



CEEMAN
Management
Education
for a Digital World
28-30 September 2016
Tallinn, Estonia

24th CEEMAN Annual Conference

Venue: Radisson Blu Hotel Olümpia

Conference Program

Hosted by



TALLINN UNIVERSITY OF TECHNOLOGY
TALLINN SCHOOL OF ECONOMICS AND BUSINESS ADMINISTRATION



Wednesday, 28 September

Pre-conference events

9:00

Conference registration opening

10:00 – 13:00

2nd PRME CEE Chapter Meeting

10:00 – 10:10 Welcome by **Irina Sennikova**, CEEMAN Vice President, Rector of RISEBA University, PRME CEE Chapter host

10:00 – 11:00 **Boosting Social Entrepreneurship through Management Education**

- **Monika Kolb**, Research Assistant and Project Manager, Dr. Juergen Meyer endowed chair for international business ethics and sustainability at the Cologne Business School (CBS), Germany
- **Yaroslav Pavlov**, Director of Distance Learning Programs, Institute of Business Studies (IBS-Moscow), RANEPA, Russia
- **Anita Negri**, President, OIKOS International, Switzerland

11:00 – 11:30 Coffee break

11:30 – 13:00 Discussion on the future activities of the Chapter

14:00 – 19:00

Individual Dean2Dean meetings

Use the opportunity to schedule individual meetings to share and/or get personal advice from other deans, discuss potential cooperation and partnerships and any other topics of particular concern and interest

14:00 – 16:00

Presentations by partners

14:00 – 16:00 Peregrine Academic Services

14:30 – 15:00 Accezz International

15:30 – 16:00 AACSB Business Intelligence opportunities for CEEMAN network

16:00 – 19:00

Poster session “My Solution to Educational Challenges in the Digital World”, organized by IMTA Alumni

Faculty and researchers will showcase their experience and best practices in teaching and research through poster presentations (posters will stay on display for the whole duration of the conference).

- 16:00 **Zoltan Buzady**, CEU Business School, Hungary: Opening remarks
- 16:10 **Anu Leppiman**, Tallinn School of Economics and Business Administration, Estonia: *Teaching Marketing at Tallinn Business School*
- 16:25 **Iivi Riivits-Arkonsuo**, Tallinn School of Economics and Business Administration, Estonia: *Experiences of teaching 'Experience Marketing'*
- 16:40 **Georg Stadmann**, Europa-Universität Viadrina, Germany: *Creativity & Entrepreneurship Course Tools*
- 16:55 **Maritana Sedysheva**, Estonia Business School, Estonia: *Smart e-Learning Strategy into Online Course*
- 17:10 **Karin Sixl-Daniell**, MCI Management Center Innsbruck, Austria: *Motivation in Management Education in a Digital World*
- 17:25 Short break
- 17:35 **Anna M. Górska**, Kozminski University, Poland: *Social Media for Student Personal Branding*
- 17:50 **Marina Markova**, Lomonosov Moscow State University Business School, Russia: *Digital Technologies for Sustainable Development at Business Schools*
- 18:05 **Andrea Ward**, Sheffield University Management School, UK: *Technology in the Teaching Process*
- 18:20 **Erik Sootla**, Narxoz University, Kazakhstan: *Blended Learning Experiment in Kazakhstan*
- 18:35 **Zoltan Buzady**, CEU Business School, Hungary and **Peter McKiernan**, Strathclyde University, UK: Closing remarks

19:00

Welcome drink at the hotel

Thursday, 29 September

**24th CEEMAN Annual Conference
Management Education for a Digital World**

Conference Day 1

8:00

Registration and exhibition area open

8:30 – 10:00

Update and preliminary findings of CEEMAN Research on Management Development Needs in Dynamically Changing Societies

The session, open to all conference participants, will present preliminary findings on the international research coordinated by CEEMAN on management and leadership development needs. Run by more than 30 research partners in 19 countries, the research aims to collect insights into the challenges faced by companies and their respective management and leadership development needs.

