

# CEEMAN *news*



*Issue 84*  
*Summer 2017*



**“Reconsidering the Motives for Creating Commercial and Social Value and Reinterpreting Business Logic are Unavoidable Tasks of Business Schools.” – Interview with Prof. Xiaobo Wu**

**Lead4Skills – Skilled Business Leaders for Skilled Europe**

**CEEMAN’s Program Management Seminar Sets New Record**

## Content

A Word from President of CEEMAN

- 4 Reconsidering the Motives for Creating Commercial and Social Value and Reinterpreting Business Logic are Unavoidable Tasks of Business Schools  
Interview with Prof. Xiaobo Wu

### From the CEEMAN office

- 7 Registration is Open for 25th CEEMAN Annual Conference  
8 25th CEEMAN Annual Conference Poster Session Call for Submissions: "Rethinking Entrepreneurship: Challenges for Management Education in Rising Economies"  
9 CEEMAN's Program Management Seminar Sets New Record  
10 Collaboration with Peers and Exchange of Ideas Regarding Best Practices – IMTA 2017  
11 CEEMAN International Quality Accreditation (IQA) awarded to Wrocław University of Economics  
13 Lead4Skills – Skilled Business Leaders for Skilled Europe  
14 Extended Deadline for the 23rd CEEMAN Case Writing Competition in Cooperation with Emerald  
15 In Search of New CEEMAN Champions

### Welcome new members

- 16 Higher School of Finance and Management, Russia

### News from our members

- 17 Introducing CASM, Germany  
17 EU Business School Hosts EU Live Event with Former Chairman and CEO of Nestlé, Switzerland  
18 U-Multirank 2017 Edition: HHL in Top Ranks Globally for Spin-Offs, Third-Party Funding, and International Orientation, Germany  
20 News from IEDC – Bled School of Management: "Why Art in Management Education? Questioning Meaning" Published in Academy of Management Review  
21 International Internships Help Careers Grow  
22 Visionary Conference at LvBS, Ukraine: What Will Humans of the Future Be Like?  
24 MCI launches Executive PhD Program in Management, Austria  
25 Othman Yeop Abdullah Graduate School of Business, Malaysia: Research Update, on Media and Youth Participation in the Decision-Making Process  
26 Proof of the High Quality of the RTU FEEM and RBS Master's Programs  
27 2017 PhD Student Recruitment at Warsaw School of Economics  
28 SBS Swiss Business School  
29 University of Georgia Hosts Cybersecurity Festival  
30 Lithuania VGTU's Breakthrough in the QS World University Rankings by Subject

### News from partner associations

- 31 CEIBS, China Reveals Its Local and International Impact

## A Word from President of CEEMAN



Dear friends and colleagues,

The end of the academic season is here, with summer holidays just a step away. The last few months have been quite busy for CEEMAN and for our members.

We held the Program Management Seminar in April. It was attended by a record number of participants that left Bled full of new ideas and connections. June is always a very special time for us because of IMTA program. IMTA is a very special experience for the participants as faculty members do not often get a chance to interact and learn about the latest trends of management education.

The submissions for the Case Writing Competition in cooperation with Emerald and the nominations for the CEEMAN Champion Awards are still open and we invite you to participate by submitting your case studies and rewarding the outstanding achievements of your colleagues.

I would like to draw your attention to the interview with Prof. Xiaobo Wu, board member of CEEMAN and dean of the School of Management of Zhejiang University. He shares his views on some very interesting topics, such as the challenges of business schools in China, ways of responding to global trends, opportunities for collaborations with China, and many more.

Let me extend a warm welcome to the new members of CEEMAN - the Faculty of Economics and Management at Vytautas Magnus University in Poland and the Higher School of Finance and Management of RANEP, Russia.

As always, it is great to read about many developments and achievements in our member institutions, and I would like to encourage more of our members to use the opportunity to share their news with the network both through the CEEMAN News and the CEEMAN website.

As this is the last issue before the fall, I would like to invite you kindly to join us at the 25th CEEMAN Annual Conference in Hangzhou, China, on 20-22 September. The conference is organized in cooperation with the School of Management of Zhejiang University. It will provide a unique

window to the world of management education and business in China. The conference topic - "Rethinking Entrepreneurship: Challenges for Management Education in Rising Economies" - perfectly suits the venue of the conference, as Hangzhou has established itself as a hotbed for e-commerce and entrepreneurship, with a strong focus on innovation and new technology. Hangzhou is home to 3.4 times as many successful entrepreneurs as Shanghai and during the pre-conference company visits you will have a chance to learn more about some of the most successful Chinese companies, such as Alibaba, first-hand.

Do not forget to register for the conference before the summer vacations!

Have a great summer, and see you in September in Hangzhou!

Yours,

A handwritten signature in black ink, appearing to read 'Danica Purg'.

Danica Purg  
CEEMAN president

# Reconsidering the Motives for Creating Commercial and Social Value and Reinterpreting Business Logic are Unavoidable Tasks of Business Schools



Prof. Xiaobo Wu

**Interview with Prof. Xiaobo Wu  
by Maja Medja Vidic**

*In September, CEEMAN will hold its 25th Annual Conference in Hangzhou, China in cooperation with School of Management of Zhejiang University. We will look at the issue of entrepreneurship in connection with the changes that the rising economies are facing from various perspectives- that of business, management education, challenges in different parts of the world, as well as specifically in China.*

*Dr. Xiaobo Wu will chair the 25th CEEMAN Annual Conference in Hangzhou, China from 20-22 September. Dr. Wu is Qiushi Chair Professor of Strategy and Innovation Management and the Dean of School of Management, Zhejiang University. He plays important role in China's business education and also serves as board member or strategic advisor for some known companies, such as Siemens China, Geely, Hikvision, etc. With his experience in business as well as academia in China and abroad, Dr. Wu provides interesting insights into the topics of global trends, management education challenges, innovation and many more.*

**Maja Medja Vidic: Tough competition, economic difficulties, online programs, as well as the need to innovate curricula and offer multicultural experiences are just some of the challenges that have affected business schools around the world. What do you think are the biggest challenges faced by business schools globally and in China?**

**Xiaobo Wu:** Indeed, we are facing a rapidly paradigm change in business education, in management theories and pedagogics alike. Today's students, especially MBAs, expect their programs to offer new skills so that they can cope with the new Internet-related business models, rather than function-based traditional management knowledge and skills. Business schools in China have a great opportunity to teach skills that allow leapfrogging from the second industrial revolution to the current internet revolution, as well as achieve a breakthrough from a value-chain-based system to a value-network-based new social eco-system. Of course, reconsidering the motives for creating commercial and social value and reinterpreting business logic under the new order are unavoidable tasks of business schools all over the world.

**MMV: Management education and business schools are changing to address global trends, such as startup careers over more traditional corporate offers, the need for courses and trainings to be more customized and adapted to business needs, as well as the need for innova-**

**tive thinking. What do you think; how should we respond to these challenges?**

**WV:** We can respond in mainly three ways:

1. Research-driven teaching, instead of text-book-based teaching. Research gives faculty an advantage in understanding what is happening at the cutting edge of social change.

*...reconsidering the motives for creating commercial and social value and reinterpreting business logic under the new order are unavoidable tasks of business schools all over the world.*

2. Pull down the walls around disciplines. Today's problem solving is more and more often the job of inter-disciplinarians. Collaboration among faculty from different schools is much more demanded in business research and teaching.

3. Running the four classrooms seamlessly. From the traditional classroom to labs, to local communities, and to global partners.

**MMV: At the School of Management of Zhejiang University, academic rigor and innovative change are dialectically involved. The school focuses particularly on innovation and entrepreneurship research and education. What do you do at your school to remain at the forefront of entrepreneurial and innovative thinking and practice?**

**WV:** The changing global scenarios and China's new development strategies have generated higher requirements for developing new management theories, improving practices, and cultivating new talents. Globalization and cross-function-based differentiation turn out to be our key answers to the requirements.

As an example, the Global Entrepreneurship Program (GEP), which was originally co-founded by Babson College, EMLYON Business School and us, includes modules designed to help students work on a semester-long consulting project for a local company with students from other countries, reinforcing global teamwork and entrepreneurship. These modules enabled students to develop entrepreneurial mindsets by interacting with local entrepreneurs and business leaders. Innovation and entrepreneurship are integrated in the overall design of our curriculum modules according to market trends and industrial practices. AACSB recently distinguished GEP as one of the 15 programs in 2017 Entrepreneurship Spotlight Challenge among a total of 120 nominations across 34 countries, and the only one in China and Asia.

