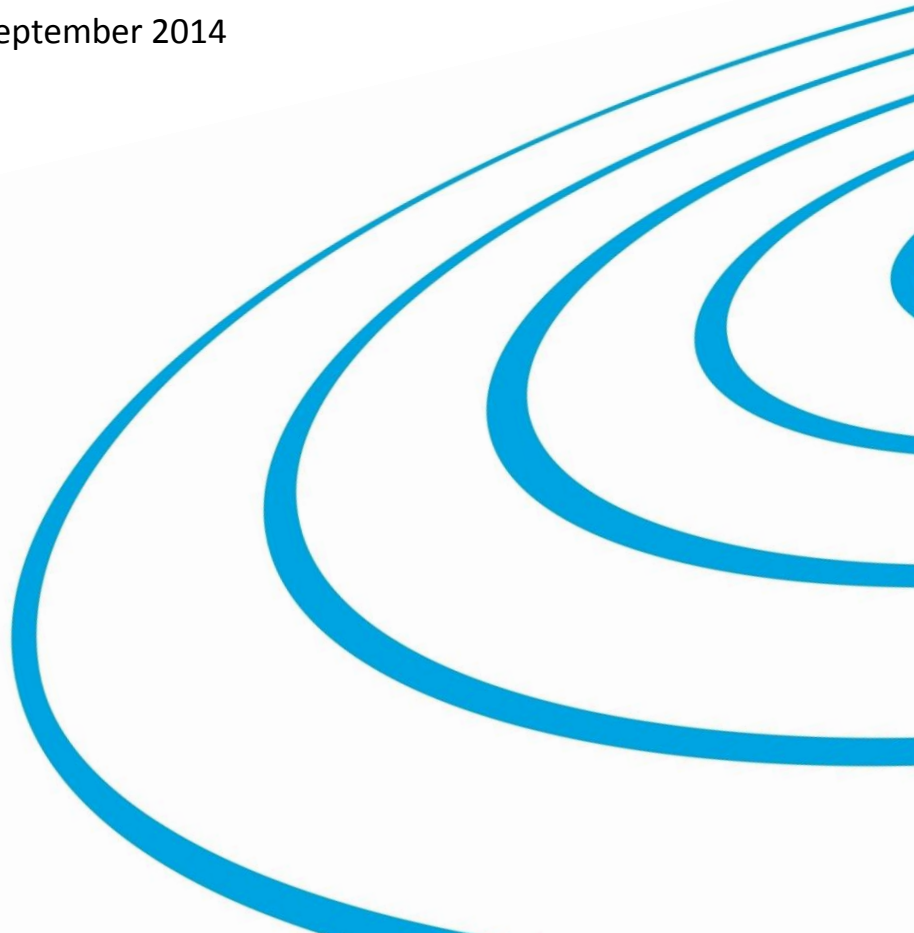


# **CEEMAN in 2013/2014**

Report on CEEMAN activities  
and calendar of upcoming events

September 2014



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## 21st CEEMAN Annual Conference

The **21st CEEMAN Annual Conference**, hosted by the IEDC-Bled School of Management and its President Danica Purg, took place in Bled, Slovenia on 26-27 September 2013 in conjunction with the **2013 PRME Summit - 5<sup>th</sup> PRME Annual Assembly**, held on 25-26 September.

The topic of the Conference, “Business Schools as Responsible Change Agents: from Transition towards Transformation”, enabled the 2013 PRME Summit to continue its dialogue on “New Ways of Developing Leaders for the Future We Want: Inspiration, Innovation, Implementation and Impact”, while also focusing on new challenges and opportunities that CEEMAN members and association as a whole are facing 20 years after CEEMAN was established. The two events, which also included the **2013 Challenge:Future Gala**, gathered more than 300 participants from 60 countries from all continents.

In the **CEEMAN Annual Meeting**, held on 25 September, a report on activities in the 2012/2013 academic season and the draft 2014 calendar of events were presented.



An integral part of the series of events was the **20<sup>th</sup> CEEMAN Anniversary celebration**, for which occasion a special book *CEEMAN: 20 Years of Creating History* was published and distributed to CEEMAN members.

