



27th CEEMAN Annual Conference 25-27 September 2019



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Management Education for a Changing World

AGENDA

Wednesday, 25 September

10:00 Conference registration open

Pre-conference workshops

13:00 – 14:00 **See the Future – workshop with CarringtonCrisp**

Discover the latest trends in business education, what they mean for your business school and how you can build a stronger offer for the future. CarringtonCrisp, the research-led higher education consulting firm, will draw out key findings from their latest market studies to build a compelling picture of tomorrow's business education. Join Andrew Crisp, co-founder, on a journey that takes in Masters, MBAs, executive education, technology, internationalization, sustainability and much more.

14:00 – 15:00 **Integrating Global News and Events into the Classroom: Inspiring Students to Engage in Critical Thinking – workshop with Peregrine Academic Services**

The workshop provided by higher education thought-partner Peregrine Academic Services will explore how schools can bridge the gap between theory and practice and integrate current global business events in the classroom. Participants will gain insights into how successful 'learning environments' are developed that provide students with employment ready skills and a passion for lifelong learning through Peregrine dynamic B-School Connection Resource Center.

15:00 – 16:00 **Accessing the Best and Brightest from Around the World to Increase Diversity and Grow Your Programs – workshop with GMAC**

The Graduate Management Admission Council (GMAC) is a global, nonprofit association of more than 220 leading business schools. This workshop will allow you to explore the range of resources that GMAC provides to help business schools connect with the best and brightest prospective students from around the world and build diverse classes for your MBA programs and business masters. Participants will also be encouraged to share their experience on opportunities and challenges in the areas of student recruitment and admission.

16:00 – 17:00 **The impact of peer-to-peer on student recruitment – workshop with Unibuddy**

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Research shows that speaking to other students has the biggest influence on a prospects' university choice. We will be looking into how peer-to-peer engagement allows you to harness the authentic voice of your ambassadors - and the positive impact this has on conversion. We will also be discussing what conversation topics are important for your students, with data from over 1,000,000 messages exchanged through our platform.

14:30 – 17:00 **Individual Dean2Dean meetings**

17:00 – 19:00 **Poster session for faculty and researchers to exchange latest research, teaching methodologies, tools and experience**

17:00 Opening by **Zoltan Buzady**, poster session leader

Focus on Management

17:05 *Research Findings on the Role of Project Work on EMBA Programs*
Elena Artsiomenka, Sociology Consultant, IPM Business School, Belarus

Focus on Education

17:15 *Implementation of Coaching in Order to Foster Critical Thinking Skills in the Academic Environment at University of Matej Bel in Slovakia*
Lenka Theodoulides, Lecturer and Researcher, University of Matej Bel, Slovakia

17:25 *Event Management Module: “Master Students for Bachelors” Approach*
Olga Gavrulina, Associate Professor, RANEPa, Russia

17:35 *Business Game on Project Management*
Natalia Makukha, Lecturer, Siberian Federal University, Russia

17:45 *Strategy Canvas Development for MBA Program Management and Quality*
Ozat Baiserkeyev, Professor, AlmaU, Kazakhstan

17:55 Stretch break

Focus on Changing World

18:00 *East versus West Update on 29 Leadership Skills*
Zoltan Buzady, Associate Professor, Corvinus Business School, Hungary

18:10 *New Entrepreneurial Education: the Case of KrausLab at I. Kant Baltic Federal University*
Olga Kovbasyuk, Associate Professor, I. Kant Baltic Federal University, Russia

18:20 *To Win in Times of Sanctions: Teaching the Consequences of Sanctions for Russian Agri-Food Companies*
Vera Kononova, Associate Professor, Lomonosov Moscow State University Business School, Russia

18:30 *Live Sustainability as You Learn It - Sustainability Onboarding*
Zina Kyriakou, Associate Professor and Dean, and **Madouna Ghanem**, lecturer, Faculty of Business, International Executive School, France

18:40 *Innovation, Incubation and Enterprise Creation at UNISA*
Raphael Mpofo, Executive Dean, UNISA Graduate School of Business Leadership, South Africa

18:50 Closure, quick vote and exchange of ideas with Zoltan Buzady

19:00 – 20:00 **Welcome drink at the hotel**

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Thursday, 26 September

27th CEEMAN Annual Conference

8:30 Conference registration and exhibition open

9:00 – 9:30 **27th CEEMAN Annual Conference Opening**

Introduction by the Conference Chair

Andrzej Sztando, Professor, Wrocław University of Economics, Poland

Welcome words

Danica Purg, CEEMAN President, Slovenia

Bogusława Drelich-Skulska, Vice-Rector for International Cooperation, Wrocław University of Economics, Poland

Marek Ignor, Chairman of the Board, Dolnośląski Fundusz Rozwoju DFR (Lower Silesian Development Fund), Poland

SPOTLIGHT ON GLOBAL CHANGE AND CHALLENGES

9:30 – 11:00 **Panel: Global Change and the New Challenges for Management**

Moderator: **Nicola Kleyn**, Dean of Gordon Institute of Business Science, University of Pretoria, South Africa

