



MISUM

Mistra Center for Sustainable Markets (Misum)
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THIS IS MISUM

AT STOCKHOLM SCHOOL OF ECONOMICS

#SustainableMarkets



OUTREACH

Misum is part of the larger societal discussion on sustainability. We have numerous ways of engaging with the academic world and the business sector, and have created a forum for debate that also engages SSE students and the media.

We run various types of workshops, seminars and events: research seminars, public lectures, movie nights and large stakeholder forums, sometimes in cooperation with others.

We publish the Misum blog: www.misumblog.com.

We take an active part in social media, mostly twitter and facebook. Follow us!

We have a newsletter for upcoming events and news about our research. Sign up via misum@hhs.se.



Sweden's Crown Princess Victoria with Professor Mette Morsing and Professor Jeffrey Sachs of Columbia University (on a Misum event on the Sustainable Development Goals on May 15, 2018).

THIS IS MISUM

Mistra Center for Sustainable Markets (Misum) was founded 2016 and is a Center of Excellence and a multidisciplinary research environment at the Stockholm School of Economics. Misum is funded by Mistra and holds around 30 researchers from different disciplines. Our mission is threefold: research, education and outreach. We generate knowledge, engage and collaborate with practitioners and integrate sustainability in the SSE curriculum at all levels.



Sustainability is one of four fields of academic focus of Stockholm School of Economics.



Mette Morsing is Professor in Sustainable Markets and Executive Director of Misum.

“Our goal is to produce and stimulate research and education on sustainability of high international quality, and by that strengthen Sweden’s competitiveness.”

RESEARCH

Our research is focused on three core areas: finance, innovation and governance. We aim to produce knowledge relevant to several stakeholder groups: students, academics, senior managers of corporations, NGOs and governments, both in Sweden and internationally. Our methodologies and approaches are always scientifically based.

We have three research platforms:

1. Sustainable Finance, led by PhD **Emma Sjöström**, investigates how financial systems can better contribute to sustainable development. Misum/SSE are also members of the Northern European Partnership for Sustainable Finance (NEPSF) and part of Stockholm Sustainable Finance Center. The research program MISTRA Financial System also falls under the platform.
2. Innovating markets, led by Visiting Professor **Ranjula Bali Swain**, aims to address critical global challenges by innovating and transforming product and service markets towards sustainable development.
3. Socio-economic development, led by Professor **Örjan Sjöberg**, explores how sustainable practices can be introduced, maintained and improved within a market-based society.

EDUCATION

Misum's goal is to integrate sustainability in the core curriculum across all courses at Stockholm School of Economics: Bachelor, Master and Executive Education.

The school is member of the UN initiative **PRME** (Principles for Responsible Management Education) since 2013.

Misum is responsible for the SSE flagship educational program **Global Challenges**, mandatory for all SSE Bachelors on Business and Administration.