The Conference Gala Dinner, held on 27 September, included the **award ceremonies** for the CEEMAN Case Writing Competition, CEEMAN Champion Awards, the CEEMAN Founding Leadership Award to Danica Purg, CEEMAN International Quality Accreditation (IQA) and new members:

- The **19<sup>th</sup> CEEMAN Annual Case Writing Competition**, organized in cooperation with Emerald Group Publishing, attracted 54 cases from 113 authors/co-authors from 65 institutions in 25 countries. From 10 shortlisted cases the CWC Jury declared Rik Paul and Debapratim Purkayastha, India for the winners. They and the two runner-ups (from India, and Lebanon and USA, respectively) have received IMTA scholarships in addition to the prize money sponsored by Emerald.
- The winners of the **2013 CEEMAN Champion Awards** included: Poh Sun Seow and Suay-Peng Wong from SMU, Singapore, in the category of *innovative pedagogy*; George A. Kohlrieser, IMD-Lausanne, Switzerland, in *teaching excellence* category; Miha Škerlavaj and Matej Černe from the Faculty of Economics, University of Ljubljana, Slovenia for *research* category; and Sergey Mordovin, IMISP, Russia in *institutional management* category. No awards were given in responsible management education category for 2013.
- IPM Business School, Belarus, and the Faculty of Finance and Banking, RANEPa, Russia, received **CEEMAN IQA** certificates, while Kozminski University, Poland, ISM University of Management and Economics, Lithuania, KMBS, Ukraine and IEDC-Bled School of Management, Slovenia received the respective re-accreditation certificates.
- **Membership certificates** were delivered to new CEEMAN members who were present at the dinner.

## CEEMAN and PRME



CEEMAN continued its efforts related to the implementation of PRME (Principles for Responsible Management Education). Numerous PRME-related activities of CEEMAN were integrated into the PRME 2013 Annual Report prepared by the PRME Secretariat, which was discussed at the PRME Steering Committee Meeting on 30 January 2014 in Gothenburg, Sweden.

At the occasion CEEMAN President Danica Purg handed over the chair of the Steering Committee to Simon Pickard, Director General of ABIS, while staying in the new “troika” system that consists of the past, current and incoming chair of the PRME Steering Committee. The meeting in Gothenburg acknowledged the PRME Summit in Bled as the highlight of PRME activities in 2013 and expressed thanks to CEEMAN for the great contribution to the overall activities and growth of PRME movement. The meeting also decided to establish a new body – PRME Advisory Committee, whose role will be to provide strategic advice and guidance to the PRME Secretariat and PRME Steering Committee on matters of importance to the PRME community. CEEMAN was invited to propose individuals from its members who are highly committed to PRME, willing and able to advance the mission and Principles of PRME and the Global Compact, acting in a personal, honorary, and unpaid capacity, and is glad that two members come from CEEMAN member schools, both from UK (Aston Business School and Glasgow Caledonian University).

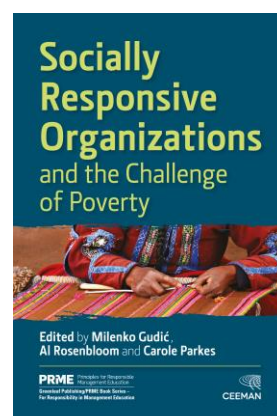
In the first meeting of PRME Champion Group, held on 1-3 July in New York, USA, CEEMAN was represented by six member schools (Hanken School of Economics, Finland; Pforzheim University Business School, Germany; IEDC-Bled School of Management, Slovenia; Sabanci University, Turkey; Aston Business School, and Glasgow Caledonian University, both from UK). The meeting discussed community building among PRME Champions and defining next steps and projects, building links with Global Compact companies and issues/themes (global, local, and bilateral collaboration), and understanding potential contribution of PRME/Higher Education Institutions to the UN Post-2015 Development Agenda.

As an invited endorsing institution of HESI (Higher Education Sustainability Initiative) and a member of the Senior Advisory Board of the Sustainability Literacy project, CEEMAN has actively contributed to its program design and activities that took place since October 2013 aiming at implementing the Sustainability Literacy Test prior to the UNESCO World Conference on Education for Sustainable Development, scheduled for 10-12 November 2014 in Aichi-Nagoya, Japan.