- **Jakub Dzik**, Member of the Management Board, Impel SA, Poland (business perspective)
- **Seán Meehan**, Martin Hilti Professor of Marketing and Change Management, Dean of MBA, IMD Lausanne, Switzerland (business school view)
- **Sergey Myasoedov**, President of RABE, Vice-Rector of RANEPa, Dean of IBS-Moscow, Russia (overview of management education trends in Russia and worldwide)

11:00 – 11:30 Coffee break

SPOTLIGHT ON ARTIFICIAL INTELLIGENCE

11:30 – 12:30 **AI and the Future of the Professions: Implications for Management and for Management Education**

Keynote: Daniel Susskind, Fellow in Economics at Balliol College, Oxford University, UK

12:30 – 13:00 **Implications for Education Overall and Management Education in Particular**

Interactive discussion with Daniel Susskind and the audience, led by **Sergei Filonovich**, Dean, National Research University Higher School of Economics, Russia

13:00 – 14:00 Lunch, networking

14:00 – 15:30 **Parallel Roundtables: What Should Management Schools Do Differently than at Present to Prepare Managers for the Opportunities and Threats of AI?**

Moderator: **Ivo Matser**, President of GISMA Business School and CEO of ABIS, Germany

- with respect to the content and processes of teaching
- with respect to the content and processes of research
- with respect to how to connect to the practicing management community
- with respect to internal systems and processes

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- 15:30 – 16:00 **Roundtable feedback**
- 16:00 – 16:30 Coffee break
- 16:30 – 18:00 **CEEMAN Annual Meeting and Awards Ceremony**
Danica Purg, CEEMAN President
Olga Veligurska, CEEMAN Director
Alenka Braček Lalić, CEEMAN IQA Director
- Report on CEEMAN activities and outlook for the upcoming academic year
 - Update on IQA-International Quality Accreditation
 - Presentation of certificates to new CEEMAN members and IQA accredited institutions
 - Award ceremony of the CEEMAN Champions and CEEMAN/Case Writing Competition winners
- 18:50 Departure for dinner
- 19:00 – 21:00 **Dinner at Spiż** mini-brewery and restaurant

Friday, 27 September

27th CEEMAN Annual Conference (continued)

- 9:00 – 9:15 **Recap of the first day by the Conference Chair with inputs from the audience**
Andrzej Sztando, Professor, Wrocław University of Economics, Poland

SPOTLIGHT ON BUSINESS AND SOCIETY

- 9:15 – 9:45 **The Teaching, Research, and Connections to Education that Business Needs to Meet the Challenges Ahead**
Keynote: Lana Popović, President for CEE, The Coca-Cola Company, Greece
- 9:45 – 10:10 **Dialogue between Lana Popović and Derek Abell: The Meaning and Measurement of Excellence and Relevance for Today and Tomorrow**
- 10:10 – 10:30 Q&A and discussion with audience
- 11:00 – 11:30 Coffee break
- 11:30 – 12:15 **Business Panel: Spotlight on Business Challenges “Beyond the Bottom Line”, i.e. the Environment, Sustainability, and Ethics**
Moderator: **Norman Arruda Filho**, President, Instituto Superior de Administração e Economia, Brazil
- **Beata Janczur**, Vice-President of the Management Board in Credit Agricole Bank Polska S.A., Poland
 - **Krzysztof Jajuga**, Professor at Wrocław University of Economics, Chairman of the Department of Financial Investments and Risk Management, Poland
 - **Magdalena Brzezińska**, Senior Corporate Affairs Manager, Grupa Żywiec S.A. (Heineken), Poland
- 12:15 – 13:00 **Roundtables and feedback**
- Roundtable discussions among participants to share experience and ideas
 - Inputs from the roundtables

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13:00 – 14:00 Lunch, networking

14:00 – 15:30 **Educators Panel: What is Management Education Doing to Prepare Managers to Meet Their Societal Obligations?**

Moderator: **Andrew Wachtel**, Rector of Narxoz University, Kazakhstan

- **Steeff Van der Velde**, Dean of Rotterdam School of Management, the Netherlands
- **Danica Purg**, President of IEDC-Bled School of Management, Slovenia
- **Can Huang**, Head of Department of Innovation, Entrepreneurship and Strategy and Assistant to the Dean of School of Management, Zhejiang University, China
- **Irina Skorobogatykh**, Head of Marketing Department, Plekhanov Russian University of Economics, Russia
- **Andrew Main Wilson**, CEO of Association of MBAs & Business Graduates Association (AMBA & BGA), UK

15:30 – 15:45 Coffee break

BRINGING THE WHOLE PICTURE TOGETHER

15:45 – 16:45 **Brainstorming together on the future of connected, relevant and excellent management education in a changing world with a focus on 1) teaching 2) research 3) connecting to the real world of practice 4) internal systems and processes (eg big data, AI)**

Moderator: **Nicola Kleyn**, Dean of Gordon Institute of Business Science, University of Pretoria, South Africa

16:45 – 17:00 **Conclusions by the Conference Chair**

Andrzej Sztando, Professor, Wrocław University of Economics, Poland

18:15 Departure from the hotel for the Gala Dinner

19:00 – 23:00 **Gala dinner at Topacz Castle**

Saturday, 28 September

10:00 - 14:00 Wrocław Sightseeing Tour

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