

Press Release

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CEEMAN Releases the Manifesto: A Call to Action to Redefine Global Management Education

Prague, 19 September, 2018 - Today, CEEMAN, the International Association for Management Development in Dynamic Societies, will release [*the Manifesto: Changing the Course of Management Development: Combining Excellence with Relevance*](#) at its 26th Annual Conference at the Vienna Diplomat Hotel, hosted by the University of New York in Prague.

CEEMAN President **Dr. Danica Purg** and Manifesto author and CEEMAN founding Board Member **Dr. Derek Abell** will release the Manifesto at 18:30 to its audience of 150 CEEMAN members representing 35 management development institutions on five continents.

“The Manifesto is much more than a document, it is the start of a movement for our CEEMAN members to change the future for management education institutions in dynamic societies,” said Danica Purg, CEEMAN President. The Manifesto urges its member institutions to re-balance relevance with excellence in management education by equally valuing teaching and research that is:

- Relevant to managerial practice
- Relevant to the needs of participants in the markets that individual institutions serve
- Up-to-date, or anticipatory with respect to upcoming challenges

The Manifesto is signed by all CEEMAN board members and will be circulated widely.

CEEMAN was established in 1993 to accelerate the growth and quality of management education in Central and Eastern Europe. CEEMAN has gradually become a global network of over 200 management development institutions 50+ countries involved in economic restructuring and social change in dynamic societies. For more information please contact livija.marco@ceeman.si.

CEEMAN Manifesto: Executive Summary

In management institutions worldwide, powerful formal and informal forces exist which favor:

- Research publications over teaching excellence
- Quantitative deductive research methodologies over more qualitative inductive approaches
- Methodological precision over pertinent substance
- Hyper-specialization in disciplines rather than holistic and integrative approaches
- Theory over practice
- Academic peer recognition over bridge building to the business community

At CEEMAN, we believe that the time has come for a course correction in management education and research that envisions a higher purpose of accelerating dynamic economies. To achieve this bold vision, how we teach and reward scholarship must become more balanced and equitable. This is why we have written the Manifesto and why every member of the board of directors has signed on to the principles.

The Manifesto is neither a return to the founding years of management development, nor is it a continuation of the status quo. Rather, it seeks to reestablish relevance alongside excellence as the way forward. Relevance has three distinct requirements:

- To be relevant to managerial practice
- To be relevant to the needs of participants in the markets that individual institutions serve
- To be up-to-date, or anticipatory with respect to upcoming challenges

With some 230 members representing institutions in CEE, Russia, Central Asia, China, Africa, and Latin America and with participation from some Western European and American institutions, CEEMAN is uniquely placed to lead the global change to a more holistic, relevant, and purposeful vision of management development education.

We hope you will agree as we believe the Manifesto is a *call to action*.

Only a reading of the complete Manifesto will fully illuminate the shortcomings of where management development has landed today, and the full measure of what has to be done by whom, if what amounts to an about-turn from the current course is to succeed.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has.”

--Margaret Mead, Cultural Anthropologist