



Newcastle Business School

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## Ethical business partnership extended

***Northumbria University, Newcastle, has extended a partnership agreement with the North East Initiative on Business Ethics ([NIBE](#)).***

*The move follows a Memorandum of Understanding signed between the two organisations in 2018, formalising their collaboration on initiatives to promote the moral and commercial benefits of ethical and responsible business practice. Extending the partnership reinforces Northumbria's position as a leading centre for [research and teaching in responsible business](#), and NIBE as a leading voice in this field.*

NIBE also awards a Best Dissertation in Business Ethics prize to recognise the contribution students at Northumbria make to promoting ethical business practice. This year the award was won by Newcastle Business School student [Jane Reynolds](#) for her work highlighting a disconnect between sustainable consumerism and the growth of fast fashion.

*Kevan Carrick, Chair of NIBE said: “We and our supporters strive to make the North East region the best place in which to carry out business in an increasingly challenging economy and environment. Working with Northumbria and young people gives us a significant advantage to further our aims and encourage business, whether start-up SMEs or corporates, to help to improve the region’s performance in the longer term.”*

*Professor Robert MacIntosh, Pro Vice-Chancellor for the Faculty of Business and Law at Northumbria, added: “There are a number of high profile cases where trust has been damaged and corporate reputations tarnished by less than ethical behaviours. Our Advisory Board has helped the Business School craft a strategy that has sustainability, profitability and ethics at its heart and I’m delighted to extend our partnership with NIBE given our shared commitment to promoting responsible business. We share values and a vision to make the North East a centre of excellence for businesses looking to grow in an ethical and sustainable way.”*

*“The headwinds of the pandemic and rising costs mean businesses in the region are facing considerable challenges, but acting ethically and responsibly offers a clear and evidence-based path to success.”*

*NIBE was established in May 2013 by Kevan Carrick, Canon Reverend Glyn Evans and Caroline Theobald CBE. It is an independent regional resource with an aspiration to become a focal point for good business behaviour, NIBE’s vision is a business community that acts ethically, treats its stakeholders fairly and delivers on its promises.*

For more information on how your business could benefit from working with Northumbria please see [www.northumbria.ac.uk/NBS](http://www.northumbria.ac.uk/NBS) and for information on NIBE see [www.nibe.org.uk](http://www.nibe.org.uk)

reputation for academic excellence. Find out more about us at [www.northumbria.ac.uk](http://www.northumbria.ac.uk) --- Please contact our Media and Communications team at [media.communications@northumbria.ac.uk](mailto:media.communications@northumbria.ac.uk) with any media enquiries or interview requests ---

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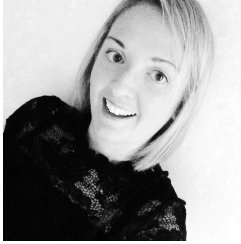


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