A recently launched international Master of Science Program in Innovation, Entrepreneurship and Global Leadership (PIEGL) aims to cultivate future business leaders who can obtain a deeper understanding of emerging markets, especially the Belt and Road countries, and work in multicultural contexts. A cohort of 30 students from different cultural backgrounds go through

an immersive cultural experience that includes a mix of case studies, lectures, coaching sessions, group projects, and cultural events on the Haining campus, the international campus of Zhejiang University. In addition, PIEGL offers great opportunities for students to dialogue with the most influential entrepreneurs and executives in China, as well as do field studies and internships. Our special MBA Program "the Makers' Program", for young students who own startups, has already run for two years. The school is proud to be a pioneer in China, exploring new practices to enhance innovation and entrepreneurship research and education.

*The changing global scenarios and China's new development strategies have generated higher requirements for developing new management theories, improving practices, and cultivating new talents.*

**MMV: You received your education from Zhejiang University and completed the post-doctoral program at the Asian Institute of Technology, Thailand. For some time, you used to work for government agencies and industrial organizations as an assistant engineer. What was that key moment that made you realize you wanted to be an academic and specifically deal with innovation and entrepreneurship?**

**WV:** Yes, after I graduated from Zhejiang University in 1982 with a Bachelor's degree in electrical engineering, I was assigned to work for five years for the Energy Conservation Office of the State Forestry Ministry, in Beijing, and the Zhejiang Provincial Energy Conservation Center, as an assistant engineer. My experience in the engineering field opened my eyes to what technology made possible for national prosperity. However, after I stepped into the changing world, I understood that the crucial engine to change China is reform in societal governance and management structure. The real engine behind the engine of reform is technological innovation! I realized this when I was undertaking a PhD study under the supervision of Professor Qingrui Xu who is the pioneer of innovation studies in China. He





is now a highly respected fellow of the Chinese Academy of Engineering.

Later on, I was selected to be a visiting scholar at the Judge Institute of Management Studies at Cambridge University, sponsored by the British Council. My mind opened very much under the supervision of Professor Mike Gregory. I decided to devote my life to being an academic in innovation management with a global manufacturing network. The unsurpassed academic prestige of Cambridge made me desire to be an academic. Three years after I came back to Zhejiang University from Cambridge UK, I went to another Cambridge in Boston, US. I was selected and sponsored by Fulbright and I went to Sloan School of Management, MIT. This was another turning point in my life. I worked with Professor James Utterback, a guru in innovation management. He reminded me of my country's duty to catch up economically by means of innovation and reasonable dynamic capability building.

*...after I stepped into  
the changing world,  
I understood that the  
crucial engine to change  
China is reform in  
societal governance and  
management structure.  
The real engine behind  
the engine of reform is  
technological innovation!*

I realized the value of being an academic in innovation and entrepreneurship when I first visited the workshop of Geely Auto Co. as strategic advisor of the chief executive officer in 2002. I saw how people worked hard to learn, and

practiced strong entrepreneurship, in such poor working condition. I realized that the only way for China's revival is to implement innovation and entrepreneurship. That is how we would not only catch up but get ahead of other countries.

**MMV: In September, the School of Management of Zhejiang University will be hosting the 2017 CEEMAN Annual Conference on "Rethinking Entrepreneurship: Challenges for Management Education in Rising Economies". The CEEMAN Annual Conference gathers deans and directors of universities and business schools from around the world, as well as leaders of international and regional management development institutions. In your view, what opportunities are most critical for building relationships between Chinese business schools and those in the rest of the world?**

**WV:** Our school is dedicated to cultivating managers capable of leading the future, by means of a global perspective, innovative capability, entrepreneurial spirit, and social responsibility. Through global outreach activities, we make efforts to harmonize the best practices and theories of the East and the West, and share the educational experiences of our domestic and global partners, so as to improve the world. Innovation is often stimulated by the interaction of different mindsets. By building relationships with business schools in different parts of the world, we may see a much more wonderful world.

# Registration is Open for 25th CEEMAN Annual Conference

We are happy to invite you to register for the 25th CEEMAN Annual Conference that will be taking place in Hangzhou, China, on 20-22 September. It is hosted and organized in cooperation with the School of Management of Zhejiang University.

The topic of this year's conference will be "Rethinking Entrepreneurship: Challenges for Management Education in Rising Economies". The Zhejiang Province is a Silicon Valley of China and has a long tradition of entrepreneurship in China. In recent years its capital, the city of Hangzhou, which Marco Polo on his travel along the Silk Road, described as the most heavenly city in the world, has established itself as a hotbed for e-commerce and entrepreneurship, with a strong focus on innovation and new technology. Hangzhou is home to 3.4 times as many successful entrepreneurs as Shanghai and the province's economic model is based on prioritizing and encouraging entrepreneurship in China.

## Conference Program

Conference will take place at Dragon hotel, famous also for hosting last year's G20 summit and giving accommodation to some of the most important leaders of the world, among them German chancellor Angela Merkel and then French president Francois Hollande. The pre-conference events on Wednesday, 20 September, will start with company visits and meetings with

*The 25th anniversary  
conference will take place in Hangzhou, China*



entrepreneurs. Participants of the conference will have the extraordinary opportunity to visit companies such as Alibaba, Dream Town, Wensli and XIZI OTIS.

The pre-conference events will also include a poster session by faculty and researchers on the conference topic "Rethinking Entrepreneurship: Challenges for Management Education in Rising Economies". The call for submissions of poster is open and welcomes your abstracts by 30 June.

On Thursday morning, 21 September, the 25th CEEMAN Annual Conference will open with keynote speakers presenting business and management education perspectives on entrepreneurship. The panel on "Entrepreneurship Development in China – Issues and Opportunities" will include prominent Chinese management education professionals, while in the following panel, "Entrepreneurship Development Around the World", deans and directors from other parts of the world will share their experience and views on the topic. The first conference day will conclude with a bonus session on CEEMAN IQA Accreditation and dinner at the hotel.

The conference will continue on Friday, 22 September, first with a session on "Assessing Management Development Needs", providing insights from CEEMAN's research. The conference will continue with a panel on "Entrepreneurship Development Seen from the Entrepreneur's Side; Matching the Perspectives" where deans and business people from different parts of the world will present their views. "Perspectives on Entrepreneurship by Multinational Companies" will feature two business representatives, one from China and one from Europe. Before the closure of the conference, the participants will have a chance to map entrepreneurship development strategies for business schools (world café format).

The conference will close with the CEEMAN Annual Meeting, featuring a report on CEEMAN activities in the past year and a discussion of future plans, and the CEEMAN Awards Ceremony when we will deliver the awards to the 2017 CEEMAN Champions and the winners of the 2017 CEEMAN Case Writing Competition. We will also welcome new CEEMAN members and newly accredited schools.

The traditional conference gala dinner will take place on Friday evening, while on Saturday the participants will have the option to join the Hangzhou sightseeing tour.

For conference registration, more details on the program, the list of speakers, hotel booking, and other information, please visit [www.ceeman.org/conference](http://www.ceeman.org/conference).

## 25th CEEMAN Annual Conference Poster Session Call for Submissions: "Rethinking Entrepreneurship: Challenges for Management Education in Rising Economies"

CEEMAN invites faculty members and researchers to participate in a pre-conference poster session to showcase their work related to the overall theme of "Rethinking Entrepreneurship: Challenges for Management Education in Rising Economies".

The abstract submission deadline is 30 June 2017.

The aims of this conference are:

- to raise the visibility of new, emerging, or proven, successful pedagogical innovations by faculty members at CEEMAN member and partner institutions
- to promote the exchange of new research findings and tools
- to foster networking among faculty members and researchers
- to create a new platform for publishing and disseminating research findings, teaching materials, and solutions

We encourage you to submit your proposal for a poster presentation in one or several of the following areas (sub-tracks):

- Your teaching case study that you have developed yourself and already use in your teaching practice
- Your research. This may be a fundamental or an applied research project. You may present your new research findings that have a clear implication for management and business teaching
- Your teaching tool and technique that you have developed or successfully adopted on the course that you teach
- Some other experience of yours that you would like to present. It should be relevant to the conference theme.

Participation in the poster session only (without attending the 25th CEEMAN Annual Conference) is free of charge.

All poster presenters are entitled to a 10-percent discount for attending the 25th CEEMAN Annual Conference. This applies to attendance of all conference events, conference materials, coffee breaks, lunches and dinners, and transportation between venues as specified in the conference program. The conference fee does not cover travel, airport shuttle, accommodation, participation of accompanying persons, or sightseeing tour.

For more information on the submission requirements, please see the [announcement](#).

### CALL FOR POSTERS

"Rethinking Entrepreneurship: Challenges for Management Education in Rising Economies"



25th CEEMAN Annual Conference  
Hangzhou, China



## CEEMAN's Program Management Seminar Sets New Record



52 Participants enjoyed their three-day Program Management Seminar at Bled

A record number of 51 program managers from 20 countries and 33 institutions attended CEEMAN's Program Management Seminar on 5-7 April, hosted by the IEDC-Bled School of Management.