## PRME Working Group (WG) on Poverty as a Challenge for Management Education

CEEMAN continued providing leadership for the PRME Working Group (WG) on Poverty as a Challenge for Management Education, the membership of which grew to include 126 participants from 43 countries around the globe. In the preparation stage of the WG Conference on “Leveraging Innovative and Cross-Country Learning for Poverty Reduction: Climbing the Economic Ladder – Examples from and for Nicaragua”, which was held on 28-30 July at INCAE campus in Managua, PRME Secretariat in collaboration with the WG organized a webinar on 8 May. At the conference in Managua, Milenko Gudić greeted close to 40 participants from 13 countries on behalf of CEEMAN and PRME, moderated two sessions, and presented on the current status and future activities of the WG.

He also introduced the book *Socially Responsive Organizations and the Challenge of Poverty* in a special book launch ceremony on 28 July. The book, published in July, is the first in the series of two books on WHY and HOW to integrate poverty-related issues into management education that



Greenleaf is publishing in cooperation with CEEMAN and PRME. Milenko Gudić took part also in the book promotion event which Greenleaf hosted on 3 August at the Academy of Management 2014 Annual Meeting in Philadelphia, USA.

For the book *21<sup>st</sup> Century Management Education: The Challenge of Poverty* the abstract review was accomplished in April and first draft book chapters are due on 15 October. The book will be published in autumn 2015 and officially launched and promoted at the 4<sup>th</sup> PRME Global Forum in New York (September 2015) and the WG Conference on “Fighting Poverty through Management Education to Promote Growth, Health, Employment” that ASFOR, CEEMAN, Bocconi SDA and two other Italian business schools will organize on 14-16 October at EXPO 2015 in Milan, Italy.

PRME Anti-poverty Working Group prepared two poverty-related tracks (one on research and the other on teaching) for the first PRME Research Conference to be held on 30-31 October in Chur, Switzerland in conjunction with the PRME Regional Chapter DACH meeting. Supported by CEEMAN and Kozminski University, the Working Group prepared and submitted a track proposal on “Uncertainty, Poverty and Responsible Management Education” for the EURAM 2015 Annual Conference on “Uncertainty as a Great Opportunity”, which Kozminski University will host on 17-20 June in Warsaw, Poland.

## Hidden Champions Conference 2014

The international conference “Hidden Champions in CEE and Turkey – Carving Out a Global Niche”, was organized by CEEMAN in cooperation with WU Vienna Competence Center for Central and Eastern Europe and Institute for the Danube Region and Central Europe (IDM) on 22 May in Vienna, Austria. It brought together close to 70 participants from 16 countries (Australia, Austria, Belarus, Croatia, Czech Republic, Estonia, Hungary, Italy, Luxembourg, Macedonia, Montenegro, Romania, Russia, Serbia, Slovakia, and Slovenia) - business leaders and entrepreneurs, researchers and management experts, as well as representatives of economic institutions.

They discussed main insights from the recently published book *Hidden Champions in CEE and Turkey*; updates and developments by the leaders of selected hidden champion companies; expert opinions on the trends and the potential of the CEE region.





## Program Management Seminar



The 10<sup>th</sup> edition of the Program Management Seminar took place on 23-25 April in Bled, again with several innovations in the program content and delivery. The program, which received high evaluations, was attended by 36 program managers and directors from 24 institutions in 14 countries (Finland, Germany, Hungary, Lithuania, Luxembourg, Netherlands, Poland, Russia, Slovenia, South Africa, Spain, Switzerland, Ukraine and United Kingdom).



36 participants  
24 institutions  
14 countries

*"It is a welcome change to experience tailored learning for program managers. All items on the agenda were beneficial and I will take great deal to my own university."*

## International Management Teachers Academy 2014



IMTA 2014 took place on 8-20 June 2014 in Bled. The program included four disciplinary tracks: Marketing, Leadership and Change Management, Strategic Management, and Business in Society and gathered 39 participants from 29 institutions in a record number of 22 countries from five continents (Bulgaria, Canada, Colombia, Czech Republic, Denmark, Egypt, Estonia, Finland, India, Japan, Kazakhstan, Latvia, Lithuania, Montenegro, Netherlands, Poland, Romania, Russia, Singapore, Slovenia, Tanzania, and Ukraine). Seven institutions from six countries sent their participants for the first time. Among them are also first IMTA participants from Canada, Colombia, Denmark, the Netherlands and Tanzania. The 2014 cohort included also two IMTA alumni (from Japan and Romania) and the winner of the 18<sup>th</sup> CEEMAN Case Writing Competition (from India).

