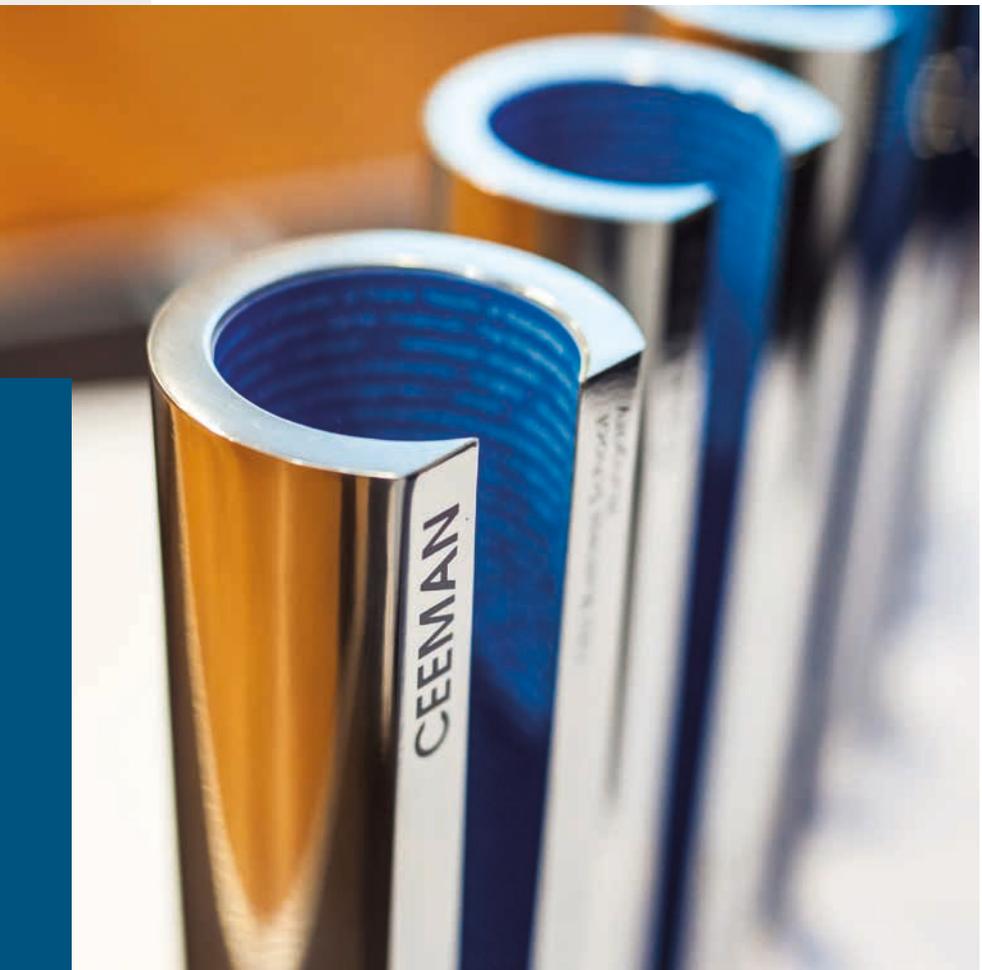




**CEEMAN**

# **The International Association for Management Development in Dynamic Societies**

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*CEEMAN, the International Association for Management Development in Dynamic Societies, was established in 1993 with the aim of accelerating the growth and quality of management development in Central and Eastern Europe.*

*Gradually, CEEMAN has become a global network of management development institutions involved in economic restructuring and social change in dynamic societies.*

*CEEMAN fosters the quality of management development and change processes by developing education, research, consulting, information, networking support, and other related services for management development institutions and corporations operating in dynamically changing environments. Its holistic approach to the phenomena of change and leadership development builds on the specific value platform that celebrates innovation, creativity, and respect for cultural values, and promotes the principles of responsible management education.*



## CEEMAN's Objectives

- improving the quality of management education and leadership development in general and particularly in dynamic societies that are in search of new economic and social responses to global challenges
- promoting leadership for change, global competitiveness, sustainable development and social responsibility
- providing a network and meeting place for business schools and other management development institutions in order to promote and facilitate cooperation and the exchange of experience
- providing a platform for dialogue, mutual cooperation and learning between management development institutions and businesses that are operating in dynamic societies and are willing to grow together by working together
- representing the interests of its members in other constituencies

