



30 September 2016
Tallinn, Estonia

CEEMAN

The International Association
for Management Development in Dynamic Societies

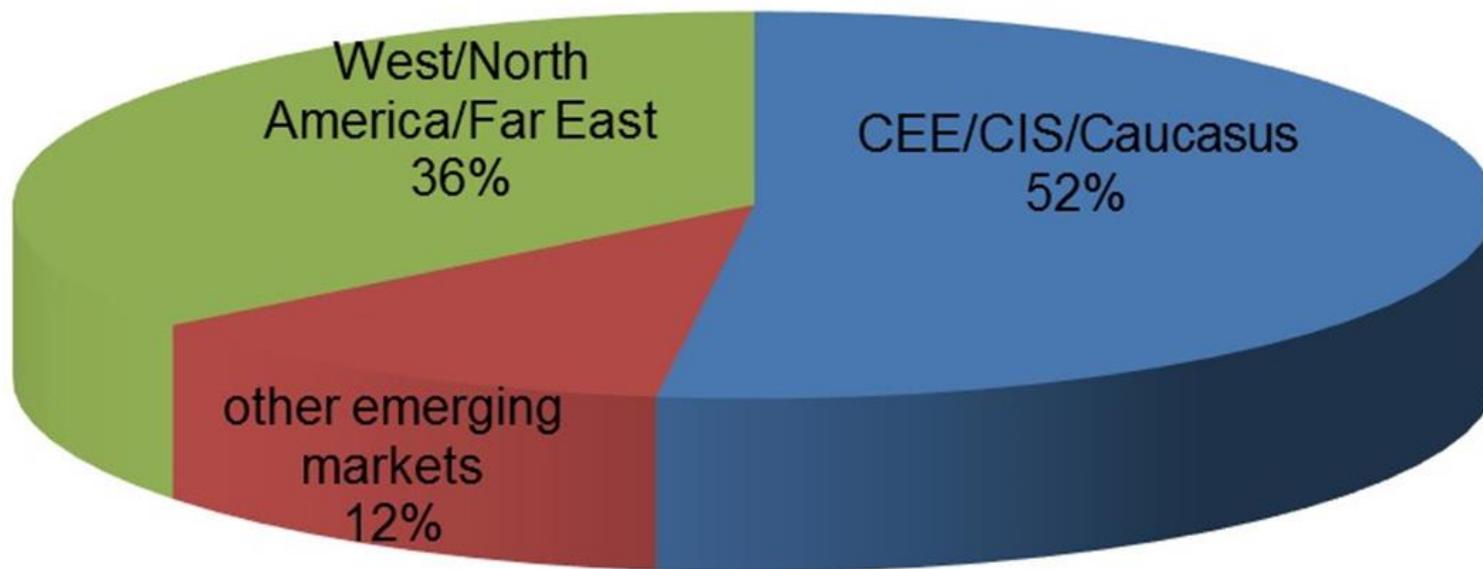
Annual Meeting 2016



CEEMAN Network



- Over 200 members from 54 countries
- 70% institutional members



CEEMAN activities



- International conferences and forums
- Educational programs for deans, faculty, and staff
- International Quality Accreditation (IQA)
- Promoting responsible management education
- Educational materials development
- Research and publications
- Case Writing Competitions
- CEEMAN Champion Awards



Report on CEEMAN Activities 2015/2016 Academic Year

23rd CEEMAN Annual Conference

23-26 September in Almaty, Kazakhstan



Localization vs. Globalization of Management Development in Dynamic Societies

- Hosted by Almaty Management University
- Over 150 participants from 36 countries



➤ *Conference proceedings at www.ceeman.org/publications*

CEEMAN Executive Education Forum

5-6 November in Izmir, Turkey



CEEMAN

Current and Future Business Needs in South-East Europe and Executive Education Responses

- Hosted by the Izmir University of Economics
- About 50 participants from 10 countries



12th Program Management Seminar

13-15 April in Bled, Slovenia

- *For program managers, directors, and administrators*
- *41 participants from 33 institutions in 17 countries*
- *Over 350 alumni from 40 countries since 2005*

Next edition: 5-7 April 2017

➤ www.ceeman.org/pms

"The location, the team, the program engaged you from the minute you arrived. It was perfect - right down to the tiniest detail."