39 participants  
29 institutions  
22 countries

*"Professionally and personally, the last two weeks were absolutely incredible. It was a great pleasure to work with colleagues from different countries and even backgrounds; I was able to explore new horizons for professional development, and to find new friends and colleagues around the world."*



One of the innovations in IMTA 2014 was the first participation of a group of five non-management faculty from McMaster University in Canada, who teach disciplines like music and arts, philosophy, religion and culture, and health sciences. The high program evaluations received by these participants, who attended the first week of the program, were confirmed also by the Dean of McMaster DeGroote Business School at the occasion of his visit to CEEMAN in late June, which indicates that Week 1 of IMTA provides a platform for attracting also non-management faculty and/or developing IMTA-related modules that could go beyond management education.

The first individual donation to **IMTA Foundation** was made in July 2014 and was used to co-fund tuition fees for two IMTA 2014 participants, from Romania and Tanzania.

MIM-Kyiv in cooperation with **IMTA Alumni Association** has organized an international business conference on 18 September 2014 in Kiev, with Ichak Adizes, Arshad Ahmad and Pavlo Sheremeta as speakers, attended by over 300 participants.

### CEEMAN International Quality Accreditation – IQA



During 2014, IQA Director Jim Ellert, supported by Maja Medja Vidic, CEEMAN Head of Operations, has been working with six schools (from Estonia, Kazakhstan, Lithuania, the Netherlands, Russia, and Slovenia) who have submitted applications for accreditation and/or are preparing self-assessment reports; four schools in the process of re-accreditation (from Latvia, Poland, Spain, UK); and 10 new schools (from France, Poland, Russia, South Africa, UK and USA) that have expressed interest in accreditation and consider starting the process.

CEEMAN IQA accredited institutions as of October 2013:

- IPM Business School, Belarus
- J.J. Strossmayer University, Faculty of Economics, Croatia
- Estonian Business School, Estonia
- Caucasus School of Business, Georgia
- Almaty Management University, Kazakhstan
- Riga Business School, Latvia
- RISEBA - Riga International School of Economics and Business Administration, Latvia
- ISM University of Economics and Business, Lithuania
- GFMD - Gdansk Foundation for Management Development, Poland
- Kozminski University, Poland
- Poznan University of Economics, Poland
- SGH Warsaw School of Economics, Poland
- Department of Finance and Banking, The Russian Presidential Academy of National Economy and Public Administration, Russia
- IMISP International Management Institute St. Petersburg, Russia
- IEDC-Bled School of Management, Slovenia
- European University, Spain/Switzerland/Germany
- Salford Business School, UK
- School of Management, St Andrews University, Scotland, UK
- Kyiv Mohyla Business School, Ukraine
- International Management Institute MIM-Kyiv, Ukraine

## 2014 CEEMAN Champion Awards

In January 2014, CEEMAN invited nominations for the 2014 CEEMAN Champion Awards and received 13 submissions for outstanding achievements of individuals associated with CEEMAN in the following four areas:

- teaching (three submissions from Russia, South Africa and Switzerland),
- research (six submissions from Estonia, Kazakhstan, Poland, Switzerland and USA)
- responsible management education (two submissions from Poland and Tanzania)
- institutional management (two submissions from Kazakhstan and Russia).

Among them were also three IMTA alumni, from Estonia, Russia and Tanzania.

The jury consisted of Jim Ellert, Arshad Ahmad, and Milenko Gudić.



## 20th CEEMAN Case Writing Competition

The 20th CEEMAN Case Writing Competition was organized for the eighth consecutive year in cooperation with Emerald Group Publishing Ltd, closely connected to the Emerald Emerging Markets Case Studies collection. This year again a special webinar was held in April (led by an expert representative of Emerald) for those interested to contest.