Participants from Austria, Belgium, China, Croatia, Estonia, Georgia, Germany, Hungary, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Netherlands, Poland, Russia, Slovenia, South Africa, Sweden, Ukraine, and Zimbabwe, had the opportunity to learn from experienced international educators and deans, as well as from each other, and exchange experiences and best practices related to the design, promotion, and delivery of educational programs in universities and business schools.

Since 2005, the Program Management Seminar has been attended by 442 program managers, directors, and coordinators from 150 institutions in 41 countries.

Run by faculty from IEDC-Bled School of Management (Slovenia), Bentley University (USA), and CarringtonCrisp (United Kingdom), the Program Management Seminar has dealt with a number of important topics, including understanding target markets, delivering outstanding customer service, managing the performance of program staff, dealing with participants and faculty, alumni relations, and more. It also contributed to understanding how to respond effectively to continuously changing customer needs while simultaneously taking care of the institution's own needs.

Drikus Kriek, interim director of CEEMAN, vice-dean for pedagogy and director of the Executive PhD Program at IEDC, set the tone for the whole seminar with an interactive session on how to create an impactful learning environment and a session on communication.

Mike Page, past provost and vice-president for academic affairs at Bentley University, USA, delivered sessions on customer service, alumni relations, and fundraising (together with Danica Purg), managing staff and faculty, and networks and diversity. He stressed the importance of program managers' function in an institution: *"We're recognizing at universities that, to compete successfully, the level and complexity of service that we provide to our students and executives needs talented and committed individuals that extend far beyond the faculty who teach our students"*.

Danica Purg, president of IEDC-Bled School of Management and CEEMAN, talked about alumni relations and fund-raising (together with Mike Page), as well as about ethical challenges that program managers face. Andrew Crisp, co-founder of CarringtonCrisp, shared his experience and useful tips for business schools with regard to building international reputation through marketing and communications.



Program Management Seminar



*Mike Page, past provost and vice-president for academic affairs at Bentley University stressed the importance of program managers*

**Participants say:**

*"It was an excellent opportunity to meet different peers, to share experience, to gain new knowledge from the leading professors. Thank you very much!"*

Jelena Stankeviciene  
Vilnius Gediminas Technical University  
Lithuania

*"Great experience - in terms of content and networking. I am definitely taking valuable information with me back home".*

Cathy Boesmans  
Antwerp Management School  
Belgium

## Collaboration with Peers and Exchange of Ideas Regarding Best Practices – IMTA 2017

The 2017 edition of the International Management Teachers Academy (IMTA) took place on 11-22 June in Bled, Slovenia.

IMTA is a unique faculty development program organized and delivered by CEEMAN for more than 16 years. It has so far educated almost 600 educators from 49 countries. This is an opportunity for faculty who do not frequently interact to talk about their teaching experiences, ideas, and best practices.

For this year's edition of the program, we had received applications from 13 countries: Australia, Canada, China, Croatia, Estonia, Hungary, Latvia, Poland, Romania, Russia, Singapore, South Africa and Ukraine. The diversity of opinions and wealth of experience provides an invaluable source of new ideas, collaboration opportunities, and new professional connections.

During the first week of the program, led by professors Joe Pons (Axioma Marketing Consultants, Spain), Arshad Ahmad (Mc Master University, Canada), and JB Kassarian (Babson College, USA), IMTA participants had the opportunity to discuss and improve their knowledge, skills, values, and attitudes related to general aspects of management education, including teaching philosophy and strategy, teaching and learning tools and methodologies (including the case method), course design, student assessment and evaluation, as well as the use and impact of technology



**International  
Management  
Teachers  
Academy**



Two weeks of learning are intertwined with socializing activities

in learning and teaching. A very unique feature of IMTA is its closely collaborating faculty, providing complementary and reinforcing insights, as well as demonstration of different teaching styles and techniques.

*“As a teacher, a scholar and a faculty member, you must keep yourself current and ahead of the curve. Where you may not have the deepest knowledge, it is critical that you have the headlines and that you have the right questions. The IMTA program helped me immensely in creating that framework.”*

Violetta Khoreva  
Hanken School of Economics  
Finland (IMTA 2016)

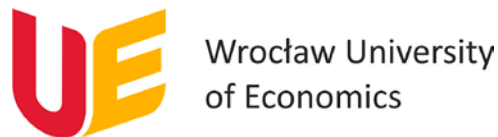
In the second week, participants split into four elective tracks: Strategic and International Management, Business in Society, Marketing Management, and Leading Change. The tracks deal with discipline-specific topics and issues while still leaving some time for plenary sessions on common topics.

We are happy to have welcomed a new cohort of participants in Bled and have them become part of the CEEMAN IMTA family.

## CEEMAN International Quality Accreditation (IQA) awarded to Wrocław University of Economics

CEEMAN is very proud to announce that the Wrocław University of Economics (WUE) has acquired International Quality Accreditation (IQA) for the duration of six years and has become part of the CEEMAN IQA community.

WUE will celebrate its 70th anniversary as a Polish institute of higher learning in 2017. It has a very strong regional brand image and is ranked first among regional Polish economic universities by different rankings. WUE’s major strategic priority is to further enhance its international reputation and reach.



Concerning knowledge creation, WUE has a very strong research culture and a relatively high level of research productivity with a growing reputation for publishing scientific research papers in foreign journals. Students are actively engaged, along with faculty, in the university’s research programs. One of WUE’s main distinctive features are the Student Science Clubs. WUE’s students are involved in research conducted within university departments through 45 Student Science Clubs, which attract about 500 club members.



International  
Quality  
Accreditation

The Peer review team members met with several student representatives from these science clubs and were very impressed with the energy, vitality, and organizational skills demonstrated by these students during interviews.

Regarding knowledge transfer, WUE provides high quality education in the context of the academic disciplines that it focuses on. WUE emphasizes a holistic approach to meeting the needs of its students and enriching their overall university experience. Its graduates are held in high esteem by local, regional, and transnational employers. Across four faculty departments, WUE offers 19 full-time and 13 part-time programs for undergraduate studies and 16 full-time and 17 part-time graduate programs. All programs are fully accredited by the Polish authorities. WUE has achieved EFMD EPAS accreditation for several of its undergraduate and Master programs in finance. It is also authorized to run an Executive MBA programs in English, organized in conjunction with universities from Belgium, France, Ireland, Germany, and Great Britain.

The university currently delivers more than 18 percent of its undergraduate and graduate programs (12 offers) in English, including the Executive MBA program. The university has signed double-degree agreements with the University of Vilnius and Ternopil National Economic University. WUE's students also have a broad range of opportunities for studying abroad. The university is active in promoting cross-border student exchanges through 125 Erasmus+ bilateral agreements and about 60 general co-operation agreements with other foreign partners. The employers of WUE graduates interviewed by the peer review team were enthusiastic about the value of the Erasmus programs.

With regard to responsible practices, WUE participates in the Economic University Children Initiative (EUD) and the Young Economist Academy (AME). The EUD initiative is designed for

fifth and sixth-grade students (primary education) while the AME is designed for students of secondary-level education. Both programs are designed to introduce younger learners to basic economic principles in an entertaining way.

The university also has an "outreach" program for students in more advanced stages of their life. This program was introduced in 2008 and now attracts about 230 students per year. The elderly participants attend lectures with emphasis on computer literacy and foreign languages, participate in supervised physical education activities, and can participate in memory training and fine art workshops and other activities organized in 17 thematic groups. WUE is active in several local charitable initiatives, including involvement in the activities of a local orphanage. The university has developed internal practices that show its commitment to environmental protection and its role as a local practitioner of best practices in environmental program initiatives.

Based on these findings, on 8 March 2017 the CEEMAN Accreditation Committee awarded Wrocław University of Economics International Quality Accreditation.

*"Wrocław University of Economics is greatly honored to be a part of the CEEMAN family. CEEMAN IQA Accreditation is a distinction and motivation to improve the curricula and research activities of our university. This acknowledgement of excellence is a confirmation of our mission to be the leading center of creative thought and economic education in our region of Europe. We deeply appreciate the positive feedback that we have received from the CEEMAN IQA peer review team and CEEMAN IQA Accreditation Committee. We believe that the future cooperation will be an extraordinary opportunity for further development through setting and achieving new goals."*

Prof. Andrzej Kaleta  
Rector

*From left to right:  
Dr. Alenka Bračček Lalić,  
CEEMAN, Slovenia, Dr. Jim Ellert, IMD Lausanne, Switzerland,  
Dr. Drikus Kriek, University of the Witwatersrand, South Africa  
and IEDC, Bled School of Management, Slovenia, Vice-Rector  
for International Co-operation Prof. Bogusława Drellich-Skulska,  
Wrocław University of Economics, Poland*



## Lead4Skills – Skilled Business Leaders for Skilled Europe

CEEMAN is working together with seven research partners and members of the CEEMAN network to determine and address management development needs in various countries. The data, interpretations, and guidelines produced, will be broadly applicable and instrumental for higher education institutions, entrepreneurs, and businesses.

