

18th CEEMAN Annual Conference Events

In cooperation with Coca-Cola HBC Italia

23-25 September 2010

Crowne Plaza Hotel Caserta (Naples), Italy

Thursday, 23 September

CEEMAN Deans and Directors Meeting

New Performance Challenges for Management Development Institutions

Chairperson: *Irina Sennikova*, Dean of RISEBA-Riga International School of Economics and Business Administration, Latvia

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| 09:00 – 09:15 | Introduction by the Chairperson |
| 09:15 – 10:15 | New Customer Demands <ul style="list-style-type: none"> • Undergraduate degree programs
<i>Rafał Towalski</i>, Deputy Dean of Undergraduate Studies, Warsaw School of Economics, Poland • Postgraduate degree programs, including MBA
<i>Sergey Myasoedov</i>, Dean/Director of Institute of Business Studies Moscow, Russia • Executive education, including in-company programs
<i>Richard Laming</i>, Dean of Exeter Business School, UK |
| 10:15 – 11:00 | How are CEE management development institutions measuring up? On teaching, program design and teaching materials <ul style="list-style-type: none"> • <i>Derek Abell</i>, Professor Emeritus, ESMT-European School of Management and Technology, Germany • <i>Virginijus Kundrotas</i>, President of BMDA – Baltic Management Development Association, Lithuania |
| 11:00 – 11:15 | Coffee Break |
| 11:15 – 12:00 | How are CEE management development institutions measuring up? (continued) <ul style="list-style-type: none"> • On research
<i>Krzysztof Obloj</i>, Postgraduate School of Management, Warsaw University, Poland
<i>Morten Huse</i>, EURAM President, BI Norwegian School of Management, Norway and University of Tor Vergata, Italy |
| 12:00 – 13:30 | Lunch |
| 13:30 – 14:15 | How are CEE management development institutions measuring up? (continued) <ul style="list-style-type: none"> • On institutional management and particularly marketing, PR and communications
<i>Katrin Muff</i>, Dean, BSL Business School in Lausanne, Switzerland
<i>Velimir Srića</i>, Vice-Dean, International Relations, University of Zagreb, Faculty of Economics Croatia (tbc) |
| 14:15 – 15:00 | How well are accreditations reflecting the new challenges – particularly in CEE <ul style="list-style-type: none"> • <i>Dorota Dobija</i>, Vice Rector for Research and International Development, Kozminski University, Poland • <i>Randy Kudar</i>, CEEMAN IQA Accreditation Director, Professor Emeritus, Queens School of Business, Canada |
| 15:00 – 15:15 | Coffee Break |
| 15:15 – 16:15 | How well are rankings reflecting the new challenges – particularly in CEE <ul style="list-style-type: none"> • <i>Della Bradshaw</i>, Editor of the Financial Times Business School Rankings, UK • <i>Madis Habakuk and Peeter Kross</i>, Estonian Business School, Estonia • <i>Jim Ellert</i>, Professor Emeritus and Former Dean of Faculty, IMD, Switzerland, CEEMAN IMTA Academic Director |

- 16:15 – 16:35 **Looking Ahead**
- **Danica Purg**, President of CEEMAN, Slovenia
- 16:35 – 16:45 **Closing Remarks by the Chairperson**

18th CEEMAN Annual Conference Opening
New Global Performance Challenges and Implications for Management Development

- 18:00 – 18:20 **Welcome and introductory words**
- **Danica Purg**, President of CEEMAN, Slovenia
 - **Ulrik Nehammer**, Director General, Coca-Cola HBC Italia
- 18:20 – 19:00 **Performing in the new global economy: Challenges for Italian companies, regions and the country itself**
- **Antonio D’Amato**, Member of the Board of Directors, Coca-Cola HBC (tbc)
- 19:00 – 22:00 Welcome reception and visit to the Caserta Royal Palace

Friday, 24 September

18th CEEMAN Annual Conference
New Global Performance Challenges and Implications for Management Development