Emerald is sponsoring a total monetary award of EUR 4,000 and subscriptions for top ten case authors and co-authors, while CEEMAN is providing its faculty development program (IMTA) scholarships for the three winners and covering the hotel for the top three winners to attend the Award ceremony at the CEEMAN Annual Conference Gala dinner. The winners and other selected cases will be published in the Emerald Emerging Markets Case Studies collection, while all cases from the case competition will be available free of charge for CEEMAN members for a trial period of three months.



The 2014 competition received 26 cases from 47 authors/Co-authors from 27 institutions in 13 countries (Albania, Canada, Hungary, India, Indonesia, Kenya, Latvia, Malaysia, Romania, Singapore, Switzerland, United Arab Emirates and Kingdom of Saudi Arabia). Among the authors was also an Albanian alumna from IMTA Case Writing Module, while only one submission came from a CEEMAN member school (CEU, Budapest). Based on the competition criteria, 18 cases from 20 institutions and 11 countries were shortlisted for evaluation by the jury, consisting of Vladimir Nanut, MIB School of Management, Italy; Al Rosenbloom, Dominican University, USA; and Leif Sjoblom, IMD, Switzerland.

## Research

In addition to track proposal developed in cooperation with PRME Anti-poverty Group, CEEMAN in cooperation with Kozminski University prepared another track proposal for EURAM 2015, on “Uncertainty, Leadership and Leadership Development in Dynamically Changing Environments”. Both tracks were accepted and aim to create additional research outlet for CEEMAN members.

In February EQUAL Board approved CEEMAN proposal for a research project on “Assessing Leadership Development Needs in Dynamically Changing Environments”. A Steering Committee, which will guide and coordinate this research project tailored for CEEMAN member institutions and their corporate learning partners, was established, mainly from researchers that were involved in CEEMAN study on management



training needs that was carried out in 1999-2001 in nine CEE countries (Bulgaria, Hungary, Latvia, Lithuania, Poland, Romania, Russia, Slovenia and Ukraine). The first meeting of the Steering Committee is scheduled to take place during the 22<sup>nd</sup> CEEMAN Annual Conference in Budapest, Hungary. The meeting will discuss draft questionnaires for CEOs, HR managers and managers at various levels and departments in the services and manufacturing companies included through CEEMAN member schools involved in the project.

In spring 2014, CEEMAN launched an online survey on *The Use of Technology in Management Education: Insights from CEEMAN Network*. The survey, distributed to 145 CEEMAN member schools from 46 countries, collected 65 responses from 31 countries (Albania, Austria, Belarus, Croatia, Czech Republic, Estonia, France, Georgia, Germany, Greece, Hungary, Italy, Japan, Kazakhstan, Latvia, Malaysia, Poland, Romania, Russia, Serbia, Singapore, Slovenia, South Africa, Spain, Switzerland, Turkey, UK, Ukraine and USA). The results of the survey will be an input into the CEEMAN Deans&Directors Meeting in Budapest and distributed online. An encouraging finding of the survey is a high positive response of CEEMAN members on the question on their interest to attend special programs and events that CEEMAN could organize for learning and sharing on the use of technology in different aspects of management education and institutional management.

## Publications

The book **CEEMAN: 20 Years of Creating History**, written by Phil Mirvis and Arnold Walravens, which describes the development of CEEMAN and its outstanding achievements, was published and distributed to the participants of the 21<sup>st</sup> CEEMAN Annual Conference.

**Proceedings of the 21<sup>st</sup> CEEMAN Annual Conference** were published and distributed to CEEMAN members and conference participants, and are available online on the CEEMAN home page, along with videos and speaker presentations.

The **Proceedings of the 2013 PRME Summit** were published electronically online, along with the video proceedings. These two publications came for the first time in the history of PRME annual assemblies. Another innovation was the video publication of **individual inspirational stories** by PRME 2013 Summit participants, whose submissions were selected through a review process. One of them was also a video case story on IMTA.



All video materials from the 2013 September events in Bled were published on a newly launched **CEEMAN Video Platform**, which provides opportunities for CEEMAN and all its members to publish their video materials in accordance with a special agreement with the VLN LectureHub.