## Lead4Skills

After two successful international project meetings, research partners are currently analyzing data collected during the project preparation stage. The data were gathered using qualitative in-depth interviews with management personnel in 10 companies in every country, accompanied by a quantitative survey distributed to a wider range of companies.

The analysis will result in individual country reports, case studies, and a cross-country report. These findings, combined with new information and skills gained during learning and training (LTT) events organized by CEEMAN will later be used to develop new guidelines for education in the field of management and leadership skills.

The first LTT took place in April, where we focused on program and education process management, discussing the changing landscape, ethical responsibilities, the creation of impactful learning environments, and even alumni relations. Interestingly, a lot of people were very interested in stress management, as they emphasized the lack of stress management skills and their ever-increasing workload.

Three further LTT events, where we will focus on case writing, course design and technology tools, still await us in the coming year.

The results of the study and guidelines will be presented in a scientific book on Management and Leadership Development Needs in Dynamically Changing Societies, which will be published by Springer. Intellectual outputs will also be available in a more raw form on the Erasmus+ Project Results Platform that serves as a source of inspiration "from the pool of good practices and success stories, i.e. projects that distinguished themselves in terms of policy relevance, communication potential, impact, or design".

The data, interpretations and guidelines will be broadly applicable and instrumental for higher education institutions, entrepreneurs, and businesses.

Some interesting findings are already being published on the project [website](#) and our [Facebook](#) page, as the project progresses and evolves.

The first newsletter, featuring engaging interviews and first research results, has also been published. You can find it [here](#). Do not forget to [subscribe](#) for the next one!

*Dr. Drikus Kriek, CEEMAN interim director gave lectures on management of stress*



## Extended Deadline for the 23rd CEEMAN Case Writing Competition in Cooperation with Emerald

Don't forget to submit cases to the 23rd CEEMAN Annual Case Writing Competition in partnership with Emerald!

As we are still receiving a lot of submissions, we have the pleasure to announce that the deadline is extended to 23 June 2017.

Don't miss the chance to win up to 2,500 euros in prize money and dissemination of your work to a global audience through publication in the Emerald Emerging Markets Case Studies (EEMCS) collection. The top-three case authors will also be invited to the [25th CEEMAN Annual Conference in Hangzhou, China](#).



### Submit Your Case

Visit the online submission site at <http://mc.manuscriptcentral.com/eemcs> to register and then follow the step-by-step instructions. Then, when prompted, select CEEMAN 2017 as the issue you are submitting to.

The competition aims to encourage and promote the development of high-quality teaching case material relevant for the realities of dynamic and emerging economies. In the spirit of a fully inclusive competition, global submissions are encouraged.

Submission criteria:

- Cases should be teaching cases based on a real situation in a real company, with a clear decision-making situation.
- Academic (research) cases will not be accepted for evaluation by the jury.
- Submitted cases must not have been published before in their current or substantially similar form. Entered cases cannot be under consideration for publication in any other publication, or case-center.
- All cases must be accompanied by a consent-to-publish release form, completed and signed by the management of the company or individuals included in the case.
- Please consult the competition evaluation checklist before submitting your case.

Cases should have a developing and emerging markets focus (Central and Eastern Europe, Latin America, Africa, Asia, Oceania and Middle East).

We look forward to receiving your submission!

## In Search of New CEEMAN Champions



At a time when many, if not most, CEEMAN member schools are not ranked by major ranking systems like the Financial Times, CEEMAN has been looking for other ways to publicize widely the outstanding achievements of our member institutions and their faculty, management, and staff. That is why CEEMAN is once again looking for new champions in the areas of teaching, research, responsible management education, and institutional management.

### How to Enter the Competition

Maximum five pages of main text with appendices and/or video material, accompanied by a nomination or recommendation letter from the dean or an equivalent official should be submitted to [ziva.zmavc@ceeman.org](mailto:ziva.zmavc@ceeman.org) by 30 June 2017.

### Announcement of Winners

The 2017 Champions will be announced at the 25th CEEMAN Annual Conference, taking place on 20-22 September in Hangzhou, China. Winners will be invited to join the event free of charge (conference fee waiver and coverage of accommodation for two nights) to receive the award cup at the official ceremony.

For more information contact:

Živa Žmavc Thongvanh  
CEEMAN Project Manager  
+386 4 57 92 518  
[ziva.zmavc@ceeman.org](mailto:ziva.zmavc@ceeman.org)

Or visit the website:

<http://www.ceeman.org/awards>

Champions of last year's competition



### Who Were Champions in 2016?

- Teaching Award:  
**Rosie Ching**, Singapore Management University, Singapore
- Research Award:  
**Krzysztof Obłój**, Kozminski University and Warsaw University, Poland
- Responsible Management Education Award:  
**Peter Hardi**, CEU Business School, Hungary
- Institutional Management Award:  
**Krzysztof Rybinski**, Narxoz University, Kazakhstan
- Institutional Support Award:  
**Vladimir Soloviev**, Financial University under the Government of the Russian Federation, Russia

*"Although the CEEMAN Champion Award is personal, as I said during the award ceremony, it is the Narxoz team that has received it. 'We are a team' is one of our core values. It helped us achieve this success. It is a prestigious international recognition that we do a good job, that our institution offers quality education to students, and that Narxoz is a well-run institution. Both the accreditation and the award make it easier to find new international partners, to launch new international projects, and to enhance our reputation as a high-quality institution.*

*For me personally, this award is the most important one that I have received in my life. Our goal is to help thousands of young people and business professionals become successful, advance their careers, and become responsible citizens who have a positive and lasting impact on their companies, communities, and countries. The Champion Award for Institutional Management not only confirmed that we achieve this goal but also gave me great satisfaction and even more motivation to continue our efforts to become the best and most innovative economic university in Central Asia."*

Krzysztof Rybinski

# Higher School of Finance and Management, Russia

The Higher School of Finance and Management (HSFM) opened in 1996 by decision of the Academic Council of RANEPA. Its status is determined, first of all, by its research activities and the unswerving desire to achieve scientific results that produce global impact. HSFM RANEPA is the only higher school in Russia that has purposely trained financial managers for 25 years already – from line and functional managers (treasurers and accountants) to chief financial officers, such as financial directors and chief accountants.

The main paradigm of HSFM's vital functions is defined by four major elements - management, corporate finance, value management, and corporate social responsibility. Financial management, the core activity of the school for nearly three decades, is an area of the applied use of these four elements. Accordingly, the content of financial management is significantly different from the traditional ideas about its essence and purpose. In 25 years, the name of HSFM RANEPA has become a brand. This has been achieved first of all by combining neo-classical finance with in-depth management. Second, the credo of the school is international professional certification and partner programs with leading universities from the whole world. Most important, due to the thousands of graduates, we have a real community of international-level professionals.

Due to the advanced level of the programs, HSFM stands out among other schools that also combine university and business education. It is

*HSFM combines university and business education*



executive managers who usually study finance in the HSFM business education programs: professionals who want to organize their knowledge of finance and management, to learn and implement the latest technologies, to improve their strategic vision, and help their company to achieve sustainable value growth. The students of the HSFM's undergraduate and graduate programs have comprehensive training in economics, as well as in finance and management, and eventually become qualified financial managers, investment and financial analysts, risk managers, financial mathematicians, and more.

## **The Main Educational programs of HSFM RANEPA**

The students of HSFM RANEPA are interested in well-developed curricula. Technological development of basic training blocks of a wide range of programs - education clusters and modules - is the major focus of HSFM's faculty and administration. The structural parameters of training programs meet the requirements of the educational market as well as global trends in its development.

- Bachelor's degree programs in financial management: Financial mathematics; Business valuation; Investment management
- MS degree programs: Applied Corporate Finance (Analytical and Quantitative Finance, Corporate Finance, Investment and Financial Analyst)
- Quantitative Finance and Risk-Management" (Financial Mathematics; Identification, Analysis, and Risk assessment)
- Corporate Financial Management (Financial Management, Corporate Finance, Financial Instruments and Capital Markets)
- MBA Finance (Financial Management, Corporate Finance, Financial Accounting, Risk-Management)
- MBA Finance for young people (MBA + MS degree course)
- PMBA Finance (School of Financial Director + MBA Finance)
- Executive MBA (Strategic Finance and Capital Management)
- Investment and Financial Analyst (CIIA international certification)
- School of Financial Director (ICFM international certification)
- IFRS: preparation and presentation of corporate financial reporting (ICFM international certification)
- Applied Corporate Finance (postgraduate studies)

<http://www.ranepa.ru/eng/>



## Introducing CASM, Germany

### Profile: Research, knowledge transfer and networking

The Center for Advanced Sustainable Management (CASM) fosters research and teaching at Cologne Business School in the area of corporate social responsibility and sustainable management. It brings together scholars from various academic disciplines as well as business and political leaders in order to enhance knowledge transfer.



