Rethinking Entrepreneurship: Challenges for Management Education in Rising Economies

25th CEEMAN Annual Conference

20-22 September 2017
Hangzhou, China

Venue: The Dragon hotel
Diamond Ballroom, 3rd Floor, Tower 6

Conference Program

Hosted by
**Wednesday, September 20**

8:30   Registration open

9:00   Departure from hotel for company visits

10:00 – 14:00 **Company visits and meetings with entrepreneurs**

- Alibaba
- Geely
- Wensli

16:00 – 19:00 **Poster session for faculty and researchers** on the conference topic

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

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

**Thursday, September 21**

8:30   Registration and exhibition area open / **Individual Dean-2-Dean meetings**

9:30 – 10:00 Welcome coffee

10:00 – 11:15 **2017 CEEMAN Annual Conference Opening**

Welcome and introduction by the conference chairperson: **WU Xiaobo**, Professor and Former Dean, School of Management, Zhejiang University, China

Welcome address by **GUO Huawei**, Director-General, Department of Education, Zhejiang Province, China

Welcome address by **HAN Jie**, Vice Director-General, Department of Commerce, Zhejiang Province, China

Welcome address by **SONG Yonghua**, Executive Vice-President, Zhejiang University, China

Welcome address by **WEI Jiang**, Dean of School of Management, Zhejiang University, China

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

11:15 – 12:30 **Keynote address**

**Keynote from management education**

- **Dipak C. Jain**, Former Director, Sasin Graduate Institute of Business Administration of Chulalongkorn University, Thailand

**Keynote from business**

- **SONG Juntao**, CEO Assistant, Alibaba Group, China
12:30 – 13:30 Lunch (Diamond Ballroom 4+5)

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

Moderator: CHEN Ling, Professor for Family Business and Business History, School of Management, Zhejiang University, China

- HUANG Wei, Dean, School of Management at Xi’an Jiaotong University, China
- GE Jianxin, Party Secretary, Business School, Central University of Finance and Economics, China
- JIANG Wanjun, Dean, Xi’an Campus of Guanghua School of Management at Peking University, China
- SHEN Kunrong, Dean, School of Business at Nanjing University, China
- WANG Zongjun, Dean, School of Management at Huazhong University of Science & Technology, China
- ZHAO Lindu, Dean, School of Economics & Management, Southeast University, China

Q&A, participants sharing their experience

15:00 – 15:30 Coffee break

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

Moderator: Vladimir Nanut, Dean of MIB Trieste School of Management and President of ASFOR

- Antonio Freitas, Provost, Fundação Getulio Vargas, Brazil
- WU Xiaobo, Professor and Former 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, Professor Emeritus at ESMT-European School of Management and Technology, CEEMAN IQA Accreditation Committee President, Germany

18:00 – 20:00 Dinner at the hotel (Diamond Ballroom 4+5)

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**

Moderator: Derek Abell, Professor Emeritus at ESMT-European School of Management and Technology, CEEMAN IQA Accreditation Committee President, Germany

Panel with entrepreneurs and deans from different continents:

- Janez Škrabec, President, Riko d.o.o., Slovenia
- CHEN Zongnian, Chairman, Hikvision, China
- Assylbek Kozhakhmetov, 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 – 12:30 **Perspectives on entrepreneurship by multinational company**

- Keynote 1: Iztok Seljak, President, Hidria, Slovenia
- Keynote 2: TU Hongyan, Chairman, Wensli Group Co., Ltd

Q&A, participants sharing their experience

12:30 – 13:30 Lunch (Diamond Ballroom 4+5)

13:30 – 13:50 **Hoping for Relevance but Rewarding Productivity: A Vision of Responsible Research in Business and Management** video address by Peter McKiernan, Professor of Management, University of Strathclyde, UK

13:50 – 15:15 **Participants mapping entrepreneurship development strategies for business schools** (world café format)

- Facilitation Drikus Kriek, CEEMAN Interim Director, Vice Dean for Pedagogy at IEDC-Bled School of Management, South Africa

15:15 – 15:30 Conclusion by ZHOU Weihua, Associate Dean, School of Management, Zhejiang University, China

15:30 – 16:00 Coffee break

15:45 – 16:00 **Bonus session: A high quality assessment for emerging management education systems** by Graduate Management Admission Council (GMAC)
16:00 – 17:30  **CEEMAN Annual Meeting and Awards Ceremony**
19:00 – 22:00  Gala dinner at Hangzhou The New Hotel

**Saturday, September 23**

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

Departures