## CEEMAN's Main Activities

- international conferences and forums
- educational programs that enhance teaching, research, management and leadership capabilities in management schools





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- international quality accreditation for context-driven, innovative, impactful and responsible business schools
- promoting and rewarding outstanding achievements in areas that are critical for success in business education and management development
- supporting the development of educational materials
- promoting and rewarding the writing of case studies
- conducting international research that is relevant for businesses and management development institutions
- publishing

*“For me, CEEMAN is a perfect example of how a brave idea and initiative, entrepreneurial thinking and hard work of a group of people with the same beliefs, values and passion for their mission might be successfully realized and turned into a fantastic vehicle for development of management education!”*

### **Virginijus Kundrotas**

Dean of Adizes Graduate School, USA

President of BMDA Baltic Management Development Association, Lithuania



## Why Become a CEEMAN Member?

- CEEMAN is a global family of like-minded colleagues who share the same challenges of working, innovating and building institutions in dynamic societies. Years of working together have often resulted in professional and institutional collaboration as well as deep friendships.
- By building on the unique experience and expertise of our diverse membership, CEEMAN leads management education in support of a better future for business, society, and individuals in an increasingly interconnected and interdependent world.
- CEEMAN's unique "window to the world with a focus on dynamic societies" attracts prominent educational and business leaders and management thinkers to share their original thoughts and ideas on emerging business issues, leadership challenges and management development implications.
- CEEMAN's leadership and over 200 members from more than 50 countries all over the world are highly active.





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- CEEMAN has always been committed to excellence, and paying attention to the latest developments in business and the field of management education is a trademark of the association.
- CEEMAN offers a wide portfolio of conferences, seminars, programs, publications and updates targeting issues and challenges specific to the dynamic societies of its members. It is the only institution of its kind to focus on these developments.

*“It is hard to determine one single achievement when we talk about CEEMAN; there are many thanks to the effective leadership and tireless work of President Prof. Purg. CEEMAN has had a uniting role from the very first day of its existence. There are a lot of management associations in the world, but no one else can say that it has its own adherents. For me, CEEMAN is a collective of friends with whom I can frankly share my thoughts, knowing I will be heard and understood.”*

**Sergey Mordovin**

Rector of IMISP-International Management Institute  
St. Petersburg, Russia





## Specific Programs and Activities

**IMTA-International Management Teachers Academy:** Since its inception in 2000, close to 600 management educators from over 160 business schools and universities in more than 50 countries around the world attended this unique faculty development program for a new generation of management educators.

**IMTA Educational Material Development:** aimed at building case writing and research capabilities while producing world-class educational material through individualized coaching support by leading experts in the field.

**IMTA Alumni Association:** A platform for continuous support to and mutual cooperation among alumni and their institutions.

**Program Management Seminar:** A unique educational program for program managers and directors in charge of design and delivery of educational programs that aim at achieving operational excellence. Since 2005, over 440 participants from 157 institutions and 41 countries from around the world have taken part in PMS .

**EdTech:** In 2017, CEEMAN launched a new seminar on digital technologies in teaching and learning. The program provides an overview of digitalization trends in management education and how technology can be used to enhance educational offerings.



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**Leading the Way in Management Development Workshop:** The most novel addition to the CEEMAN program portfolio is a workshop designed for leadership teams of management schools to help them stress-test and fine-tune their strategies and plans in order to successfully move their organizations to the future.

**CEEMAN International Quality Accreditation:** IQA is an international accreditation process responsive to the specific missions of business schools operating in dynamic societies, their overall quality, creativity, innovativeness, social responsibility, and the relevance to their local and national environments.

**CEEMAN Champion Awards:** Established in 2010 to recognize outstanding individual achievements in teaching, research, institutional management, and responsible management education.

**CEEMAN Annual Conferences and ExEd Forums:** The events focus on major business issues and leadership challenges and their implications for management education and leadership development with world-famous authorities as keynote speakers. CEEMAN also co-organizes other international conferences in partnership with national, regional and international associations.