**New brochures** were made for CEEMAN, IMTA, IQA and for the first time also for the Program Management Seminar. The IMTA and IQA brochures were distributed to the participants of the September 2013 events in Bled, while CEEMAN and PMS brochures were printed in January 2014.

The **CEEMAN News** #70 was distributed in December 2013 as the last printed edition. Following the Board's decision to encourage paperless publications, the #71, 72 and 73 issues were published electronically and distributed online in April, June and September 2014, respectively.

The bimonthly **CEEMAN e-newsletter** was sent out in December 2013, February, May, July and September 2014, respectively.

**CEEMAN website** is being further improved to increase immediate visibility of individual programs and activities. It has now been regularly used also for on-line applications for CEEMAN events, programs and activities.

### Partnerships with international publishers

CEEMAN continued its cooperation with Emerald Group Publishing for the 20<sup>th</sup> CEEMAN Case Writing Competition and the 22<sup>nd</sup> CEEMAN Annual Conference, where also Greenleaf Publishing, Pearson Education, and the Case Centre will exhibit.

### CEEMAN in international events

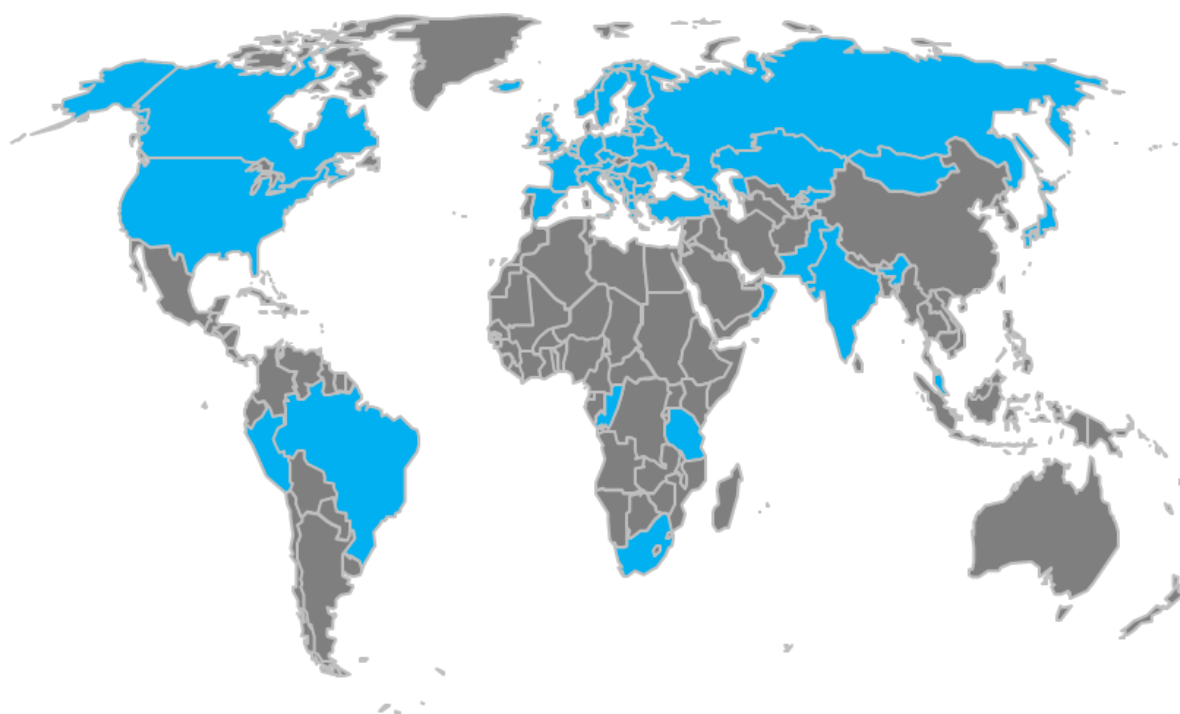
CEEMAN contributed to several events while also using the opportunities for promoting CEEMAN programs and activities and acquisition of new members and/or contacts:

