



The 32nd CEEMAN Annual Conference

Entrepreneurship in the Digital Age: CEEMAN members' responses

in partnership with [MCI | The Entrepreneurial School®](#),
Universitätsstraße 15, Innsbruck, Austria
September 25-27, 2024

Conference Program

Wednesday, 25 September – Pre-conference Events

09:00 – 19:00 **Conference registration & Networking**

09:00 – 09:30 **Check-in for company visits**, departure/arrival at MCI | The Entrepreneurial School®

10:00 – 12:30 **Company visits:**

Option I: [MED-EL](#), a global medical technology company.

Option II: [Swarovski Crystal World](#), an experience attraction by the crystal glass manufacturer Swarovski.

14:00 – 15:30 **Poster Session for faculty and researchers**, moderated by **Zoltan Buzady**, CEEMAN Board member, Professor, Corvinus University of Budapest, Hungary

15:30 – 16:00 **Coffee Break**

15:30 – 17:00 **Individual Dean2Dean Meetings (CEEMAN Connect)**

Use the opportunity to schedule individual meetings to share and get personal advice from other deans and discuss potential cooperation and partnerships.

17:00 – 18:30 **Interactive Session on Quality Assurance in Management Education** moderated by **Živa Žmavc Thongvanh**, Head of IQA, CEEMAN, Slovenia

Speakers:

Derek Abell, CEEMAN President of IQA Accreditation Committee, CEEMAN Board member, Switzerland

Olgun Çiçek, Board member, The International Network for Quality Assurance Agencies in Higher Education (INQAAHE), Spain

Tjaša Cankar, Researcher of the EQUATION Erasmus+ funded project, IEDC-Bled School of Management, Slovenia

18:45 – 19:00 **32nd CEEMAN Annual Conference Opening**

Welcome words

Danica Purg, CEEMAN President, Slovenia

Andreas Altmann, Rector, MCI | The Entrepreneurial School®, Austria

19:00 **Welcome Reception at MCI | The Entrepreneurial School®**

Thursday, 26 September – Conference Day 1

09:00 – 09:30 Registration open, Coffee & Tea

09:00 – 09:30 Press Conference

09:30 – 09:40 **Introduction to Day 1** by **Conference Chair Irina Sennikova**, CEEMAN Vice President, Vice Rector of Academic and International Affairs & Board member, RISEBA University of Applied Sciences, Latvia

09:40 – 10:00 **Welcome Address by:**

Barbara Thaler, President of the Tyrolean Economic Chamber, Austria

10:00 – 10:30 **Keynote speech** by **Valters Kaže**, Vice Rector for Research & Development, RISEBA University of Applied Sciences, Latvia

Q&A Session moderated by **Conference Chair**

10:30 – 11:00 Coffee Break

11:00 – 12:45 **Panel: Harnessing AI for transforming education**, moderated by **Andreas Altmann**, Rector, MCI | The Entrepreneurial School®, Austria

Panelists:

Luis Bollinger, Co-Founder & Chief Marketing Office, Holo Light, Augmented & Virtual Reality Enterprise, Germany

Lorenz Schmoly, Co-Managing Director, Studo - Digital Solutions for Universities, Austria

Raul Villamarin Rodriguez, Vice President, Woxsen University, India

Ruidong Zhang, iMBA academic director, Zhejiang University International Business School, China

Ignace Haaz, Managing Editor, Globethics, Switzerland

12:45 – 14:00 Lunch

14:00 – 15:30 **CEEMAN Annual Meeting and Awards Ceremony**

15:30 – 16:00 Coffee Break

16:00 – 17:45 **Panel: Next Generation Business Models and AI-Innovation Leap through Value Co-Creation Ecosystems - From Theory to Practice**, moderated by **Gerhard Kormann-Hainzl**, Professor, IMC Krems & Co-founder of the Digital Champions Network, Austria

Panelists:

Christian Steiner, Founder, IdeenTEAM (Digital Lean Management Tools), Core-member of Digital Champions Network, and Purpose-Driven Performance Coach, Austria

Nawel Souissi, Dean, Pristini School of Artificial Intelligence, Tunisia

Gengzhong Feng, Dean, School of Management, Xi'an Jiaotong University, China

Ecmel Ayrar, Advisory Board Member & **Cem Atacik**, co-founder, Perculus & Advancity, Turkey

