

# IMTA SUCCESS STORIES

An interview with Dr. Zoltan Buzady, LL.B., M.B.A., Ph.D., Habil

CEEMAN - IMTA (2014) graduate Dr. Zoltan Buzady, LL.B., M.B.A., Ph.D., Habil, is an Associate Professor, an expert on Flow & Leadership Decision-Making Development, via Serious Games, at Corvinus University in of Budapest, Hungary. He is also the Director and Academic Ambassador of the 'Leadership & Flow Global Research Network'. Zoltan is a pedagogical innovator and a pioneer, bringing Prof. Csikszentmihalyi's official leadership development program, FLIGBY (Flow Is Good Business for You) to new local partners internationally. He has authored award-winning teaching case studies (CEEMAN-EMERALD Publishing in 2013 and again in 2015), and won the international pedagogical innovation award (CEEMAN 2018). At Corvinus University, he received the Team-Teaching Excellence Award (2022), the Outstanding Faculty Award (2023), as well as the Research Excellence Award (2023). Earlier at Corvinus, and previously at the CEU Business School, he directed their MBA programs (between 2001 and 2015). He co-authored the book, *Missing Link Discovered - Planting Csikszentmihalyi's Flow Theory into Management and Leadership Practice by using FLIGBY, the Official Flow-Leadership Game* (2019), that included an essay contribution by Prof. Mihaly Csikszentmihalyi (1934 – 20210, inventor of the concept of Flow, and founder of positive psychology science. He developed numerous flagship courses that he taught on MBA, PhD/DBA, and Executive Education programs.

*“All teaching styles are valid, except the boring one”*

**What were the top three lessons or skills you learned during the IMTA program?**

I've learned that all teaching styles are valid, except the boring one. The highest form of being a great pedagogue is to have your own teaching materials, such as case studies. The fact that I invested 2 weeks of hard and joyful work by attending IMTA led me to the decision to take my professional development to a higher level - and to write the best teaching case study I could. Then, I was rewarded: I won international pedagogical awards.

**In what ways has your participation in the IMTA program affected your approach to teaching or management?**

Enhancing my comprehension of deeper pedagogy and teaching dynamics has equipped me to embrace newly emerging technologies such as



simulations and immersive decision-making movies. I now feel future-ready and capable of driving change.

**Can you give an example of how you have applied what you learned in the program to your work or teaching practice?**

I have authored articles and book chapters on case teaching as well. In fact, I expanded my involvement into participant-centered faculty development in Central Europe, the Caucasus, and Central Asia, building upon the pedagogical skills I cultivated at IMTA. Additionally, I now offer Ph.D. and DBA courses that concentrate on participants' development and discovering their inner meaning of becoming exceptional educators.

**How has becoming part of the IMTA alumni network benefited you professionally or personally?**

After IMTA, attending the CEEMAN annual conference proved to be a brilliant idea. I forged new friendships and connections with colleagues. Every year, I extend invitations to faculty and teacher colleagues to participate in the Poster-Session presentation, providing them with an opportunity to showcase their latest achievements. Many have reported that this experience boosted their confidence and self-esteem, leading to promotions in rank and publications.

**Can you share any stories about collaborations or friendships that developed through your participation in the IMTA program?**

Anastasia Lipovka, who attended IMTA, became my PhD student, focusing on the topic of women and gender aspects of leadership skills in Central Asia. Together, we have published in top global journals (Q1), authored case studies for a Global Leadership teaching book (2024), and presented at prestigious conferences such as EURAM 2023 (European Academy of Management). Currently, we are pursuing additional funding opportunities and engaging in further research projects.

**Based on your experiences, what advice would you give to current students to make the most out of their time at IMTA?**

Decide to submit your first self-authored case study nine months after attending IMTA to an international case author competition. Additionally, seek out a mentor and supervisor experienced in case writing.

**What would you say to prospective students considering applying to IMTA?**

Connect with and ask a minimum of 3 IMTA alumni how they benefited from IMTA and what they would do differently if given the opportunity to attend again.

**Where do you see your career heading in the next 5-10 years? How do you think your education at IMTA will continue to influence your future?**

I would love to teach at IMTA myself. I am prepared for this role, possessing numerous credentials, personal motivation, and a penchant for embracing new challenges, which brings me joy.



**Is there anything else you would like to share with the IMTA community?**

May The #Flow Be With You! - Zoltan