Chairperson: *Gazmend Haxhia*, CEEMAN Board Member, President of ACMS and ASG Group, Albania

- 09:00 – 09:05 Introduction by Danica Purg, CEEMAN President
- 09:05 – 09:15 Introduction by the Chairperson
- 09:15 – 10:35 **Keynote contributions: What it takes to be globally competitive**
- **Peter Kraljič**, Director Emeritus, McKinsey, Germany
 - **Vladimir Mau**, Rector, Academy of National Economy, Russia (tbc)
 - **Manuel Escudero**, Special Adviser to the United Nations Global Compact, General Director of Deusto Business School, Spain
- 10:35 – 11:00 Coffee break
- 11:00 – 12:30 **Panel: Living up to the challenges: Competitive and Responsible Business in CEE**
Moderator: *Andreas Antonopoulos*, University of New York in Prague, Czech Republic
- **Nadya Zhexembayeva**, Chair of Sustainability, IEDC-Bled School of Management, Slovenia
 - **Dmitry Tsibisov**, Director, VinEx Media, Russia
 - **Jonas Haertle**, Head, PRME Secretariat, UN Global Compact, US
- 12:30 – 14:00 Lunch
- 14:00 – 14:15 **Report from Deans and Directors Meeting**
- **Jim Ellert**, Professor Emeritus and Former Dean of Faculty, IMD, Switzerland, CEEMAN IMTA Academic Director
- 14:15– 15:45 **Parallel workshops: Global Performance Challenges and Implications for Management Development**
- **Workshop 1: Implications for degree education**
Moderator: *Stefano Pilotto*, MIB School of Management, Italy
 - **Laszlo Lang**, IBS-Budapest, Hungary
 - **John Wilson**, Salford Business School, UK
 - **Nikos Mylonopoulos**, ALBA Graduate Business School, Greece

- **Workshop 2: Implications for executive education and in-company programs**
Moderator: **Tomasz Harackiewicz**, Gdansk Foundation for Management Development, Poland
 - **Judith Bouvard**, Grenoble Graduate School of Business, France (tbc)
 - **Wil Foppen**, Maastricht University School for Business & Economics, Netherlands
 - **Sergey Mordovin**, IMISP, Russia

- **Workshop 3: Implications for research and teaching materials**
Moderator: **Jonathan Cook**, Gordon Institute of Business Science, University of Pretoria and Association of African Business Schools, South Africa
 - **Agnes Hofmeister**, Corvinus University, Hungary (tbc)
 - **Ashok Som**, ESSEC Business School, France, IIM Ahmedabad and India Research Center, India
 - **Pavel Lebedev**, Faculty for Finance and Banking, ANE, Russia

- **Workshop 4: Implications for faculty development policies, hiring, and promotion**
Moderator: **Derek Abell**, Professor Emeritus, ESMT-European School of Management and Technology, Germany
 - **Iryna Tykhomyrova**, MIM-Kyiv, Ukraine
 - **Vasile Isan**, A. I. Cuza University of Iasi, Romania
 - **Howard Thomas**, Lee Kong School of Business, Singapore Management University, Singapore (tbc)

- 15:45 – 16:15 Coffee break
- 16:15 – 17:00 **Presentations from parallel workshops by moderators**
- 17:00 – 17:30 **Looking ahead**
- **Luca Gatti**, Founding Partner & CEO, eLogus, Italy
- 17:30 – 17:45 **Chairperson's closing remarks**
- 19:30 Departure for the Gala dinner
- 20:00-24:00 **Gala dinner** at Hotel Excelsior, Naples center
- CEEMAN IQA Awards
 - CEEMAN Champions' Awards
 - CEEMAN new members certificate awards

Saturday, 25 September

- 10:00 – 12:00 **CEEMAN Annual Meeting**
- 12:00 – 13:00 Lunch
- 13:30 – 17:00 Sightseeing program, Naples center