- Danica Purg represented CEEMAN at the 48<sup>th</sup> CLADEA Annual Conference on "Past, Present and Future of Business Education and Research" in Latin America in Global Context, which took place on 22-24 October 2013 in Rio de Janeiro, Brazil at FGV-EBAPE. She also addressed the CLADEA Annual Meeting promoting the idea of a closer collaboration between the two associations.
- Milenko Gudić presented on "Achieving Relevance and Excellence in Business Education: Lessons from CEEMAN" in the international conference on "Entrepreneurship and Business Education in Emerging World", which IAB, Kazakhstan organized in the context of their 25<sup>th</sup> anniversary celebration on 31 October - 1 November 2013. During the events the newly elected president of CAMAN expressed his interest for a closer collaboration with CEEMAN.
- Milenko Gudić presented on "Social Entrepreneurship: Trends and Implications for Management Development" at the International Conference on Socially Responsible Business and Sustainable Development that MIRBIS, Russia hosted on 5 December 2013 in Moscow at the occasion of their 25<sup>th</sup> anniversary celebration.
- Milenko Gudić had an introductory speech at the CEEMAN/RABE/MIRBIS Roundtable on "Achieving Excellence and Relevance in Management Development: Challenges and Opportunities for Business Schools and Management Development Associations", which was held on 10 December at MIRBIS, Moscow, Russia. Summary reflections from the event were sent to RABE President and Director General for the RABE Board Meeting held on 12 December 2013 in Moscow.
- Danica Purg took part in the Gaidar Forum held on 14-15 January 2014 in Moscow, Russia.

- Danica Purg represented CEEMAN at the EFMD Deans and Directors Conference held in Gothenburg, Sweden on 30 January – 1 February 2014.
- On the invitation from the rector of IMC Fachhochschule Krams, Austria Milenko Gudić provided keynote speech on “Can We Teach Ethical and Responsible Behaviour?” at their annual Dies Didacticus faculty event held on 30 January 2014.
- Danica Purg took part in the annual meeting of African Association of Business Schools (AABS Connect), held on 18-21 May in Nairobi, Kenya, where she presented CEEMAN and its activities in the panel on “Advancing Management Education in Africa: Exploring the Role of International Organisations”, as well as discussed ideas for strengthening collaboration with CEEMAN and presented update from PRME at the AABS Board Meeting.
- Irina Sennikova represented CEEMAN and IQA in the BMDA Annual Conference held on 7-9 May in Riga, Latvia, in the panel about international accreditations.
- Milenko Gudić has actively participated in preparation of the international conference on "Leveraging Innovative and Cross-Country Learning for Poverty Reduction: Climbing the Economic Ladder – Examples from and for Nicaragua", co-organized by PRME Anti-poverty Working Group and INCAE on 28-30 July in Managua, Nicaragua, where he also greeted the participants on behalf of CEEMAN and PRME, moderated a session, and participated in the Anti-poverty WG book launch.
- Milenko Gudić presented at the conference on Technology and Entrepreneurship for Sustainable Development in Tivat, Montenegro 2-5 September 2014, on the topic of “Social Entrepreneurship and Management Education”, in the session with Ichak Adizes.
- Danica Purg and Irina Sennikova represented CEEMAN at the 49<sup>th</sup> CLADEA Annual Assembly, held on 3-5 September 2014 in Barcelona, Spain, where Irina Sennikova and Vladimir Nanut (representing ASFOR) talked in the Deans’ panel on International and European associations.

## Membership

Currently, CEEMAN has 222 institutional, corporate, exchange, and individual members in 55 countries around the world.



Since September 2013, CEEMAN has received 11 institutional, one corporate, and one individual membership applications from nine countries (in chronological order):

- College of Commerce and Business Administration, Dhofar University, Oman
- University of Limpopo, Turfloop Graduate School of Leadership, South Africa
- University of Huddersfield, UK
- ISAE – Instituto Superior de Administracao e Economia, Brazil
- EMAS Business School, Russia
- University Tun Abdul Razak, Malaysia
- Geneva Business School, Switzerland
- Moscow Academy of Economics and Law, Russia
- Peregrine Academic Services, USA (corporate member)
- Michael Otieno Nyagol, Jaramogi Odinga University of Science and Technology, Kenya (individual member)
- MCI Management Center Innsbruck – the Entrepreneurial School, Austria
- Institute for Complex Strategic Studies, Russia
- The University of Free State (Business School), South Africa

Several schools have cancelled their membership in CEEMAN (mostly for financial reasons).