Since the establishment of CASM in August 2016 at Cologne Business School under the lead of Prof. René Schmidpeter and Patrick Bungard, international academic partnerships have been established between the Sino-German Center for Sustainable Development of the Nanjing University, the Center for Responsible Citizenship and Sustainability of the Murdoch University, the Center for Green Economy of the Peking University, the Catholic University of Eichstaett-Ingolstadt, and IEDC-Bled School of Management. Additionally CASM joined various networks, including CEEMAN, PRME, DNK, EDUI, WEISS, and the GCGI. All this would not have been possible without the great support of the Dr. Jürgen Meyer Foundation.

### Join Our Global Movement!

We send out our monthly newsletter on a regular basis to keep you informed about our latest news, travel activities, and publications. You are welcome to subscribe under the following link (<http://bit.ly/CASMnewsletter>). For an overview of the past activities of the Dr. Juergen Meyer Endowed Chair for International Business Ethics and Corporate Social Responsibility at Cologne Business School during 2014-15 see the following Link: ([http://www.cbs.de/fileadmin/cbs/img/Forschung/Sustainable\\_Management/Lehrstuhlbericht\\_2015\\_engl\\_3.compressed-6.pdf](http://www.cbs.de/fileadmin/cbs/img/Forschung/Sustainable_Management/Lehrstuhlbericht_2015_engl_3.compressed-6.pdf))

## EU Business School Hosts EU Live Event with Former Chairman and CEO of Nestlé, Switzerland

The year 2017 has been successful for EU Business School. EU's Online MBA program was ranked 14th in the world by QS Top MBA and number one globally by CEO Magazine. On top of this, EU held its first EU Live event with former chairman and chief executive officer of Nestlé, Peter Brabeck-Letmathe.

A warm round of applause greeted Brabeck-Letmathe to the stage of CosmoCaixa Barcelona in March 2017. EU's distinguished guest flew in from Switzerland to discuss nutrition, health, and the impact of the food and beverage industry, right after the launch of his new book on the same topic. Dignitaries, press, alumni and students alike made the journey to the neighborhood of Sarriá to be a part of the EU Live event – the first of many to come. The aim of this event, and other EU events like it, is to give students and alumni a practical understanding of the business world.

And what better opportunity to learn than a presentation by an established business professional like Peter Brabeck-Letmathe. Born in Austria, Brabeck-Letmathe has a broad range of experience across industries. Prior to taking up the reigns as chief executive officer of Nestlé in 1995, he served as chair of Formula One and was on the board of Credit Suisse Group, L'Oréal, and Exxon Mobil.

Brabeck-Letmathe took his audience on an in-depth journey through food and nutrition as we know it, from the history of human diet and cooking, right up to modern technological innovations that use nutrition to slow down the aging process and fight chronic disease. The former chief executive officer also spoke about the role genetics play in health and how research is uncovering how and what we should eat.

Nestlé's former chief executive officer and chairman had a lot to say about water too: the primary use of water is for agricultural needs. We are withdrawing 30 percent more water than is sustainable, whereas bottled water accounts for 0.0009 percent of all water withdrawn. He also confirmed that he does believe water is a human right. In fact, it was Brabeck-Letmathe who convinced the United Nations and Kofi Annan more than 10 years ago that water should be declared a human right. There is even a precise amount -

a daily usage of 30 liters - to meet the minimum human requirements of hydration and hygiene. He does not, however, consider excessive use of water, to wash a car or water a garden, a human right.

A question-and-answer session with EU students, alumni, faculty, press, and distinguished guests followed directly after the talk and Brabeck-Letmathe answered questions from the audience. He covered questions across various topics: about the future of water, the planet and what we will be eating in 50 years.

After the talk, it was cocktail time. While Brabeck-Letmathe sat down with the EU communications team for an interview, guests gathered in the foyer of CosmoCaixa Barcelona for some networking and drinks - the end to a successful event of eye-opening ideas.

## U-Multirank 2017 Edition: HHL in Top Ranks Globally for Spin-Offs, Third-Party Funding, and International Orientation, Germany

HHL Leipzig Graduate School of Management is in the top group of schools for "income from private sources", "strategic research partnerships", "spin-offs", "international orientation of the Master program" and "student mobility" in the global U-Multirank rating published in March. The first business school established in Germany also achieved high scores on the indicators "professional publications", "student-staff ratio" and "graduating on time". The rating of the subject as well as of the university itself does not produce a comparative ranking but considers achievement in five different dimensions of performance. This year, HHL is included in the U-Multirank rating for the first time. [www.umultirank.org](http://www.umultirank.org)

### HHL Dean Andreas Pinkwart Honored by Kent University

Prof. Andreas Pinkwart, dean of HHL Leipzig Graduate School of Management, where he also holds the Stiftungsfonds Deutsche Bank Chair for Innovation Management and Entrepreneurship, is the laureate of this year's Innovation in Academia Award for Science and Business of UK's Kent University. The judges particularly emphasized the work of Pinkwart as a scientist, his sustainable influence in the field of higher education in Europe and the United States as well as the level of appreciation by his colleagues. Prof. Pinkwart will accept the award during a ceremony at the British Embassy in Athens on May 12, 2017.

Andreas Pinkwart HHL



With its Innovation in Academia Awards and ceremonies held in Los Angeles and Athens, Kent University recognizes the pioneers in higher education who are currently at the top in their fields. Another laureate is marketing expert and HHL honorary doctor Philip Kotler, Ph.D., from Northwestern University in Illinois in the United States.

Further information: <https://www.kent.ac.uk/events/innovation/index.html>

### How Can Globalization Succeed? HHL Student Impresses John Kerry

Together with a team of seven, Sven Joosten, a student on HHL's Master in Management (M.Sc.) Program, recently participated in a competition on the future of globalization hosted by the Global Network for Advanced Management.

The 24-year-old, who is currently completing a term abroad at Seoul National University (SNU) in South Korea, says, "As SNU is part of the Global Network for Advanced Management, I was able to participate in a hackathon, which was organized by Yale University, together with some of my classmates". The competition required the team to analyze various data for eight hours to explain the reasons for, and consequences of, the rise in anti-globalization sentiment and populism. The results were submitted in the form of a three-page presentation. A panel of faculty members from ESMT Berlin, IIM Bangalore, and Saïd Business School – University of Oxford selected the best four presentations which were then presented to a larger audience, including former US Secretary of State John Kerry, via Skype. Sven Joosten happily reports, "In the end, we beat the other finalists from renowned universities like Yale, the London School of Economics, and the University of California, Berkeley. We will now receive a personal letter from John Kerry congratulating us on our analysis".

Sven Joosten (top left) and his team



The new International Advisory Board of HHL with 11 members from 10 countries

### New International Advisory Board of HHL Begins Work

HHL Leipzig Graduate School of Management is expanding its global network with the establishment of its new International Advisory Board. This body is set up against the backdrop of the university's internationalization and future strategy innovate125, in which the "Global Premium Network of Partnerships and a Multinational Community" is one of the four major sub-goals. As part of today's matriculation ceremony (20 March, 2017), 11 members from 10 countries were appointed to the new advisory council. The key issues discussed included strategies for the internationalization of HHL and long-term trends in research and teaching. HHL Dean Andreas Pinkwart made the following statement: "We are delighted to be able to discuss intensively the development of a global scientific space in the management and leadership area with the distinguished members of the advisory board. With the establishment of this new global body, we are also focusing more on the topics of diversity and sustainability".

Members of the International Advisory Board of HHL are Prof. Arshad Ahmad, (Canada), Margaret Chen (China and Spain), Alexandra Esquivel (Costa Rica), Prof. Finley Graves (USA), Prof. Marielle G. Heijltjes (Netherlands), Mary Anne Leenheer (Mexico), Associate Professor Mary Pang (Hong Kong), Prof. Carolina Serrano Archimi (France), Prof. Radha R. Sharma (India), Prof. Vasanthi Srinivasan (India), and Prof. Elena Zoubkova.

