careers across sectors, offering new opportunities for productivity and innovation.

Online Masterclass [Webinar](#) presented by Prof. Dr Harald Sander, “Geopolitical Disruptions Exploring the Near and Distant Future of Global Business”. The webinar explored the potential consequences of geopolitical disruptions for global businesses and countries.



Collaboration on the BURUDIGI [project](#), to equip young and disadvantaged Burundians with unrestricted access to technology, educational and training systems, and better support for entrepreneurs. BURUDIGI is dedicated to elevate Burundi’s standing in the international economic arena (also linked in SDGs 1, 4, 8, 9, and 11).

Journal [article](#) co-authored by of Dr. Aad van Mourik, on “The Impact of Economic Integration on Income Inequality in the EU: A Panel Data Analysis of the EU Members from 2002-2020”. Published in the journal of Economic Integration (also linked to SDG 1).



SBE’s membership of the Principles for Responsible Management Education (PRME). With this MSM (as part of SBE) integrates universal values into its program curricula and research with the aim to contribute to a more stable and inclusive global market and to help build prosperous and thriving societies (linked to all SDGs).

Specific open enrollment course on Leading Sustainable Business, providing the knowledge, tools, and confidence to embed sustainability at the core of corporate strategy, ensuring organisations can innovate, compete, and thrive in a rapidly changing world.

Journal [article](#) co-authored by Dr. Julius Gatune, on “Foresight for a Better African Future: Lessons from Six Decades of Practice”. Published in the Development Policy Review.



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RESPONSIBLE  
CONSUMPTION  
AND  
PRODUCTION

MSM MBA and summer school specialization course in [Sustainable Business in the Global Economy](#), exploring the intersection of global business practices and sustainability (also linked to SDG 8, 9, and 11).

MSM MBA and summer school specialization course in [Digital Finance and Sustainability](#), addressing the emerging fields of digital finance and sustainability accounting (also linked to SDG 8, 9, and 11).

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CLIMATE ACTION



Journal [article](#) co-authored by Dr. Mirjana Stanisic, on “Improving Institutional Framework and Organizational Solutions for Climate Change Governance in Forestry and Related Sectors at Regional and Local Levels in Serbia”. Published in the journal *Notulae Botanica Horti Agrobotanici Cluj-Napoca*.

MSM (Dr. Adriana Seclaman and Hermina Kooyman, MBA) participated in the [biennial SDG Barometer study](#). The results of the 2024 study are published in the report: *SDG Barometer 2024: Heading in the right direction but not fast enough?*

[Article](#) Spotlighting GOMBA student Mohildin Bushra, and his achievements including being selected as a Youth Delegate in the 2023 International Youth Climate Delegate Program (IYCDP).

[Blog Article](#) spotlighting three MiM alumni who participated in the SDG-Challenge in Portugal, where student teams from Dutch and Portuguese universities worked to come up with innovative solutions to challenges faced by rural areas in Europe (also linked to SDG 8, 9, and 17).

Erasmus+ Capacity Building for Higher Education [Project](#) “Greening Ethiopia” towards a more climate responsive higher education system in support of sustainable agriculture and energy in Ethiopia (also linked to SDG 2, 4 and 17).

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LIFE BELOW WATER



No activities in 2024-2025 with a direct link to this SDG.

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LIFE ON LAND



Journal [article](#) co-authored by Dr. Mirjana Stanisic, on “Enhancing Policy Instruments and Stakeholder Collaboration for Climate Change Governance in Selected Forest Regions and National Parks in Serbia”. Published in the *Central European Forestry journal*.

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PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS

One of MSMs missions is to understand and teach ways to improve the governance of organizational, market or governmental processes, as governance is vitally important for ensuring desirable outcomes.

Journal [article](#) co-authored by Dr. Aad van Mourik, on “Economic Instruments of a Common European Foreign Policy”. Published in *Towards a European Foreign Policy*.

Collaboration on a one-year donor-funded [project](#) between MSM’s Expert Centre on Emerging Economies (ECEE) and the NGO SHEILD to strengthen the organisational and project management capacities of local NGOs in Lebanon.



# 17

PARTNERSHIPS  
FOR THE GOALS



Journal [article](#) by Dr. Meine Pieter van Dijk, on “Triple Helix Approach to Innovation in Rwanda’s Agriculture Resulted in a Partnership Between Educational Institutions and a Private Firm Producing Clean Seed Potatoes”. Published in the journal of Agribusiness in Developing and Emerging Economies (JADEE).

Journal [article](#) co-authored by Dr. Huub Mudde, on “Innovative Capacity in Triple Helix Partnerships: An Assessment of Conditions for Social Learning”. Published in the journal Triple Helix.

MSM is a globally networked organization with partners in more than 50 countries around the world, who partner with MSM to offer joint degree programs or to collaborate in MSM’s international capacity building projects.

MSM’s contribution to [project](#) AfriqEurope, launching a network to support the EU’s efforts to recalibrate its partnership with Africa, whilst advocating closer cooperation between the two continents.

Collaborative [project](#) between MSM, the Holland Greentech (HGT), the Rwanda Polytechnic (RP) and Rwanda Development Board (RDB) to strengthen the agricultural public private partnerships in Rwanda through a new Nuffic Tailor-Made-Training Plus grant (also linked to SDG 2).

Building upon the SEAD and SEAD West [projects](#) to strengthen the sustainability of the Service, Innovation and Training Centres (STICs) in Rwanda, aiming to bring together education and private sector partners in a long-term partnership.

MSM Senior Consultant Dr. Julius Gatune had had his seat for the UNESCO Futures Literacy Laboratory (FLL) Chair for the East Africa region [renewed](#), and is co-hosting with Dr. Diederik de Boer.

MSM has secured a new Erasmus+ Capacity Building in Higher Education (CBHE) grant for the [project](#) European-Indonesian Partnership for Strengthening Higher Education on Environmental and Sustainability Sciences in Indonesia (ENHANCE).

As part of MSM-UM’s mission for sustainable business education, MSM Director a.i. Dr. Diederik de Boer [participated and represented](#) the Netherlands in the working group at the African Union–European Union Summit (AU–EU) in Luanda, Angola.





**MSM** MAASTRICHT  
SCHOOL OF  
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