

## **26<sup>th</sup> CEEMAN Annual Conference** **Redefining Management Education: Excellence and Relevance**

19-21 September 2018  
Prague, Czech Republic

*Hosted by the University of New York in Prague*

*Venue: Vienna House Diplomat Prague Hotel*

### **Agenda**

#### **Wednesday, 19 September**

##### **Pre-conference events:**

- 10:00 – 12:00 **Peregrine Academic Services Workshop on Accreditation and Learning Outcomes**  
**Paul Mallette**, Director of European Operations, Peregrine Academic Services
- 13:00 – 14:00 **Session on Hidden Champions in CEE**  
latest update and insights from international research consortium  
**Alenka Braček Lalić**, CEEMAN IQA Director and CEEMAN Hidden Champions leading researcher, Slovenia  
**Xiaobo Wu**, CEEMAN Vice-President for China and former Dean of School of Management, Zhejiang University, China
- 14:00 – 17:00 **Individual Dean2Dean advisory meetings**
- 16:00 – 19:00 CEEMAN Board Meeting (internal)
- 17:00 – 19:00 **Poster session** for faculty and researchers
- 19:00 – 20:30 **Welcome drink** at the hotel

#### **Thursday, 20 September**

- 9:30 – 13:00 Pre-conference workshop – company visits**
- 13:30 – 15:00 Lunch at the hotel, exhibition area open
- 14:00 – 14:45 *Press-conference (internal)*

## Thursday, 20 September

### 26<sup>th</sup> CEEMAN Annual Conference opening

- 15:00 – 15:15 Welcome words  
**Danica Purg**, CEEMAN President  
**Andreas Antonopoulos**, UNYP Rector, Conference Chair  
**Jindřich Fryč**, State Secretary at the Ministry of Education, Youth and Sport of the Czech Republic
- 15:15 – 15:30 **Science, Research, Information and Industry/Business: Just a Parallelism or a Real Entwining..?**  
Keynote by **Jan Fischer**, Former Prime Minister of the Czech Republic and former Vice-President of EBRD, Czech Republic
- 15:30 – 16:10 **Management Education and the Dark Side of Efficiency**  
Keynote by **Roger Martin**, Former Dean of Rotman Business School, No 1 management thinker in 2017 by Thinkers50, Canada
- 16:10 – 16:50 **Q&A and discussion with Roger Martin**
- 16:50 – 17:15 Coffee, exhibition
- 17:15 – 18:30 **Business Panel: What Do Companies Really Need?**  
Moderator: **Gazmend Haxhia**, CEEMAN Vice-President for Corporate Relations and President of A.S.G. Group, Albania
- **Gregor Pilgram**, CFO and Member of the Board, Generali, Czech Republic
  - **Blake Wittman**, Director for Europe at GoodGroup and Business Advisory Board member at UNYP, Czech Republic
  - **Karel Havlíček**, Founder and Chairman of the Association of Small and Medium-Sized Enterprises and Crafts, Vice-Chairman of the Government Council for Research, Development and Innovation, Czech Republic
- 18:30 – 19:00 **Changing the Course of Management Education**  
Presentation of CEEMAN Manifesto  
**Danica Purg and Derek Abell**
- 19:15 Departure for dinner
- 19:30 – 22:00 Dinner at Kolkovna Celnice (an Original Pilsner Restaurant)

## Friday, 21 September

**9:00 – 9:45** Info session on **CEEMAN IQA-International Quality Accreditation**  
**Alenka Braček Lalić**, CEEMAN IQA Director  
**IQA Committee members** (Derek Abell, Irina Sennikova, Sergey Mordovin)

## 26th CEEMAN Annual Conference (continued)

**10:00 – 10:10** **Introduction to the 2<sup>nd</sup> Conference Day**  
**Danica Purg**, CEEMAN President  
**Andreas Antonopoulos**, UNYP Rector, Conference Chair

**10:10 – 10:30** **Making Relevance More Relevant**  
Keynote by **Johan Roos**, Chief Academic Officer & Professor of General Management and Strategy at Hult International Business School, UK and USA

**10:30 – 11:45** **Panel: Relevance and Excellence in Dynamic Societies**  
Moderator: **Alenka Braček Lalić**, CEEMAN IQA Director and Vice Dean for Research and Co-Director of Executive MBA program at IEDC-Bled School of Management, Slovenia

- Insights from CEEMAN research on Management and Leadership Development Needs in Dynamic Societies
- **Antonio Freitas**, Provost of FGV, Brazil
- **Indira Parikh**, President of Antardisha (Direction from Within), India
- **Piet Naudé**, Dean of the University of Stellenbosch Business School, South Africa
- **Jiang Wei**, Dean of the School of Management, Zhejiang University, China

**11:45 – 12:15** Coffee, exhibition

**12:15 – 13:45** **Panel: Redefining Management Education through Innovations and Innovative Partnerships**  
Moderator: **Peter McKiernan**, Professor of Management at the University of Strathclyde, United Kingdom

- **Lisa Fröhlich**, President of CBS Cologne Business School GmbH, European University of Applied Sciences, Germany
- **Kostas Axaroglou**, Dean of ALBA Graduate Business School at the American College of Greece
- **Slavica Singer**, UNESCO Chair in Entrepreneurship at J.J. Strossmayer University Osijek, Croatia
- **Steven DeKrey**, Chairman of the Academic Council at Moscow School of Management SKOLKOVO, Russia and Associate Dean of the Business School at The Hong Kong University of Science and Technology, Hong Kong

**Roundtable discussions** and brief reports from groups (20+10 min)

**13:45 – 14:30** Lunch

- 14:30 – 15:50 **CEEMAN Annual Meeting**
- **Report on past and upcoming activities**
  - **Awards ceremony**
    - new members
    - IQA accreditations
    - 24th Case Writing Competition in cooperation with Emerald Group Publishing
    - 2018 CEEMAN Champion Awards
- 15:50 – 16:10 Coffee, exhibition
- 16:10 – 17:10 **World café: Envisioning the future of management education together**  
Moderator: **Virginijus Kundrotas**. CEEMAN Vice-President for Northern Europe, President of BMDA-Baltic Management Development Association, Lithuania and Dean of Adizes Graduate School, USA
- 17:10 – 17:40 **Presenting the common vision on management education**
- 17:40 – 18:00 **Reflections on the Conference by Francisca Beer**, Associate Dean at California State University, San Bernardino, USA and **Astrid Sheil**, Professor of Communication Studies at California State University, San Bernardino, USA  
**Conclusions by the Conference Chair Andreas Antonopoulos**, UNYP Rector
- 18:45 Departure for the Gala dinner
- 19:30 – 23:00 **Gala dinner and 25<sup>th</sup> CEEMAN Anniversary Celebration**  
**St. Agnes Convent**

## **Saturday, 22 September**

- 10:00 - 14:00 **Guided tour of Prague** (departure from the hotel)
- 10:00 – Departure from Diplomat
  - 10:30 – 11:30 Historical tram ride
  - 11:30 – 12:30 Prague Castle tour
  - 12:30 – 14:00 Free time in Prague center
  - 14:00 – Departure by bus back to the hotel