## News from IEDC – Bled School of Management: “Why Art in Management Education? Questioning Meaning” Published in Academy of Management Review

Prof. Danica Purg and Dr. Ian Sutherland published an article on “Why Art in Management Education? Questioning Meaning” in *Academy of Management Review (AMR)*. This is one of the world's five most influential and frequently-cited management and business journals. AMR is a theory development journal that publishes the highest-quality conceptual work in the field.

In the article, Prof. Danica Purg and Dr. Ian Sutherland address the question of how art plays an important role in the development of future leaders. They share their personal stories and the story of IEDC-Bled School of Management where the arts, along with sustainable development and ethics, are a pillar of the school's philosophy.

### IEDC-Bled School of Management Hosts Seminar for Partners and Owners

IEDC-Bled School of Management hosted a workshop for its partners and owners on “Discovering an Individual Sales Mindset and Style” led by Dr. Jennifer A. Pope. Fifty participants, representatives of the following companies, attended the workshop: Iskra d.d., Comtrade, Luka Koper d.d., Novartis Pharma Services Inc, Zavarovalnica Triglav, Pivovarna Laško, d.d., Studio Moderna d.o.o., BTC d.d., Krka, tovarna zdravil, d.d., Novo mesto, Hidria TC d.o.o., Intereuropa d.d., Hidria Rotomatika d.o.o., Telekom Slovenije, d.d., and Taxgroup d.o.o.



Dr. Ian Sutherland

### IEDC Supports Unique Media-Research Zlata nit

IEDC was a partner of 2016 Golden Thread - a project run by the daily newspaper Dnevnik - which has been promoting and awarding best employers in Slovenia for 11 years. It is widely agreed that people are a company's most important asset and a source of competitive advantage. The research behind the Golden Thread project shows why the human resources department must be considered a company's most valuable strategic function. This year IEDC has taken this cooperation to a higher level: Dr. Nenad Filipović of IEDC was a speaker on the “Technology, Learning, and Activation” panel.

### IEDC-Bled School of Management and BBI Academy Organize Leadership Development Program in Sarajevo

IEDC-Bled School of Management and BBI started a successful cooperation by organizing a four-day seminar called “Leadership Development Program” in Sarajevo, led by Prof. Drikus Kriek and Dr. Jennifer Pope. In partnership with BBI Academy, we hosted 32 managers from NLB Sarajevo, Raiffeisen Bank, BH Telecom, AS Group, Securitas BH, BBI, United Bank of Albania, Chicago Vein Institute, and Zeraa Agriculture Investment Management.

One of the guest speakers on leadership was BBI chief executive officer Mr. Amer Bukvić. IEDC-Bled School of Management and BBI Academy believe this is the start of a successful cooperation which will continue with future seminars in Sarajevo in the first part of 2018.



IEDC director dr. Danica Purg at AMBA in Dubai

### AMBA's 50th Anniversary Global Conference in Dubai

On 15 May, Prof. Danica Purg gave a speech at AMBA's 50th Anniversary Global Conference in Dubai, where she participated in the panel, "Women and the MBA", and shared her views on how business schools with a high proportion of female registrants are attracting women to their MBA programs. She also addressed the issue of how business schools can effectively increase the proportion of female students in the future – and why this is important. The conference was attended by more than 300 deans, MBA directors and multinational chief executives from all over the world.

## International Internships Help Careers Grow

Students and graduates of Kozminski University have been participating in the Erasmus+ mobility program for years. In addition to student exchange, the program encompasses international internships for students interested in obtaining overseas professional experience. Internships are usually paid. Kozminski University students mostly visit Germany, Spain, Portugal, the UK, France, and Norway for internships. Opportunities to find a potential employer who is ready to hire a student for a few months are plentiful, for instance during Kozminski University fairs, when many multi-national corporations and overseas companies present their offers for future employees and try to attract the best talent.

Kozminski University students also look for employers via an international office and on their own. Therefore, interest in international internships among Kozminski University students and graduates has been constantly growing. Only five years ago, the number of participants in such international internships did not exceed 25 annually, while currently this figure is more than 100 students and graduates of Kozminski University per year.

### 25th Anniversary of the Journal of Management and Business Administration. Central Europe

The *Journal of Management and Business Administration. Central Europe* started out in 1992, which means that it is a year older than its parent institution, Kozminski University. Originally, it was published as a 12-page, mimeographed bulletin of the International School of Management, which was an early predecessor of Kozminski University. In the early 1990s, the periodical served mostly as an internal newsletter of the then fledgling business school, and occasionally published some research articles and papers. In addition to that, it featured the first graduates of Kozminski MBA courses.

Since then, the journal has been evolving gradually (and changing names along the way, with its present title introduced in 2016) into its present form of an international, peer-reviewed scientific quarterly about management and economic



Job fair at Kozminsky University in March 2007

issues in Polish, European, and global public and private sectors. The journal publishes empirical and theoretical research articles, analyses, studies, and reviews in Polish and English, submitted by scholars and practitioners from all over the world, and prides itself on becoming a dialogue platform for scientists and practitioners. The current editor-in-chief is Paweł Korzyński, Ph.D., of Kozminski University, who is supported by associate editors from such well-known business schools as Bled School of Management, Catholic University of Valencia, ESCP Europe, and University of Zurich, as well as a diverse editorial board of eminent scholars from many top schools of management, economics, and sociology from different countries. The journal is published by De Gruyter, and its articles are visible in many scientific databases.

## Visionary Conference at LvBS, Ukraine: What Will Humans of the Future Be Like?

In the spring of 2017, Lviv Business School of the Ukrainian Catholic University hosted the Seventh Annual Visionary Conference INTRO, entitled "Humans of the Future". Ukrainian and international experts and entrepreneurs got together in Lviv to discuss how we see ourselves in the future. Will robots make humans unnecessary? How can we protect ourselves from cyber threats? What will business look like in the future and is it true that only social entrepreneurship will survive? What should Ukraine do so as not to lag behind in space exploration and its commercialization? How can we transform bold ideas into sustainable business capable of overcoming future trials and economic tribulations?

The conference featured presentations by 15 speakers from various Ukrainian cities as well as from Italy, Sweden, Canada, and Great Britain. It brought together over 100 participants. The event consisted of three thematic panel discussions: "Ethics and Technology: Does the Future Need Us?", "Social Entrepreneurship as Business Evolution", and "Startup Planet: From Bold Ideas to Sustainable Business", as well as an interactive tandem on "Cosmic Future: Where Does Ukraine Fit In?"

Participants of the Visionary Conference "Humans of the Future" at LvBS





The panel discussion "Startup Planet: From Bold Ideas to Sustainable Business"

Here is a summary of top statements from the conference:

Evgeni Utkin, founder and president of KM Core, a hi-tech holding company, and head of the Borsch Venture Fund: *"The main trend in the modern world is individualization that is creating something unique for each and every one. Harmony must be present in both products and services. A modern future-oriented business person is someone who has both sides of the brain working in harmony. There's a global shift to the creative economy".*

Andrew Main Wilson, chairman of Principles for Responsible Management Education (PRME) and chief executive officer of the Association of MBAs: *"In any country worldwide, four out of five startups fail by the end of the third year. The social component is the thing that can help you hook an investor. The population of our planet will continue growing. Therefore, it's critically important to build a strong infrastructure of social entrepreneurship in order to support large quantities of people."*

Dr. Bohdan Prakh, rector of the Ukrainian Catholic University, *"Over the last 20 years we have witnessed colossal changes in the world of technologies. On the one hand, this progress makes a lot of things easier. On the other hand, it makes us ponder whether we really need it. There's one thing I'd like us to give thought to – technologies are advancing, and it's great, but where do humans fit in? Will we become closer to one another or will we be forced to hide behind technology?"*

Rudolf Krayevskyy, founder of Vegano Hooligano Family and eco-entrepreneur: *"The most successful entrepreneurs of the future are those who take responsibility and understand what traces they will leave behind, as well as those who are capable of loving and respecting the entire world! We have a massive impact on our planet. We are responsible for the quality of our life now and the traces we leave behind."*

Roksolana Kravchuk, head of the LvBS Visionary Center: *"It's possible to change the world. The boldest people are already doing that. And the boldest people start from themselves"*.

By and large, INTRO-2017 "Humans of the Future" became a day of remarkable insights and unforgettable meetings. The conference was organized by the Visionary Center of the UCU's Lviv Business School.

## MCI launches Executive PhD Program in Management, Austria

High-level part-time doctoral program for business professionals. Combining academic research with practical relevance. Exemplary collaboration between European university institutions. Starting in the fall of 2017.



Unfortunately, modern doctoral education and high-level research very often automatically imply the lack of practical relevance. However, such a trade-off does not have to be necessarily accepted, which is proven by the foundation of a high-level, four-year part-time Executive PhD program for business professionals that will be launched in Innsbruck in the fall of 2017.