## CEEMAN Activities for 2015

### **Program Management Seminar**

**15-17 April 2015**

Bled, Slovenia

### **IMTA 2015 – International Management Teachers Academy**

**7-19 June 2015**

Bled, Slovenia

### **Executive Education Forum**

Date to be decided

Izmir, Turkey

Hosted by Izmir University of Economics

### **10<sup>th</sup> IMTA Alumni Conference**

Host and venue to be decided

### **23<sup>rd</sup> CEEMAN Annual Conference**

**24-26 September 2015**

Almaty, Kazakhstan

Hosted by Almaty Management University

### **21<sup>st</sup> CEEMAN Case Writing Competition in cooperation with Emerald**

*Deadline for submissions: 31 May 2015*

### **CEEMAN Champion Awards**

*Deadline for submissions: 1 July 2015*

## CEEMAN Board



**Danica Purg**  
CEEMAN President  
President of IEDC-Bled School of Management, Slovenia



**Virginijus Kundrotas**  
CEEMAN Vice-President  
Dean of Adizes Graduate School, US,  
President of BMDA - Baltic Management Development Association, Lithuania



**Irina Sennikova**  
CEEMAN Vice-President  
Rector of RISEBA - Riga International School of Economics and Business Administration, Latvia



**Derek Abell**  
Professor Emeritus, ESMT - European School of Management and Technology, Germany



**Witold Bielecki**  
Rector, Kozminski University, Poland



**Vesselin Blagoev**  
Managing Director, International University College, Bulgaria



**Jim Ellert**  
Emeritus Professor and former Associate Dean of Faculty, IMD Lausanne, Switzerland



**Madis Habakuk**  
Chairman of the Board, Estonian Business School, Estonia



**Gazmend Haxhia**  
President, ACMS and A.S.G. Group, Albania



**Sergey Mordovin**  
Rector, IMISP - International Management Institute St Petersburg, Russia



**Sergey Myasoedov**  
Vice-Rector of the Academy of the Russian President, Dean, IBS-Moscow, President of the Russian Association of Business Education (RABE), Russia



**Vladimir Nanut**  
Dean, MIB-School of Management, President of ASFOR - Italian Association for Management Development, Italy



**Ulrik Nehammer**  
Chief Executive Officer, Coca-Cola Erfrischungsgetraenke AG, Germany



**Matej Potokar**  
Senior Director Microsoft Business Solutions Central Eastern Europe, Slovenia



**Chin Tiong Tan**  
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## CEEMAN Team



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## About CEEMAN

### **CEEMAN – International Association for Management Development in Dynamic Societies**

#### *Your Window to Management Development in a World in Transition*

CEEMAN is an international association for management development in dynamic societies, which was established in 1993 with the aim of accelerating the growth and quality of management development in Central and Eastern Europe. Gradually CEEMAN has become a global network of management development institutions working mainly in emerging markets and transition economies. The organization's interests cover the quality of education, research and innovation in these economies, as well as the broad range of subjects related to change and development.

With professional excellence as its aim, CEEMAN fosters the quality of management development and change processes by developing education, research, consulting, information, networking support, and other related services for management development institutions and corporations operating in transitional and dynamically changing environments. Its holistic approach to the phenomena of change and leadership development celebrates innovation, creativity and respect for cultural values.

#### **CEEMAN's objectives are:**

- To improve the quality of management and leadership development in general and in countries undergoing transition and dynamic change in particular
- To provide a network and meeting place for management schools and other management development institutions in order to promote and facilitate cooperation and the exchange of experience
- To provide a platform for dialogue, mutual cooperation and learning between management development institutions and businesses that are operating in the context of transition and dynamic change
- To promote leadership for change, global competitiveness and social responsibility, innovation and creativity, and respect for cultural values
- To represent the interests of its members in other constituencies

#### **The main activities of the association include:**

- International conferences
- Educational programs to strengthen teaching, research, management, and leadership capabilities in management schools
- Case writing support
- International research
- Publishing
- International quality accreditation of business schools

To date, CEEMAN has 222 institutional and individual members from 55 countries in Europe, North America, Latin America, Africa and Asia.

**[www.ceeman.org](http://www.ceeman.org)**