



CEEMAN

Rethinking
Entrepreneurship:
Challenges for
Management Education
in Rising Economies

25th

CEEMAN

Annual

Conference

20-22 September 2017

Hangzhou, China

Venue: The Dragon hotel

Diamond Ballroom, 3rd Floor, Tower 6

Conference Program

Hosted by



浙江大学 管理学院

SCHOOL OF MANAGEMENT
ZHEJIANG UNIVERSITY

Wednesday, September 20

- 8:30 Registration open
- 9:00 Departure from hotel for company visits
- 10:00 – 14:00 **Company visits and meetings with entrepreneurs**
- **Alibaba**
 - **Geely**
 - **Wensli**
- 16:00 – 19:00 **Poster session for faculty and researchers** on the conference topic
- **Zoltan Buzády**, Associate Professor of Management, CEU Business School, Central European University, Hungary
- 19:00 – 21:00 **Welcome reception at the hotel**

Thursday, September 21

- 8:30 Registration and exhibition area open / **Individual Dean-2-Dean meetings**
- 9:30 – 10:00 Welcome coffee
- 10:00 – 11:15 **2017 CEEMAN Annual Conference Opening**
- Welcome and introduction by the conference chairperson:
WU Xiaobo, Professor and Former Dean, School of Management, Zhejiang University, China
- Welcome address by **GUO Huawei**, Director-General, Department of Education, Zhejiang Province, China
- Welcome address by **HAN Jie**, Vice Director-General, Department of Commerce, Zhejiang Province, China
- Welcome address by **SONG Yonghua**, Executive Vice-President, Zhejiang University, China
- Welcome address by **WEI Jiang**, Dean of School of Management, Zhejiang University, China
- Welcome words by **Danica Purg**, CEEMAN President, Slovenia
- 11:15 – 12:30 **Keynote address**
- Keynote from management education**
- **Dipak C. Jain**, Former Director, Sasin Graduate Institute of Business Administration of Chulalongkorn University, Thailand
- Keynote from business**
- **SONG Juntao**, CEO Assistant, Alibaba Group, China

12:30 – 13:30 Lunch (Diamond Ballroom 4+5)

13:30 – 15:00 **Entrepreneurship development in China – issues and opportunities**

Moderator: **CHEN Ling**, Professor for Family Business and Business History, School of Management, Zhejiang University, China

- **HUANG Wei**, Dean, School of Management at Xi'an Jiaotong University, China
- **GE Jianxin**, Party Secretary, Business School, Central University of Finance and Economics, China
- **JIANG Wanjun**, Dean, Xi'an Campus of Guanghua School of Management at Peking University, China
- **SHEN Kunrong**, Dean, School of Business at Nanjing University, China
- **WANG Zongjun**, Dean, School of Management at Huazhong University of Science & Technology, China
- **ZHAO Lindu**, Dean, School of Economics & Management, Southeast University, China

Q&A, participants sharing their experience

15:00 – 15:30 Coffee break

15:30 – 17:00 **Entrepreneurship development around the world**

Moderator: **Vladimir Nanuť**, Dean of MIB Trieste School of Management and President of ASFOR

- **Antonio Freitas**, Provost, Fundação Getulio Vargas, Brazil
- **WU Xiaobo**, Professor and Former Dean, School of Management, Zhejiang University, China
- **Toomas Danneberg**, Vice-Rector for International Relations, Estonian Business School, Estonia
- **Sergey Myasoedov**, Vice-Rector of the Academy of the Russian President, Dean of IBS-Moscow, President of the Russian Association of Business Education (RABE), Russia
- **Andreas Antonopoulos**, Rector of University of New York in Prague, Czech Republic

Q&A, participants sharing their experience

17:15 – 18:00 **Recognition of excellence and relevance in management education-CEEMAN IQA Accreditation**

- **Alenka Braček Lalić**, Director, CEEMAN IQA, Slovenia
- **Derek Abell**, Professor Emeritus at ESMT-European School of Management and Technology, CEEMAN IQA Accreditation Committee President, Germany

18:00 – 20:00 Dinner at the hotel (Diamond Ballroom 4+5)

Chinese cultural experience

Friday, September 22

- 9:00 Registration and exhibition area open, welcome coffee
- 9:00 - 9:30 **Bonus session: Assessing Management Development Needs** - Insights from CEEMAN Research; followed by short comments from Chinese participant
- **Alenka Braček Lalić**, Director, CEEMAN IQA, Slovenia
- 9:30 - 11:00 Opening Session of Second Conference Day
- Entrepreneurship development seen from the entrepreneur's side; matching the perspectives**
- Moderator: **Derek Abell**, Professor Emeritus at ESMT-European School of Management and Technology, CEEMAN IQA Accreditation Committee President, Germany
- Panel with entrepreneurs and deans from different continents:
- **Janez Škrabec**, President, Riko d.o.o., Slovenia
 - **CHEN Zongnian**, Chairman, Hikvision, China
 - **Assylbek Kozhakhmetov**, President, AlmaU, Kazakhstan
 - **Irina Sennikova**, Rector of RISEBA University of Business, Arts and Technology, Latvia
- Q&A, participants sharing their experience
- 11:00 – 11:30 Coffee break
- 11:30 – 12:30 **Perspectives on entrepreneurship by multinational company**
- Keynote 1: **Iztok Seljak**, President, Hidria, Slovenia
 - Keynote 2: **TU Hongyan**, Chairman, Wensli Group Co.,Ltd
- Q&A, participants sharing their experience
- 12:30 – 13:30 Lunch (Diamond Ballroom 4+5)
- 13:30 – 13:50 **Hoping for Relevance but Rewarding Productivity: A Vision of Responsible Research in Business and Management** video address by **Peter McKiernan**, Professor of Management, University of Strathclyde, UK
- 13:50 – 15:15 **Participants mapping entrepreneurship development strategies for business schools** (world café format)
- Facilitation **Drikus Kriek**, CEEMAN Interim Director, Vice Dean for Pedagogy at IEDC-Bled School of Management, South Africa
- 15:15 – 15:30 Conclusion by **ZHOU Weihua**, Associate Dean, School of Management, Zhejiang University, China
- 15:30 – 16:00 Coffee break
- 15:45 – 16:00 **Bonus session: A high quality assessment for emerging management education systems** by Graduate Management Admission Council (GMAC)

16:00 – 17:30 **CEEMAN Annual Meeting and Awards Ceremony**

19:00 – 22:00 Gala dinner at Hangzhou The New Hotel

Saturday, September 23

10:00 – 15:00 Sightseeing and ZJU campus tour

Departures