Welcome by CEEMAN President Danica Purg and the Scientific Committee members

Overview of preliminary research findings and results: Alenka Bračec Lalič, lead research investigator, CEEMAN IQA Director, Slovenia

Individual country insights:

- **Anna M. Górska**, Kozminski University, Poland
- **Leila Kukuzova**, Almaty Management University, Kazakhstan
- **Vadim Saveljev**, International Management Institute MIM-Kyiv, Ukraine

Discussion and sharing insights and experience from Croatia, Estonia, Hungary, Latvia, Lithuania, Russia, Slovenia

10:15

Departure for the experiential workshop at e-Estonia Showroom from the hotel

10:30 – 15:45

Experiential Workshop “Digital Realities”

e-Estonia Showroom and Ülemiste City

Moderated by **Anto Liivat**, Lecturer, Head of the Council of Bachelor's studies, Estonian Business School

This interactive workshop aims to provide the first-hand experience of what a digital society means. “Digital” is quickly becoming new “everyday”, while educators are often lagging behind in understanding the underlying principles, new business needs, and new trends of digital realities. The workshop will help better understand the digital world and bring it closer to educators, setting the foundation and inspiration for the conference discussions that will follow.

Part 1: e-Estonia presentation and live demonstrations

Overview of underlying mechanisms of digitalizing a society, main challenges and policy, infrastructure, e-solutions and services

- *Future is today: e-Residency, e-Government, Real-Time Economy, Smart City projects, ease of doing business and cooperation, monetization of services, Cyber security, Transparency*
- *Services hands-on: live demonstrations*

Part 2: Fantastic Baltic start-ups and digital “natives”

Meetings with successful high-tech and start-up companies from the Baltics to show examples of new business models (business changes), disruptive innovations, trends (high-tech start-ups, local innovations gone global, new industries and markets).

Lunch at Ülemiste City

Part 3: Co-working with Garage48 Hub: “What will the business school of the future look like?”

A brainstorming session (hackaton) in a typical “start-up” environment to bring together insights and impressions from the company visits and synthesize implications for management education.

Return to the hotel

16:00 – 17:00

Informal networking, exhibition at the hotel

24th CEEMAN Annual Conference Opening

Radisson Blu Hotel Olümpia

17:00 – 17:30

Welcome words

- **Danica Purg**, CEEMAN President
- **Renno Veinthal**, Vice-rector for Research, Tallinn University of Technology
Estonian education system and the influence of digitalization
- **Ullas Ehrlich**, Dean of TSEBA

17:30 – 18:30

Opening keynotes

- **Taimar Peterkop**, Director General of the Information System Authority
Estonia: Gateway to the Digital World. How Estonia creates conditions and engages various stakeholders for digital innovations and entrepreneurship
- **Erki Urva**, Chairman of the Management Board of the Estonian Information Technology Foundation for Education HITSA
Opportunities and challenges the increasingly digital world brings to educators
- Questions and answers

18:30 – 19:00

Aperitif, demo from Microsoft, networking

19:00 - 21:30

Dinner at the hotel, short report from the Poster session

Friday, 30 September

24th CEEMAN Annual Conference Management Education for a Digital World

Conference Day 2

8:00

Registration and exhibition area open

8:30 – 9:45

CEEMAN IQA-International Quality Accreditation: presenting the new framework

- **Alenka Bračec Lalić**, CEEMAN IQA Director
- **Derek Abell**, CEEMAN Accreditation Committee President, CEEMAN Board member, Professor Emeritus at ESMT-European School of Management and Technology, Germany

9:30 – 10:00

Coffee, networking, exhibition

24th CEEMAN Annual Conference – business and education panels

10:00 – 10:15

Introduction to the Second Conference Day

- **Danica Purg**, CEEMAN President
- **Sergei Filonovich**, Conference Chairperson, Dean, National Research University – Higher School of Economics, Russia

10:15 – 11:15

Business Keynotes: Digitalization and Its Impact on Business School Markets and Competition

Moderator: **Seán Meehan**, Martin Hilti Professor of Marketing and Change Management, CEEMAN Board member, IMD, Switzerland