*Joanne Corlett, ESB Business School,
Reutlingen University, Germany*



International Management Teachers Academy

12-23 June in Bled, Slovenia



CEEMAN

- Improving teaching skills, methods and materials
- World-class faculty
- High-potential participants
- 25 participants from 14 countries

IMTA

Next edition: 11-22 June 2017

➤ www.ceeman.org/imta



IMTA Alumni Network

570 management educators

160 institutions

49 countries

IMTA – Week 1: teaching and learning



- Developing effective teaching strategies
- Working with different audiences
- Teaching with cases, case research and case writing
- Assessing learning outcomes
- Career challenges and dilemmas regarding balance



Joe Pons
Spain



JB Kassarian
USA



Arshad Ahmad
Canada

IMTA Week 2: a choice of disciplinary tracks



IMTA CEEMAN

- **Business in Society**

Tony Buono, USA

- **Customers and Markets**

Joe Pons, Spain

- **International Strategy and Entrepreneurship**

Krzysztof Obloj, Poland

- **Leading Change**

JB Kassarian, USA

- Highly practical and individual approach
- Discipline-specific and interdisciplinary
- Mentor and peer feedback



The Power of IMTA Alumni Network



- Long-lasting connections and collaboration
- Regional clubs in Russia and Kazakhstan
- Joint research, case writing, books and chapters
- Teaching exchange and study visits
- Participation in academic communities (AIB CEE, EURAM)
- Contributions at international conferences
- Alumni at the 24th CEEMAN Annual Conference in Tallinn:
 - Poster session
 - CEEMAN research project
 - Speakers, moderators
 - Award winners
 - Participants



CEEMAN International Quality Accreditation



IQA CEEMAN

*A recognition of excellence
and relevance*

- Special attention to customer/market relevance
- Mission and context driven
- Fostering incorporation of socially responsible, ethical and moral values in management education
- Advisory element
- Expertise in dynamic environments

➤ www.ceeman.org/iqa

International Research on Management Development Needs in Dynamic Societies

- Coordinated by CEEMAN, supported by EQUAL
- Joint effort by CEEMAN members
- More than 30 research partners from 19 countries
- Qualitative study in companies (CEO and HR level), country-level and international report
- Publications and dissemination events
- Erasmus+ grant for further impact



Competitions and awards

CEEMAN Champion Awards

Recognizing outstanding individual achievements

- Teaching
- Research
- Institutional Management
- Responsible Management Education

➤ www.ceeman.org/champions

CEEMAN Case Writing Competition in cooperation with Emerald

- Monetary awards and subscriptions by Emerald
- IMTA scholarships by CEEMAN

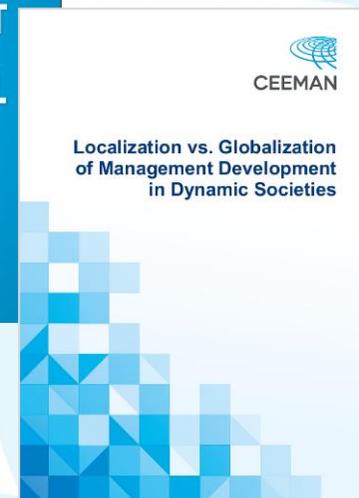
➤ www.ceeman.org/cwc



Publications



- 23rd CEEMAN Annual Conference Proceedings
- Four issues of CEEMAN News
- Five issues of CEEMAN e-newsletter
- A survey in cooperation with CarringtonCrisp
- A collection of articles on the topic of the 23rd CEEMAN Annual Conference "Localization vs Globalization of Management Development in Dynamic Societies"



➤ www.ceeman.org/publications

CEEMAN and PRME



- PRME Steering Committee member
- PRME regional chapter for Central and Eastern Europe (CEE) supported by CEEMAN (first two meetings held in Riga and Tallinn)
- Various working groups, projects, actions, materials