The international doctoral program is presently in the process of accreditation in Austria and will be jointly offered by the [University of Antwerp](#) (UAntwerpen, Belgium), the [Antwerp Management School](#) (AMS, Belgium) and the [Management Center Innsbruck](#) (MCI, Austria).

The program provides the perfect fit for business professionals and senior executives who want to apply state-of-the-art research knowledge and

academic skills to contemporary business problems in their industry or at their workplace.

The program will be delivered at the campuses of Antwerp Management School and Management Center Innsbruck. It offers a premium executive development track designed to be academically rigorous and intellectually inspiring, closing the gap between traditional PhD and professional DBA programs.

Andreas Altmann, MCI Rector is proud of this top-notch collaboration: *"The Executive PhD Program is an important step in the evolution of MCI. Together with our international partners we will mentor business professionals and senior managers with academic ambitions to achieve their career goals. We are looking forward to guiding the participants of the Executive PhD Program through the process of reaching the next level of academic qualification. This Executive PhD Program will support the PhD Students' career, will provide benefits to their companies and will create impacts on the economy and society we live in."*

*Information and Counseling:*

Sebastian Engels, BA

+43 512 2070 - 2121

[sebastian.engels@mci.edu](mailto:sebastian.engels@mci.edu)

*Detailed Information:*

[www.mci.edu/executivephd](http://www.mci.edu/executivephd)

Management Center Innsbruck





## Othman Yeop Abdullah Graduate School of Business, Malaysia: Research Update, on Media and Youth Participation in the Decision-Making Process



As more young people use the new social media, it is necessary to explore to what extent they exploit the new technology to participate in nation-building. This study of young people is crucially important since those aged between 15 and 25 make up half of the world's population. The UN data in 2012 showed that this age group, and particularly its marginalized elements, is jobless, under-employed and excluded from social and economic opportunities. Although it is a significant group, it was observed that its participation in the political process and civic engagement is still quite low, and various calls have been made to support and engage the youth in nation building.

With the advent of the Internet, new forms of media exist that revolutionize the way that we connect with each other, creating a new public sphere for public deliberation. The new media, in particular, has changed the landscape for citizens to exercise their rights and strengthened civil society movements in transforming public opinion. The media have the responsibility for ensuring that the youth are protected as well as informed both intellectually and emotionally so that they can become good world citizens of tomorrow.

A group of researchers from the Othman Yeop Abdullah Graduate School of Business and other departments of Universiti Utara Malaysia looked at the role of social media tools, such as WhatsApp, Facebook, Google+, etc., in facilitating youth participation in Malaysia's social, economic and political agendas. In a multiracial country like Malaysia, social harmony is the bedrock of national progress and development. The new media could be influential in educating youths to become agents that promote social harmony.

A study involving 1,029 randomly selected youth throughout the country asked a range of questions on media use, engagement in social, economic and political processes, the influence of socio-economic and geographic factors on the usage of media, and the perception of

the role and impact of social media on youth engagement in social, economic, and political processes.

The study found that when participants use social media they play an observer or follower role more often than a contributor or entrepreneur role. However, they seemed to be keen on searching for information or discussing issues in the media related to social problems, crime issues, career and employment, national education system, cost of living, and freedom of the press, suggesting that they were interested in taking part in the decision-making process. Indeed, they seemed to believe strongly that the government needs to consider their take on certain issues communicated in the new media before any decision in the development of the country is made.

## Proof of the High Quality of the RTU FEEM and RBS Master's Programs

For the fourth time, the Master's programs of the Faculty of Engineering and Management at Riga Technical University (RTU FEEM) and Riga Business School (RBS) have gained outstanding evaluation in the international Master's program rating Eduniversal Best Masters Ranking 2017 ([www.best-masters.com](http://www.best-masters.com)) in all the represented categories. The number of RTU FEEM Master's programs included in the "rating has risen and the results confirm the high quality of the RTU FEEM and RBS Master's programs and their international competitiveness in various fields.



Two RTU FEEM Master's professional programs have been included among the 50 best university and business school programs in the world:

- Administration of Customs and Taxes is ranked 35th in the field of tax administration. Total Quality Management is ranked 39th in the field of business intelligence, knowledge, and safety management.

Two RTU FEEM Master's professional study programs are included among the 100 best university and business school programs in the world:

- Civil Construction and Real Estate Management is ranked 34th in the field of real estate management.
- Innovations and Entrepreneurship is ranked 58th in the field of entrepreneurship.

Three RTU FEEM Master's study programs are included among the 200 best university and business school programs in the Eastern European region:

- The academic program Economics is ranked seventh among the 10 best in the field of economics;

- The academic program Business Finance is ranked fifth among the 20 best in the field of finance;
- The professional program Organization and Management of International Economic Relations is ranked seventh among the 20 best in the field of international management.

The RBS Master's professional study program Entrepreneurship and Management is included in three elements of the rankings in the Eastern European region:

- In Professional MBA in Marketing, it is ranked 15th among the 20 best in the field of marketing.
- In Professional MBA, it is ranked 11th among the 25 best.
- In Executive MBA it is ranked 14th among the 25 best.

Eduniversal is a ranking and rating business by the French rating agency and consulting company SMBG. It is an organization that specializes in higher education and vocational orientation. Every year, it assesses 1,000 best universities and business schools of 154 countries in nine geographical regions of the world (Far East Asia, Eastern Europe, Africa, Central Asia, Eurasia and Middle East, Latin America, Oceania, Western Europe and North America). It also assesses Master's programs on a global scale, including 4,000 Master's and MBA programs with specialization in 30 different fields.

Eduniversal aims to create a list of the world's best higher education institutions to help interested parties choose the most appropriate world universities and business schools on the basis of recommendations from recognized educational experts. Besides, Eduniversal promotes international mobility of students and academic staff.

## 2017 PhD Student Recruitment at Warsaw School of Economics

The recruitment process for the doctoral program at SGH Warsaw School of Economics in the upcoming academic year will start this June.

The four-year part-time program offers doctoral students the opportunity to obtain a PhD degree in economics, finance or management. Lectures and seminars take place on Saturdays and Sundays, approximately twice a month. They are taught in English. More information about the program can be found at: <http://kolegia.sgh.waw.pl/en/KGS/offer/Pages/default.aspx>.

SGH Warsaw School of Economics is a leading business university in Poland and its academics are strongly involved in shaping the country's economic profile. We believe that our program will be of interest to candidates from universities all over the world who want to share with us their passion for research.

### International Cooperation and Competitiveness Conference at SGH Warsaw School of Economics this June

The World Economy Research Institute at the Warsaw School of Economics (SGH) is organizing its 12th Annual Conference "International Cooperation and Competitiveness" on 23 June, 2017 (Friday) in Warsaw, Poland. The rationale for this year's conference comes from the observation that in today's globalizing world, more than ever before, national economies do not act in isolation, but are interconnected by different forms of international cooperation, including international trade, foreign direct investment (FDI), international technology transfer or migration. The openness to international cooperation, together with the ability to take a favorable position within the changing international division of labor seem to be the crucial factors determining international competitiveness of national and regional economies. Therefore, the following question arises: How do different forms of international cooperation help to build a competitive advantage in the world economy today? The World Economy

Research Institute's 12th Annual Conference on competitiveness will seek to answer this question. Hence, the specific aims of the conference are:

- to present the results of research on the competitive position of selected economies, taking into account changes in the level of their internationalization
- to discuss the importance of the internationalization of economies for their level of innovativeness
- to discuss the role of international cooperation (international trade, foreign direct investment (FDI), international technology transfer, migration) in shaping the international competitiveness of the economy,
- to discuss the role of internationalization of clusters in increasing the competitiveness of regional and national economies,
- to share theoretical, empirical, and policy research results on various issues related to competitiveness, innovation and international economics,
- to discuss the implications of research findings for policy design and to formulate recommendations for Polish and EU economic policies, in particular international economic cooperation policy and innovation policy.

*The conference is free of charge and will be held in English. Registration will be open until 5 June, 2017. More information about the conference and a registration form are available on the conference website: [www.sgh.waw.pl/weri-conference-2017](http://www.sgh.waw.pl/weri-conference-2017)*

## SBS Swiss Business School



SBS student at FIFA

### MINT Forum 2017

Students in the third year of the SBS Swiss Business School's BBA program successfully organized the 2017 MINT Forum with speakers from Mexico, Indonesia, Nigeria, and Turkey. The topic of this year's forum was Political Changes in the MINT Countries, with the speakers describing the current situation in their respective, developing countries and discussing the challenges which these countries face, as well as the opportunities and potential for progress. Dr. Wolfs, our Academic Dean gave the keynote address and the closing remarks. For the first time ever, this forum was broadcast through SBS Swiss Business School's social media channels to a global audience.

