

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 Török**, 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

13:30 – 15:00 **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, Kozminski 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

15:30 – 16:00 Coffee break

Demonstrations from publishers/technology providers:

15:35 – 15:45 *Turning Technologies*

15:45 – 15:55 *VLN / LectureHub*

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