- **Thomas Marschall**, Disruption Advisor, Business Angel Investor, Denmark
Business/strategy perspective: The disruption effect on multiple industries, what this means for how managers manage and what executives do, and what kind of graduates B-Schools should prepare for this new world
- **Ratko Mutavdzic**, Director Cloud Services, Microsoft CEE, Croatia
Technology perspective: How digitalization is affecting businesses and what B-Schools should be doing
- **Kaspars Kaulins**, Country Manager, Pedersen & Partners, Estonia/Latvia
HR perspective: How search and hiring has been disrupted and what it means for competency profiles especially B-School graduates
- Discussion and Q&A

11:15 – 11:45

Introduction to the education panels

- Insights from the ongoing CEEMAN research on management development needs, **Alenka Braček Lalić**, lead research investigator, CEEMAN IQA Director, Slovenia
- Opinion on the first results of the research, **Andrew Main Wilson**, Chief Executive, Association of MBAs – AMBA, UK
- Key lessons from the experiential workshop: “What will the business school of the future look like?”, **Sophia Opatska**, Dean, Lviv Business School of UCU, Ukraine and **Yaroslav Pavlov**, Director of Distance Learning Programs, IBS Moscow, RANEPa, Russia

11:45 – 12:00

Coffee, networking, exhibition

12:00 – 13:30

Management Education and Research for a Digital World – Content

Moderator: **Toomas Danneberg**, Vice-Rector for International Relations, Estonian Business School, Estonia

- **Holger Patzelt**, Vice Dean Academic Affairs, TUM School of Management, Germany
STEM (science, technology, engineering and math) integration in education
- **Venus Lun**, Associate Head of the Department of Logistics and Maritime Studies, Hong Kong Polytechnic University, Hong Kong/China
Boosting problem-solving skills by instilling glocal mindset
- **Eitel J.M. Lauría**, Director, Graduate Programs, School of Computer Science and Mathematics, Marist College, USA
Data Analytics: A new imperative in business education
- **Nicola Kleyn**, Dean, Gordon Institute of Business Science, University of Pretoria, South Africa
Leveraging the greater context in order to maximise a business school's impact
- Participants sharing their experience on the topic: roundtable discussions and reports from groups

13:30 – 14:30

Lunch, networking, exhibition

14:30 – 16:00

Poster Session Debrief

- **Zoltan Buzády**, Associate Professor of Management, CEU Business School, Hungary

Management Education and Research for a Digital World – Process

Moderator: **Rein Riisalu**, business consultant, faculty member at TSEBA, Estonia

- **Peter McKiernan**, Strathclyde University, UK
Management research relevance
- **Niko Slavnič**, business owner, business angel/investor, and educator, Slovenia
#HackMySchool: creating unicorn leaders by combining start up practice and business school theory

- **Assylbek Kozhakhmetov**, President of Almaty Management University, Kazakhstan
The role of knowledge management in developing modern universities
- **Ivo Matser**, CEO, ISM University of Management and Economics, Lithuania
Boosting university operations with the help of technology
- Participants sharing their experience on the topic: roundtable discussions and reports from groups

16:00 – 16:15

Concluding Words by the Chairperson

- **Sergei Filonovich**, Dean, National Research University – Higher School of Economics, Russia

16:15 – 16:30

Coffee, networking, exhibition

16:30 – 18:00

CEEMAN Annual Meeting and Awards Ceremony

All conference participants are welcome to join this session, which will present report on past CEEMAN activities and plans for the future, officially welcome new CEEMAN members and institutions that received CEEMAN IQA-International Quality Accreditation in the past year, and congratulate the winners of the CEEMAN Case Writing Competition and 2016 CEEMAN Champions Award recipients

19:15

Departure for the Gala dinner from the hotel

19:30 – 23:45

Gala dinner at the Seaplane Harbor

Saturday, 1 October

10:00 - 15:00

Sightseeing Tour of Tallinn

10:00 – 11:30 Guided walking tour of Old Tallinn

11:30 – 13:00 Bus tour around Tallinn

13:00 - 15:00 Lunch and visit to TSEBA

Return to the hotel at 15:00