After the informative and entertaining presentations, guests and participants were invited to enjoy an apero that was also prepared by the students. Here, speakers were able to engage in conversations with groups of students and answer further questions about their countries and learn more about these exciting developing economies and the promise that the future holds.

We would like to thank Mr. Rodrigo Aguilar Strecke, Mr. Jesse Ng, Mr. Francis Edo-Osagie and Ms. Pinar Altazli for their participation and for sharing their knowledge in this forum. We would like to thank the third-year students of SBS Swiss Business School for organizing and executing a wonderful forum and congratulate them on their success.

MINT Forum 2017



### HR Workshop: CV Writing and Hiring Trends in Switzerland

SBS Swiss Business School welcomed back Ms. Dragana Atanasov for another insightful and informative presentation on CV Writing for employment in Switzerland, and covered hiring trends in German-speaking Switzerland. After the presentation, students had the opportunity to present their own CV's and receive personalized feedback and suggestions from Ms. Atanasov on how to demonstrate their individual talent, as well as the value of their education at SBS Swiss Business School.

Ms. Atanasov, who graduated from SBS Swiss Business School in 2015 with an MSc in International Business, is now a Manager at Nicoll Curtin in Zurich, Switzerland.

### FIFA Company Visit

The Undergraduate (BBA) and Graduate (MSc) students at SBS Swiss Business School participated in another wonderful company visit to FIFA, the home of the World Cup and the international governing body of international football. During the visit, students had the opportunity to attend a short lecture and discussion, and ask questions about the business side of the organization as well as learn many interesting facts about FIFA.

We are very thankful to FIFA for inviting us back for a visit and the students enjoyed themselves immensely.

# University of Georgia Hosts Cybersecurity Festival

On 19 May, the University of Georgia hosted a cybersecurity festival. The event was held for the first time. It was organized by the NGO Internet Development Initiative. The participants were students of institutions of higher education, including public and private schools. The main goal of the event was to increase student awareness about cybercrime. All aspects of cyber security were discussed, including strategy, policy, new challenges and development, legal aspects, cybercrime, protection of personal data in virtual space, cyber security, and business.

The speakers of the festival were the former head of the Cyber Security Bureau of the Ministry of Defense, the vice-president of the Atlantic Council, a former advisor to the Georgian State Security and Crisis Governance Council, a manager of the Data Exchange Agency of the Ministry of Justice of Georgia, a representative of the Office of Personal Data Protection and others.

There was a video conference with the United States, with a Global Cyber Alliance representative, who shared his experience with the participants.

The festival also featured an interesting presentation about post-quantum cryptography. Students were able to get acquainted with the innovations and challenges in this regard. The presentation will give them a good opportunity to make the right choice for the future profession, which will promote the development of the sector by producing specialists.

As the first run of this festival was successful, it is going to be held annually. Seminars and discussions will also be held in the framework of the festival. Local and foreign experts will publish articles in scientific journals on internet technologies.

## New Project - "Technology Transfer Center"

On 15 March, the University of Georgia hosted a presentation of a new project - "Technology Transfer Center".

The meeting was attended by representatives of the government and the business sector, as well as scientists from various research institutions.

The main goals of the University of Georgia Technology Transfer Center are:

- To support the development of the private sector through research and technological innovation.
- To create a database of beginner-level or experienced researchers and scientists who have made scientific discoveries, so that they can be commercialized.
- To boost cooperation between project beneficiaries and the business sector.
- To stimulate the private sector, provide training and increase awareness of existing innovations, so that the private sector realizes, that interaction with scientific research institutions and scientists boosts competitiveness and makes for better positioning on the global market.
- To create a database of the existing scientific infrastructure in the country and create a respective roadmap which will help with the execution of various projects at a later stage.
- To initiate start-ups by supporting the transformation of ideas and innovations into a product and organizing meetings between the private sector and beneficiaries whose ideas have potential for commercialization.
- To strengthen the Technology Transfer Center program based on open innovation principles by actively studying business needs and providing contact with scientists



## Lithuania VGTU's Breakthrough in the QS World University Rankings by Subject

The results of *QS World University Rankings by Subject 2017* were announced in March. This ranking evaluates and compares universities by subjects and subject areas. This year only three Lithuanian universities are ranked.

The Lithuanian universities have been evaluated in six subject areas, and only VGTU has been ranked in four of them. Similar to its showing last year, VGTU ranks between 101th and 150th in the Engineering – Civil and Structural subject group, and is the only university in the Baltic States in such a high position in the area of Civil Engineering sciences. In the subject of Architecture / Built Environment, VGTU also stands between 101th and 150th place. In addition to this, the university is also ranked in Business and Management Studies (201th-250th place), and in Economics and Econometrics (301th–350th place). These results are the best in Lithuania. *QS World University Rankings by Subject 2017* feature a record 46 subjects. VGTU has been evaluated in 20 subjects, and in 10 of them ranks the highest in Lithuania.

“For a long time, VGTU has been known as a leading university in the subjects of Civil and Structural Engineering and Architecture / Built Environment, but this year’s breakthrough in social sciences is another big achievement for VGTU. We follow global trends and believe that a technical university must be excellent not only in technologies, but in social sciences as well. Social sciences at

VGTU are also based on technologies. This makes VGTU a unique institution, and it was evaluated positively in this international ranking”, says VGTU Rector Prof. Alfonsas Daniūnas.

To compile the *QS World University Rankings by Subject 2017* a total of 46 subject areas were evaluated. The screening process covered 4,438 universities, and only 1,117 higher education institutions have been ranked. The criteria for evaluation covered reputation among academics, reputation among employers, and citations. Unlike other rankings, this one does not take into account data provided by universities. Only external data sources and scientific publication databases are used.

*VGTU rector Prof. Alfonsas Daniunas*



## CEIBS, China Reveals Its Local and International Impact

The China Europe International Business School (CEIBS) has a significant impact in Shanghai, where its main campus is located, and its influence extends well beyond China, according to a recent Business School Impact System's report. CEIBS is the first Chinese business school whose influence has been evaluated by the EFMD Global Network's Business School Impact System

*"It is important to keep in mind that the strategy of CEIBS is a global strategy and that the international development of its other campuses has an impact on Shanghai and China in terms of knowledge transfer and international training of Chinese managers",* notes the report.

The BSIS assessed seven broad areas where CEIBS' influence can be seen in Shanghai: financial, educational, business development, intellectual, regional, societal, and image. In terms of financial impact, the BSIS estimates that CEIBS contributes more than two billion yuans per year to the Shanghai economy and could increase that amount by more than 200 million yuans if it increased the number of students by 10 percent.

The report also highlighted the roles CEIBS plays in providing a world-class education in its capacity of an international business school headquartered in China. "CEIBS is a major provider of high-level executive education (of senior managers and CEOs)", notes the report.

In assessing the impact that CEIBS has had on business development in Shanghai, the BSIS looked at the number of new businesses created,

as well as how students and faculty support existing enterprises. It found that "CEIBS has a very significant impact on the economy of the Shanghai region thanks to the resources brought through internships, consulting missions by students and professors and, above all, through the dynamism of the entrepreneurial ecosystem created by the School". It estimates CEIBS' financial impact in terms of business development in Shanghai at around 9.5 million yuans. Moreover, almost 400 of the school's foreign alumni work in the city.

The school was also lauded for its intellectual impact as well as for how it has become an integral part of life within the Jinqiao community, and Shanghai as a whole. The report highlights the school's good relationships with the main private and public sector players (both Chinese and international), and its role in training faculty from other Chinese universities.

Finally, the BSIS report looked at CEIBS' image within Shanghai, across China, and internationally. Its findings highlighted the role CEIBS plays in making Shanghai an even more attractive place to live and work.

*"We would like to congratulate CEIBS warmly for having undergone the BSIS assessment process and being awarded the BSIS label, which is a sign of international appreciation for the schools who consider their impact as vital. CEIBS is a striking example of the huge impact that a business school specializing in executive education can have on a global market",* said Michel Kalika, who, together with Gordon Shenton, is one of the two co-directors of BSIS.



## FORTHCOMING CEEMAN EVENTS

### ■ 25th CEEMAN Annual Conference

20-22 September 2017  
Hangzhou, China

### ■ Poster session “Rethinking Entrepreneurship: Challenges for Management Education in Rising Economies”

20 September 2017  
Hangzhou, China

### ■ PMS – Program Management Seminar

April 2018  
Bled, Slovenia



Prešernova 33  
4260 Bled  
Slovenia  
t +386 4 57 92 505  
f +386 4 57 92 501  
info@ceeman.org  
www.ceeman.org



#### **Edition 84**

Editorial board:  
Michael Minkov,  
Maja Medja Vidic,  
Maja Cestnik  
Published by: CEEMAN  
ISSN: 1025-4927