22nd CEEMAN Annual Conference events
25-27 September 2014
Danubius Health Spa Resort Margitsziget, Budapest, Hungary
Co-organized and hosted by ESSCA School of Management

Pre-conference session

Wednesday, 24 September

15:00 – 20:00 Individual Dean-to-Dean Meetings (1h per meeting)

18:00 – 19:30 CEEMAN IQA Accreditation Meeting
  - Jim Ellert, CEEMAN IQA Director, Emeritus Professor and former Associate Dean of Faculty, IMD, Switzerland

CEEMAN Deans and Directors Meeting
Leveraging Education, Marketing, and Internal Processes with Technology

Thursday, 25 September 2014

8:30 Registration

9:00 – 9:10 Welcome and introduction
  - Danica Purg, CEEMAN President
  - Catherine Leblanc, ESSCA Director

Introduction by the chairperson
  - Witold Bielecki, Deans and Directors Meeting chairperson, Rector, Kozminski University, Poland

9:10 – 9:30 Keynote: Is Technology Disrupting Management Education?
  - Arshad Ahmad, AVP, Teaching & Learning at McMaster University and STLHE President, 3M National Teaching Fellow, Canada

9:30 – 11:00 How to use technology to lever teaching and learning – new challenges and opportunities for management schools
  Introductory presentations:
  - Stéphane Justeau, Professor and Head of the Centre for Pedagogy and Educational Support, ESSCA School of Management, France
  - CEEMAN survey results: the use of technology in CEEMAN member institutions – teaching and learning
  Roundtable discussions
  Reports from the roundtables

11:00 – 11:30 Coffee break
  Demonstrations from publishers/technology providers:
  11:05 – 11:15 Peregrine Academic Services
  11:15 – 11:25 Greenleaf Publishers
11:30 – 13:00  **How to use technology to lever marketing and operations**

Introductory presentation:
- Nikos Mylonopoulos, Associate Dean and Associate Professor of Information Systems, ALBA Graduate Business School at The American College of Greece
- CEEMAN survey results: the use of technology in CEEMAN member institutions – marketing and operations

Roundtable discussions
Reports from the roundtables

13:00 – 14:00  Lunch

14:00 – 15:00  **Panel discussion: financial and other implications of investing in technology versus the benefits described in the earlier sessions**

Moderated by Jorge Talavera, President of Esan University, Chair of PIM, Past President of CLADEA, Peru
- Antonio Freitas, Vice-Rector, FGV, Brazil
- Franck Thomas, Academic Pépinier Incubator at ESSCA School of Management, France
- Sergey Myasoedov, RABE President, Rector of IBS-Moscow, First Vice-President or RAGS, Russia

15:00 – 15:30  **Conclusion by the chairperson**

- Witold Bielecki, Rector, Kozminski University, Poland

15:30 – 15:45  Coffee break

_Demonstrations from publishers/technology providers:_

15:35 – 15:45  **The Case Centre**

15:45 – 17:00  **CEEMAN Annual Meeting**

- Report on CEEMAN activities in 2013/2014
- Presentation of future activities and projects
- Inputs from CEEMAN members and partners

22nd CEEMAN Annual Conference

_When, Why and How Is Technology Reshaping Management Education?_

Thursday, 25 September 2014

18:00 – 18:10  **Welcome and introduction**

- Danica Purg, CEEMAN President
- Catherine Leblanc, ESSCA Director

18:00 – 18:15  **Keynote: Innovations and Competition in Higher Education**

- Ádám Törökö, Secretary General, Hungarian Academy of Sciences

18:15 – 18:25  **Keynote: topic tbc**

- Roland Natran, CEO of EXIM Bank, Hungary
18:25 – 19:00  **Keynote: Global Online Education Meets Global Online Work**
- **Andrei Villarroel**, Assistant Professor at Católica-Lisbon School of Business and Economics, International Faculty Fellow at MIT Sloan School of Management and Visiting Scholar at the MIT Center for Collective Intelligence, Portugal

19:00 – 20:00  **Welcome reception**

**Friday, 26 September 2014**

9:00 – 9:05  **Welcome**
- **Danica Purg**, CEEMAN President

9:05 – 9:10  **Introduction by the chairperson**
- **Arshad Ahmad**, AVP, Teaching & Learning at McMaster University and STLHE President, 3M National Teaching Fellow, Canada

9:10 – 9:30  **Keynote: Technology Trends in Education**
- **Christodoulos Papaphotis**, Education Industry Director - Public Sector, Microsoft Central and Eastern Europe Headquarters, Germany

9:30 – 10:45  **Panel 1: When, why and how is technology reshaping management education – business and corporate universities viewpoint**
Moderated by **Janos Vecsenyi**, Executive Director, EFER – European Forum for Entrepreneurship Research, the Netherlands
- **Peter Roebben**, Senior Managing Director, Member of the Executive Committee, K&H Bank, Hungary
- **Alexander Oganov**, CEO, Uniweb, Russia
Discussion and Q&A (20 min)

10:45 – 11:15  **Coffee break**
*Demonstrations from publishers/technology providers:*
- 10:50 – 11:00  Emerald Group Publishing
- 11:00 – 11:10  Pearson Education

11:15 – 12:30  **Panel 2: When, why and how is technology reshaping management education – management schools viewpoint**
Moderated by **Danny Szpiro**, Dean of Executive Education, Jack Welch Management Institute, USA
- **Andrea Tracogna**, Deputy Dean, MIB School of Management, Italy
- **Datuk Dr. Md. Zabid Abdul Rashid**, President & Vice Chancellor, Universiti Tun Abdul Razak, Malaysia
Discussion and Q&A (20 min)

12:30 – 13:30  **Lunch**
Parallel workshops: Challenges and opportunities for technology use in management education

Workshop 1: Online and blended programs
Moderated by Drikus Kriek, Director of the Leadership Development Centre and Associate Professor in Human Resource Management at the Wits Business School of the University of the Witwatersrand, South Africa

- Olin Oedekoven, President and CEO of Peregrine Academic Services and the Peregrine Leadership Institute, USA
- Andrea Tracogna, Deputy Dean, MIB School of Management, Italy (tbc)

Workshop 2: MOOCs
Moderated by Stéphane Justeau, Professor and Head of the Centre for Pedagogy and Educational Support, ESSCA School of Management, France

- Natalia Dmitrievskaya, Director of the Institute for Economics and Statistics, Moscow University of Statistics and Informatics, Russia
- Danny Szpiro, Dean of Executive Education, Jack Welch Management Institute, USA

Workshop 3: Gamification and simulations
Moderated by Natalia Evtikhieva, Director General of RABE – Russian Association of Business Education, Russia

- Marcin Wardaszko, Assistant Professor, Department of Quantitative Methods & Information Technology, Kozminsk University, Poland
- Franck Thomas, Academic Pépinier Incubator at ESSCA School of Management, France

Workshop 4: Learning Management Systems
Moderated by Ivo Matser, CEO, TSM Business School, the Netherlands (tbc)

- Gorazd Planinc, IT director and Web Marketing Advisor, IEDC-Bled School of Management, Slovenia
- Alec Wersun, International Business Policy, Strategy & Management, Glasgow School for Business and Society, UK

Coffee break

16:00 – 17:00 Reports from the parallel workshops and Deans&Directors Meeting

17:00 – 17:30 Summary and conclusion by the chairperson

- Arshad Ahmad, AVP, Teaching & Learning at McMaster University and STLHE President, 3M National Teaching Fellow, Canada

18:30 Departure from the hotel for the Gala Dinner

19:00 – 23:00 Gala Dinner and Awards Ceremony, Marble Room of the Museum of Military History, Castle District
Saturday, 27 September 2014

10:00 – 15:00  Sightseeing trip, including visit to Heros’ Square and the Castle of Vajdahunyad, the Castle District, the Citadel, and the Basilica, lunch at ESSCA