**Deans and Directors Meetings:** These events focus on business schools' leadership challenges.

**International research projects:** Research is at the focus of attention of CEEMAN. Published works: *Assessing Management Training Needs at the Achieved Level of Transition*, *Survey on Poverty Reduction and Management Education*, *Survey on Business School Responses to the Global Crisis*, *Hidden Champions in CEE and Dynamically Changing Environments*, *Management and Leadership Development Needs in Dynamically Changing Societies*, etc.

**Case writing competitions:** Having held competitions since 1996 and in cooperation with Emerald since 2007, CEEMAN seeks to develop relevant case material for dynamic societies and change-related issues, and develop case-writing capabilities in CEE and other dynamic societies.

**PRME:** CEEMAN is a member of the Steering Committee of the UN Global Compact initiative on the Principles of Responsible Management Education, and was the host of the 2013 PRME Summit in Bled, Slovenia. CEEMAN has been supporting the PRME Working Group on Poverty as a Challenge to Management Education,





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and co-founded the PRME Chapter for Central and Eastern Europe in 2015.

**Publications:** CEEMAN publishes a wide range of materials such as its Conference Proceedings, videos from major CEEMAN events, case collections, research reports, as well as a series of publications such as CEEMAN News, CEEMAN Dialogues, and the CEEMAN Directory of Management Development Institutions.

**CEEMAN publishing partners:** Emerald Group Publishing Ltd, Harvard Business School Publishing, Adizes Institute, Pearson Education, Greenleaf Publishing, GSE Research, and Springer.

*“CEEMAN has always been ahead of its time and is an incredibly progressive organization, also because of the specific environment in which it was born. Business schools, and by extension associations that bring management education together – organizations like CEEMAN – are so important to give a voice to difficult issues and help faculties determine the relevance of the topics they are dealing with.”*

### **Seán Meehan**

Martin Hilti Professor of Marketing and Change Management and Dean of MBA program at IMD Lausanne, Switzerland



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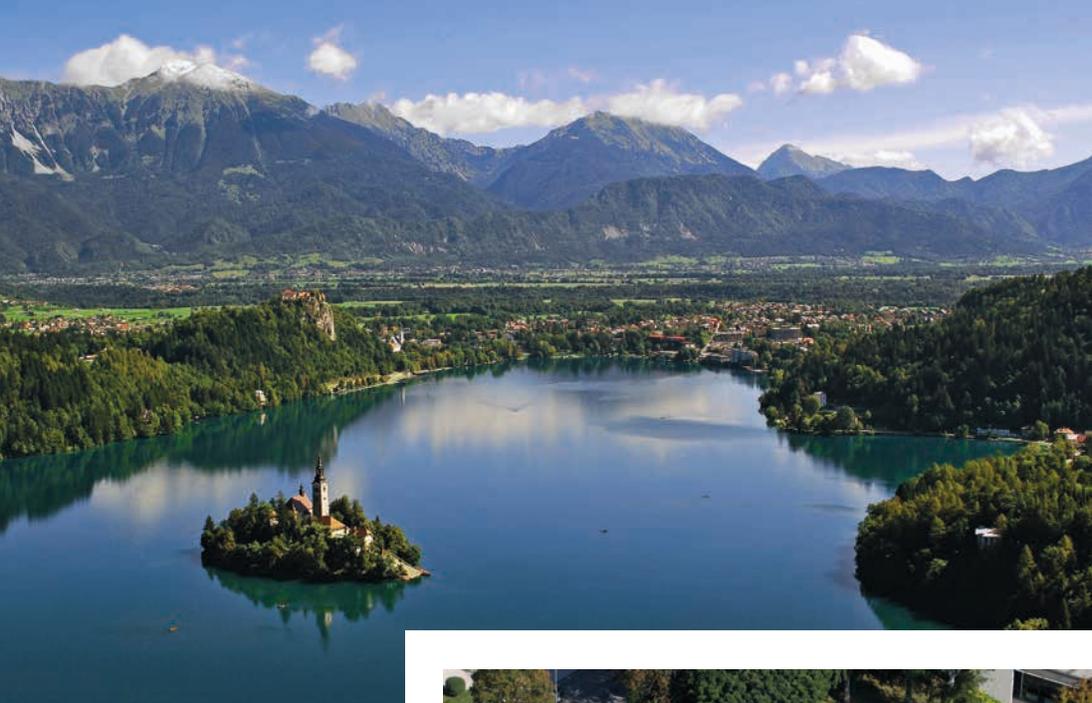
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