

25
years



CEEMAN *news*



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Reflections on the IMTA Journey: 18 Years of Fostering Management Education for the Future

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A Word from the President of CEEMAN



Dear colleagues and friends,

Winter is over. I wish you a very happy spring and a lovely year ahead.

We are about to host the Program Management Seminar on 18-20 April in Bled with yet another great group of participants from all over the world. Prof. Kai Peters, Pro-Vice Chancellor of Business and Law at Coventry University, UK, will be joining us as lead faculty member for the first time. Applications for the International Management Teachers Academy (IMTA) are actively coming in. The 19th edition of this unique program will take place in June. IMTA remains one of our most important activities. By helping management teachers develop their teaching skills and curricula, the program has a significant impact on the quality of education. I encourage you to read Reflections on the IMTA Journey, featured in this issue of CEEMAN News, to understand better the development and unique value proposition of the program.

Registration is about to open for the 26th CEEMAN Annual Conference in Prague, which we organize in cooperation with the University of New York in Prague. We are very excited that Roger Martin is joining us in Prague to share his views and insights on the conference theme "Redefining Management Education: Excellence and Relevance". Roger Marin is the former dean of Rotman School of Management in Toronto, which is considered one of the most innovative business schools in the world. In 2017 Thinkers50 named Roger Martin the number-one management thinker in the world.

We look forward to running the second edition of the EdTech seminar, focusing on the use of technology in teaching and learning. Following positive feedback from last year's participants, Nikos Mylonopoulos and the EdTech faculty team are preparing an insightful and even more practical program for this October on this important topic.

For November, we have prepared a new highly practical workshop for top leadership teams of management development institutions: "Leading the Way in Management Development". Over three intensive days, each team will be able to

stress-test and fine-tune its institutional strategy with the help of education industry experts on key topics.

Moreover, we continue to support our members in their development as responsible managers and leaders that are capable of tackling the challenges of our increasingly complex and dynamically changing world. In this respect, I am glad to let you know that our international research on Management Development Needs in Dynamically Changing Societies has concluded, and a book is being published by Springer, due to come out of print in May. It will offer new interesting insights for companies and educators.

This year, as we will be celebrating our 25th anniversary throughout the year, we look forward to highlighting even more stories of achievements and aspirations from our network. Please do not hesitate to share them by writing to us directly or through CEEMAN News and the CEEMAN website. Participate in our programs and events, and of course do come to the Annual Conference in Prague where I look forward to meeting you all in September!

With kindest regards,

A handwritten signature in black ink that reads "Danica Purg". The signature is written in a cursive, flowing style.

Danica Purg

Reflections on the IMTA Journey

By Prof. Jim Ellert, Academic Director of CEEMAN IMTA

Edited excerpts from a book chapter published in Phronesis in Business Schools: Reflections on Teaching and Learning (2017), a collection of articles written by IMTA alumni and faculty

Introduction to IMTA

In 2000, CEEMAN launched its first program, the International Management Teachers Academy (IMTA) to provide an affordable and high-quality faculty development program for management institutions in Central and Eastern Europe. In the beginning of this faculty development program, its vision was to “create a new generation of management educators for the new generation of business leaders”.

Today, IMTA’s mission is to enable motivated and high-potential faculty members to improve their skills, approaches, attitudes, and educational materials to contribute more confidently and effectively to the design and delivery of excellent learning experiences in their institutions.

IMTA Faculty Recruitment

To achieve excellence in IMTA’s program design and delivery, CEEMAN has recruited teaching faculty from prestigious management institutions in Western Europe, North America, and Central and Eastern Europe. These faculty members have received many awards for teaching and research excellence and have a collective passion to transfer what they have discovered about effective learning to a new generation of management educators.

The current IMTA faculty teaching team has worked together for several years and is now composed of Professors Arshad Ahmad (McMaster University, Canada), Tony F. Buono (Bentley Alliance for Ethics and Social Responsibility, USA), Jim Ellert (IMD, Switzerland and IEDC-Bled School of Management, Slovenia), JB Kassarian (IMD, Switzerland and Babson College, USA), Krzysztof Obłój (School of Management at Warsaw

University and Kozminski University, Poland), and Joe Pons (President of AXIOMA Marketing Consultants, previously Marketing Professor at IESE, Spain.)

Expansion of IMTA’s Geographic Reach and Diversity of the Participant Mix

During the last 24 years, CEEMAN has significantly expanded its geographic reach. Today, CEEMAN has more than 220 institutional and individual members from 50 countries in all major continents. Paralleling CEEMAN’s geographic expansion, IMTA has educated almost 600 management teachers since 2000. They come from more than 160 institutions in over 50 countries in Western Europe, North America, Central and Eastern Europe, Central Asia, South-East Asia, China, Japan, the Middle East, Sub-Saharan Africa, and Latin America.

In addition to geographic diversity, the mix of IMTA participants is quite balanced in terms of gender and with broad representation of academic teaching disciplines. While designed originally for relatively young faculty members, as IMTA’s recognition and reputation increased, management institutions began to send more mid-career and late-career faculty members to participate in IMTA.

IMTA’s Values and Program Design Philosophy

IMTA has always been an advocate of interactive learning methodologies that embrace the case method teaching approach and more recently other enabling technologically driven learning approaches that facilitate interactive learning (e.g. computer-based games and simulations, and social media interactions).

In contrast with other international faculty development programs, IMTA is designed to include one week of general learning, teaching, and class management principles for all participants and one week when participants and teaching faculty work together in smaller groups to focus on the challenges and requirements of providing excellent learning outcomes in the context of

Jim Ellert





Krzysztof Oblój

specific disciplines (e.g. leadership and change management, marketing, strategic management, accounting and financial management, innovation).

