**Factors driving sustainability in a business school**

Business schools are mediators between society and organizations. They are a cradle for new leaders able to grasp the complexity of civilizational challenges. Answering a spreading call for a higher degree of attention towards sustainability, the business schools began to transform their performance following crucial sustainability principles: many of them developed successful strategies. Nevertheless, there is a way to pave between theoretical models of sustainable business schools and fundamental institutions. It is crucial to identify possible sustainability practices and their driving factors. This study explores the factors driving sustainability in a business school and how different contexts can influence these factors. We use a mixed-method approach with desk research, online survey, and expert interviews to identify a framework for factors driving sustainability in a business school setting. The output of this is the DRIFAR Model, which reflects the western business schools’ context. We applied the model to a Russian business school and updated a final model comprising six factors: awareness, strategy, education, research, partnership and outreach, architecture and urban planning. Results indicate that transition economies require a more robust effort towards the factor “awareness” that can be achieved through better communication with society.

**Key-words**: sustainability, business school, driving factors, context, Russia