

**For Immediate Release**

**MEDIA ALERT AND INVITATION**

**What:** Interviews with International Thought Leaders of Management  
**Where:** Vienna Diplomat Hotel  
**When:** Thursday 20 September 2018  
**Time:** 14:00 – 14:45 (open press conference)

**SPECIAL INVITATION FOR THE MEDIA**

(PRAGUE, Czech Republic) — **CEEMAN**, the International Association for Management Development in Dynamic Societies, is celebrating its 25th anniversary during its annual conference at the Vienna Diplomat Hotel, 19 – 21 September with a line-up of thought-provoking and insightful presentations on the relevance of global management development and the future educational challenges ahead.

An open press conference is scheduled from 14:00 until 14:45 on 20 September at the Vienna Diplomat Hotel to address questions to the President of CEEMAN, the Rector of the University of New York in Prague and conference speakers.

Available for interviews before the conference will be some of the world's most prominent management thought leaders and exponents of ***new directions for management development education***, including those listed below.

For more information and to reserve a time for individual interviews at the hotel or Skype interviews before the conference, please contact Livija Marko-Wieser, CEEMAN Conference Associate at +386 4 57 92 507, [livija.marko@ceeman.org](mailto:livija.marko@ceeman.org).

**KEYNOTE SPEAKERS**

**Roger Martin** – former dean of the Rotman School of Management at Toronto University in Canada, and author of 10 books and 15 articles for *Harvard Business Review*, is a renowned thought leader on the future of democratic capitalism. He was recently named the world's #1 management thinker by Thinkers50. His recent work and research focuses on integrative thinking and the role of the corporation in our society. Martin is a regular contributor and blogger for the *Washington Post*, *The Financial Times*, and *Businessweek*. His address, entitled: "Management Education and the Dark Side of Efficiency" is based on his *Harvard Business Review* article, "The Dark Side of Efficient Markets," *HBR*, October 2014. <https://hbr.org/2014/10/the-dark-side-of-efficient-markets>

**Johan Roos** – is a Swedish organizational theorist and the Chief Academic Officer and Professor of General Management and Strategy for Hult International Business School. He is responsible for all academic activities and accreditation across the various global campuses. He has written extensively on strategy, change and innovation. His work is highly integrated with accreditation, academic governance, and quality programming. Under Roos’ direction, Hult International is the first school in America to achieve the “triple crown” in accreditation from AACSB, EQUIS and QAA. His presentation is entitled, “Making relevance more relevant.”

**Danica Purg** – Founding President of CEEMAN and President of the IEDC-Bled School of Management, is a professor of leadership and effective management at the IEDC-Bled School of Management in Slovenia. For her visionary leadership, Purg has received numerous international awards, including “Educator of the Year” from the Academy of International Business, and Certificate of the Lifetime Achievement in the field of CSR, Sustainability, Ethics and Governance. She is a renowned thought-leader on changes needed in management education and accreditation for dynamic societies, and a champion of the arts in management. Purg has authored and co-authored several books and numerous articles on leadership.

**Derek Abell** – Founding President of ESMT European School of Management and Technology (Berlin) and a founding board member of CEEMAN, is the principal author of the ***Manifesto: Changing the Course of Management Development: Combining Excellence with Relevance***. More than two years in the making and based on extensive research, the Manifesto lays out the rationale for a change in direction of management education to restore the balance between teaching and research and to combine that balance with a commitment to excellence and relevance. The 36-page document, which is signed by every board member of CEEMAN, will be introduced in an afternoon ceremony to more than 150 attending deans and directors from schools all over the world on 20 September 2018.

###

*[CEEMAN](#) is the International Association for Management Development in Dynamic Societies. Established in 1993 with the aim of accelerating the growth of quality in management development in Central and Eastern Europe. The association has grown to become a global network of leading management schools with more than 230 member institutions in 55 countries.*

*[University of New York in Prague \(UNYP\)](#), the largest and leading English language higher education institution in the Czech Republic, and is co-organizer and host of the 26<sup>th</sup> CEEMAN Annual Conference.*

For more information about University of NY in Prague, contact: [marketing@unyp.cz](mailto:marketing@unyp.cz)