Christian Ploder, Professor for Operational Excellence and Management Information Systems, MCI | The Entrepreneurial School®

Gulmira Kurganbayeva, Founder, Alem University, Kazakhstan

17.45 – 18.45 **Artistic Performance** by **Miha Pogačnik Naval**, Ambassador of Culture of the Republic of Slovenia, Adjunct Professor of Arts and Leadership, IEDC Bled School of Management, Slovenia

18.45 – 19.00 **Closing Observations of Day 1** by **Conference Chair**

19:00 **Dinner at MCI The Entrepreneurial School®**

Friday, 27 September – Conference Day 2

08:30 – 08:45 Coffee & Networking

08:45 – 09:00 **Introduction to Day 2 by the Conference Chair**

09:00 – 09:30 **Keynote speech by José Parra Moyano**, Professor of Digital Strategy, IMD, Switzerland
Q&A Session moderated by **Conference Chair**

09:30 – 11:15 **Best Practices from the CEEMAN Network on Cultivating Entrepreneurial Spirit and Scholarship in Management Education** introduced and moderated by **Nicola Kleyn**, CEEMAN Board member, Former Dean and Extraordinary Professor, Gordon Institute of Business Science, University of Pretoria, South Africa

Speakers:

Jiang Wei, President, Zhejiang University of Finance and Economics, China

Antonio Freitas, CEEMAN Board member, Provost, FGV, Brazil

Jacek Prokop, Vice Rector for International Relations, SGH Warsaw School of Economics, Poland

Zhengkai Zhou, Vice Dean of International Institute of Finance, University of Science and Technology of China, China

Hikmat Abdurahmanov, Co-Founder & CEO, Team University, Uzbekistan

Alejtin Berisha, CEO, UNI - Universum International College, Kosovo

11:15 – 11:45 Coffee Break

11:45 – 12:45 **Keynote speech: AI, ChatGPT & Digitalization: What to expect?**

by Martin Hörmann, Government Affairs Director, Microsoft Austria, Austria

Q&A Session moderated by **Lukas Staffler**, Professor, MCI | The Entrepreneurial School®

12:45 – 13:30 **Keynote speech: Quantum revolution - Next generation markets and opportunities**
by Thomas Monz, CEO, Alpine Quantum Technologies, Austria

Q&A Session moderated by **Andreas Altmann**, Rector, MCI | The Entrepreneurial School®, Austria

13:30 – 14:00 **Keynote speech: Academic Entrepreneurship & Business Education In the Digital Age - The Practice, Progress and Prospect of an Aspirational Global Business School** by **Shenglin Ben**, Dean, Zhejiang University International Business School, China
Q&A Session moderated by **Conference Chair**

14:00 – 15:15 Lunch

15:15 – 16:45 **Interview on Hidden Champions** with **Hermann Simon**, Founder & Honorary Chairman, Simon-Kucher & Partners Strategy & Marketing Consultants, Germany,
led by **Danica Purg**, CEEMAN President, Slovenia

Panel: Unveiling Excellence: Hidden Champions as a highlight of entrepreneurship, introduced and moderated by **Denis Berberović**, Associate Professor, University of Sarajevo School of Economics and Business, Bosnia & Herzegovina

Speakers:

Xiaobo Wu, CEEMAN Vice President, Dean of Faculty of Social Sciences, Zhejiang University, China

Slavica Singer, Holder of the UNESCO Chair in Entrepreneurship Education and Head of the doctoral program Entrepreneurship & Innovativeness, J.J. Strossmayer University in Osijek, Croatia

Tigran Mnatsakanyan, Academic Director, Matena International School of Leadership and Professional Development, Armenia

16:45 – 17:00 **Closing Observations by the Conference Chair**

17:00 – 18:00 **Individual Dean2Dean Meetings (CEEMAN Connect)**

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19:00 Transfer/Walk to the Gala Dinner venue, departure/arrival at MCI | The Entrepreneurial School®, Universitätsstraße 15

19:30 **Gala Dinner and Dance** at [Restaurant Villa Blanka](#), Weiherburggasse 8

Saturday, 28 September – Cultural Program (optional)

09:45 – 10:00 Meeting point at MCI | The Entrepreneurial School®, Universitätsstraße 15

10:00 – 12:00 Memorable experience of Innsbruck's Old Town with a guided walking tour, sponsored by MCI | The Entrepreneurial School®