A small core team of faculty, each of whom provides several program sessions, delivers IMTA. The small size of the faculty team and the small size of working groups in the second week of the program allow faculty to gain familiarity with, and provide individual counseling and coaching to, IMTA program participants.

Delivery of IMTA is supported by its venue in the small and beautiful lakeside town of Bled, Slovenia with the modern facilities of IEDC-Bled School of Management, where its extensive art collection provides a peaceful and stimulating environment for reflection and learning.

IMTA Faculty Members on Faculty Development

Krzysztof Oblój: It was always the case that once you have very good teachers and very good academics, there will be better students. With better students, there is a motivation for teachers to provide so-called positive feedback. If you have very good teachers who are merging practice, theory, and teaching, you have good students, better teachers, and you have a better business school.

"An initiative like IMTA strikes at the very core of a need that more and more business schools have."

Joe Pons: Developing faculty does not come cheap. People are not born with teaching skills, but it is possible to teach them how to teach. That is why an initiative like IMTA strikes at the very core of a need that more and more business schools have.

Jim Ellert: A large number of faculty will be retiring soon, many over the next decade. Therefore, it is now the time to develop a new generation of faculty who are skilled in communicating complex management concepts, issues, and dilemmas in simple, persuasive, practical, and relevant ways. This is a major imperative for IMTA.

Is there an ideal profile of a management professor?

Krzysztof Oblój: To answer simply, an ideal professor has to solve a dilemma that is very difficult to unravel because of time and resource constraints. You have to be a good researcher: you have to train your brain and keep close to new concepts. But, at the same time, you have to be close enough to business practice to understand how to move theoretical and research-based concepts into the classroom.

"One of the key things about good communication is to try to shift the light from yourself to those in the classroom."

If you can meet three requirements – cutting-edge and influential research, practical insights that can inspire managers, and excellent teaching skills – you are an ideal professor. If you excel in two, it is still OK. But too many management professors satisfy only one of these requirements.

Joe Pons: The ideal professor does not exist. An ideal professor would be a cocktail with a number of ingredients. The components would probably include a lot of competence in a particular area of specialization, a lot of first-hand business experience, mostly from consulting, particularly

Joe Pons





Arshad Ahmad

from direct strategic consulting with well-known institutions, quite a lot of research that is somehow connected with both teaching and consulting, and teaching skills that make that person adaptable to very different student groups. The ideal professor should be able to teach undergraduates, graduates, MBA, and EMBA students, and to teach executive programs at different levels - functional managers, senior managers, presidents of companies, and board members.

Jim Ellert: The ideal professor would be passionate about the work that he or she does and be skillful in communicating theoretical insights in simple, practical, and relevant ways for practicing managers.

"The shift to student learning takes us away from the pre-planned, packaged program towards really getting in touch with what is important for students today."

What is the meaning of a participant-centered approach to learning?

Arshad Ahmad: For many years, I have been trying to learn it from others who do this very well and practice it in my own classes. One of the key things that makes good communication from a teacher to a student is to try to shift the light from yourself to those in the classroom.

In fact, it is a very liberating principle because you need to do less to do more, which means creating an environment where you engineer activities where you are not the center of attention anymore. You are more like a coach, or a guide, or someone

who is there at those critical points where learning occurs. So, you are intervening in situations that you have designed.

A faculty member who is attuned to key points of change that occur in teaching and learning sessions is the one that's going to be successful in student learning, much more than the one who says: "I have this plan. I am going to come in, cover the content, and after my three hours are over, I've done my job." The shift to student learning takes us away from the pre-planned, packaged program towards really getting in touch with what is important for students today.

Does IMTA have an impact on participants?

Joe Pons: There is a certain percentage of time when participants are here in these two weeks where we help them to unlearn certain things they have to get rid of before we can start building the basis on which a more solid teaching career can be established.

Jim Ellert: After participating in the IMTA program, participants talk of many changes. One of them is gaining confidence in their teaching skills. With time, they also begin to report on accomplishments they have made in experimenting with new teaching approaches, developing new courses and new teaching materials, and networking with other IMTA alumni in sharing new teaching materials and through collaborative research projects. Later, they share their successes in being promoted to senior management positions in their institutions, including promotions to become rectors, deans, and vice-rectors. Some IMTA alumni acknowledge life-changing and career-changing impacts that they attribute, in part, to their IMTA program experience.

Kai Peters Joins Program Management Seminar as New Faculty Member



Participants of the Program Management Seminar 2017

18-20 April 2018 Bled, Slovenia

This year, the CEEMAN Program Management Seminar (18-20 April 2018, Bled, Slovenia) is slightly changing things and exploring new directions. With Kai Peters, Pro-Vice-Chancellor of Business and Law at Coventry University, UK, joining the team as the lead faculty member, the seminar will cover exciting new topics, including Management Education Landscape and Trends, and Neuroscience of Learning and Human-Computer Interface.

Kai Peters joined Coventry University in 2017. Previously, he was a chief executive at Ashridge Business School. Following the merger of Ashridge with Hult International Business School in 2015, he was Chief Academic Officer of the combined school. Before that, he held a variety of positions at the Rotterdam School of Management of Erasmus University in the Netherlands, including the role of dean in 1999-2003. Academically, Peters researches, writes, and gives consultations on strategy, and leadership, as well as in higher educational teaching and learning, and higher education management.

After the record number of 51 participants last year, we are expecting to host yet another impressive group this April. The seminar takes

Kai Peters, new faculty member of the Program Management Seminar



place on 18-20 April 2018 at IEDC-Bled School of Management, Slovenia. It has already gathered an excellent group of participants from the Czech Republic, Germany, Hungary, Kazakhstan, Nigeria, Poland, