



25th CEEMAN Annual Conference

Rethinking Entrepreneurship: Challenges for Management Education in Rising Economies

Organized in partnership with

School of Management, Zhejiang University

20-22 September 2017

Dragon Hotel, Hangzhou, China

CEEMAN Annual Conference is the most important annual event of CEEMAN – the International Management Development Association for Dynamic Societies (www.ceeman.org). CEEMAN is a not-for-profit association uniting over 200 members from 55 countries around the world, of which about half come from Central and Eastern Europe (where CEEMAN originates from), and the rest from Western Europe and other parts of the world, increasingly more from rising economies. In the past years, CEEMAN has been strengthening its links with China. Organizing CEEMAN Annual Conference for the first time in China is an important step to facilitate cooperation within Belt and Road initiative.

The aim of the 2017 conference is to discuss latest trends, key issues, opportunities and challenges in the areas of entrepreneurship, innovations, and sustainability and see how business/management education can better support these processes to foster more effective entrepreneurship development around the world.

CEEMAN Annual Conference traditionally includes a series of events in order to get to know the business, political and social realities of the host country (including through company visits, experiential workshops, keynote business panels) and to discuss implications, best practices and collaboration in the area of management development (business education keynotes, international panels, roundtable discussions and workshops).

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Conference Program

Wednesday, September 20

9:30 Registration open

10:00 – 14:00 **Company visits and meetings with entrepreneurs** in Hangzhou in order to understand different stakeholders' perspectives, the latest trends in innovations, and related entrepreneurship development needs.

- **Alibaba**
- **Dream Town**
- **Wensli**
- **XIZI OTIS**

16:00 – 19:00 **Poster session for faculty and researchers** on the conference topic (*posters stay for the whole duration of the conference in the exhibition area*)

- **Peter McKiernan**, Professor of Management, Strathclyde Business School, UK
- **Zoltan Buzády**, Associate Professor of Management, CEU Business School, Central European University, Hungary
- **Jenson (Chong-Leng) Goh**, Director of Studies, National University Singapore, Singapore

19:00 – 21:00 **Welcome reception at the hotel**

Thursday, September 21

8:30 Registration and exhibition area open

9:30 – 10:00 Welcome coffee

10:00 – 10:20 **2017 CEEMAN Annual Conference Opening**

Welcome words by **Danica Purg**, CEEMAN President

Welcome and introduction by host and conference chairperson: **WU Xiaobo**, Dean of School of Management, Zhejiang University (SOM)

10:20 – 12:30 **Keynote address**

- **LIANG Liming**, Vice Governor, Zhejiang Province

Keynote from management education

- **Dipak Jain**, Director, Sasn Graduate Institute of Business Administration of Chulalongkorn University, Thailand

Keynote from business

- **ZHANG Jianfeng**, Chief Technology Officer, Alibaba Group

12:30 – 13:30 Lunch

13:30 – 15:00 **Entrepreneurship development in China – issues and opportunities**

- **CHEN Ling**, Associate Dean, School of Management Zhejiang University
- **HUANG Wei**, Dean, School of Management at Xi'an Jiaotong University
- **WANG Zongjun**, Dean, School of Management at Huazhong University of Science & Technology
- **WANG Yonggui**, Dean, Business School at University of International Business and Economics
- **HUANG Wei**, Dean, School of Management at Xi'an Jiaotong University
- **JIANG Wanjun**, Dean, Xi'an Campus of Guanghua School of Management at Peking University

Q&A, participants sharing their experience

15:00 – 15:30 Coffee break

15:30 – 17:00 **Entrepreneurship development around the world**

Deans panel

- **Nick Binedell**, Former Dean, GIBS, University of Pretoria, South Africa
- **Antonio Freitas**, Provost, Fundação Getulio Vargas, Brazil
- **WU Xiaobo**, Dean, School of Management, Zhejiang University, China
- **Toomas Danneberg**, Vice-Rector for International Relations, Estonian Business School, Estonia
- **Sergey Myasoedov**, Vice-Rector of the Academy of the Russian President, Dean of IBS-Moscow, President of the Russian Association of Business Education (RABE), Russia
- **Andreas Antonopoulos**, Rector of University of New York in Prague, Czech Republic

Q&A, participants sharing their experience

17:15 – 18:00 **Recognition of Excellence and Relevance in Management Education- CEEMAN IQA Accreditation**

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

18:00 – 20:00 Dinner at the hotel

Chinese cultural experience

Friday, September 22

- 9:00 Registration and exhibition area open, welcome coffee
- 9:00 - 9:30 **Bonus session: Assessing Management Development Needs** - Insights from CEEMAN Research; followed by short comments from Chinese participant
- **Alenka Braček Lalić**, Director, CEEMAN IQA, Slovenia
- 9:30 - 11:00 Opening Session of Second Conference Day
- Entrepreneurship development seen from the entrepreneur's side; matching the perspectives**
- Panel with entrepreneurs and deans from different continents:
- **Janez Škrabec**, President, Riko d.o.o., Slovenia
 - **Gazmend Haxhia**, President of A.S.G., Albania
 - **CHEN Zongnian**, Chairman, Hikvision, China
 - **Assylbek Kozakhmetov**, President, AlmaU, Kazakhstan
 - **Irina Sennikova**, Rector of RISEBA University of Business, Arts and Technology, Latvia
- Q&A, participants sharing their experience
- 11:00 – 11:30 Coffee break
- 11:30 – 13:00 **Perspectives on entrepreneurship by multinational company**
- Keynote 1: **Iztok Seljak**, President, Hidria, Slovenia
 - Keynote 2: **LI Baian**, Vice President, China State Construction Engineering Corporation
 - TBD
- Q&A, participants sharing their experience
- 13:00 – 14:00 Lunch
- 14:00 – 15:00 **Participants mapping entrepreneurship development strategies for business schools** (world café format)
- Facilitation **Seán Meehan**, Martin Hilti Professor of Marketing and Change Management, IMD Lausanne, Switzerland
- 15:00 – 15:30 Conclusion by conference chairperson: **WU Xiaobo**, Dean of School of Management, Zhejiang University
- 15:30 – 16:00 Coffee break
- 16:00 – 17:30 **CEEMAN Annual Meeting and Awards Ceremony**
- 19:00 – 22:00 Gala dinner

Saturday, September 23

- 10:00 – 15:00 Sightseeing and ZJU campus tour
- Departures