➤ www.unprme.org

PRME Principles for Responsible Management Education



International Partnerships



New Institutional Members



New Corporate Members



New Individual Members



1. Aleksandar Popov, Slalom Consulting, Austria
2. Brent McKenzie, University of Guelph, Canada
3. Stefan Leuenberger, Edupolis, Germany
4. Erika Vaiginiene, Research Institute for Changes, Lithuania
5. Wolfgang Amann, HEC Paris in Qatar
6. Vladimir Soloviev, Financial University under the Government of the Russian Federation, Russia
7. Jenson Goh, National University Singapore
8. Omar Lüthi, Dual Academy AG, Switzerland
9. Alexandra Rolya, International Management Academy, Ukraine
10. Christopher Hall, Oxford University Innovation, USA

Welcome to new CEEMAN Board Members



- **Assylbek Kozhakhmetov**, President of Almaty Management University, Kazakhstan
- **Nicola Kleyn**, Dean of Gordon Institute of Business Science, University of Pretoria, South Africa
- **Xiaobo Wu**, Dean of School of Management, Zhejiang University, China



Upcoming CEEMAN Activities



Program Management Seminar

5-7 April 2017, Bled, Slovenia

➤ www.ceeman.org/pms

IMTA – International Management Teachers Academy

11-22 June 2017, Bled, Slovenia

➤ www.ceeman.org/imta

23rd CEEMAN Case Writing Competition in cooperation with Emerald

Deadline for submissions: 26 May 2017

➤ www.ceeman.org/cwc

CEEMAN Champion Awards

Deadline for submissions: 30 June 2017

➤ www.ceeman.org/champions



25th CEEMAN Annual Conference

Week of 18-24 September 2017

Hangzhou, China



Rethinking Entrepreneurship Challenges for Business Education

Hosted by School of Management, Zhejiang University



浙江大学 管理学院
SCHOOL OF MANAGEMENT
ZHEJIANG UNIVERSITY

Inputs from members and partners

CEEMAN Awards Ceremony 2016

CEEMAN Welcomes New Members

Institutional Members

Moscow School of Management

SKOLKOVO

Russia



Institutional Members

School of IT Management, RANEPA Russia



RANEPA
THE RUSSIAN PRESIDENTIAL ACADEMY
OF NATIONAL ECONOMY
AND PUBLIC ADMINISTRATION

Institutional Members

York St. John Business School

United Kingdom



Corporate Members

Ulyanovsk Region Corporate University Russia



Individual Members

Stefan Leuenberger
Switzerland



Individual Members

Omar Luethi
Switzerland



Individual Members

Vladimir Soloviev
Russia

Individual Members

Erika Vaiginienė

Lithuania

CEEMAN International Quality Accreditation - IQA



**International
Quality
Accreditation**

CEEMAN IQA

Lviv Business School of the Ukrainian
Catholic University



CEEMAN IQA

Narxoz University



CEEMAN IQA

Tallinn School of Economics and
Business Administration (TSEBA)
Tallinn University of Technology



TALLINN UNIVERSITY OF TECHNOLOGY
TALLINN SCHOOL OF ECONOMICS AND BUSINESS ADMINISTRATION

22nd CEEMAN Case Writing Competition

in cooperation with
Emerald Group Publishing



22nd CEEMAN Case Writing Competition

Third place

Trashy Bags: Sustainability Crisis of a Sustainable Business

Written by Prof. Mathew Tsamenyi from China Europe International Business School (CEIBS) and Ms. Nana Yaa Antwi-Gyamfi, CEIBS Africa Campus in Ghana



CEEMAN

22nd CEEMAN Case Writing Competition

Second place

Mio Amore: Surviving Brand Change in Transition Economy

Written by Dr. Nimruji Jammulamadaka, Prof. Prashant Mishra, and Assoc. Prof. Biswatosh Saha, Indian Institute of Management in Calcutta

22nd CEEMAN Case Writing Competition

Winner

Zoona Mobile Money: Investing for Impact

Written by Mr. John Bazley, Ms. Cynthia Schweer
Rayner and Mrs. Aunnie Patton Power, University of
Cape Town, South Africa



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**The International Association
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Congratulations!

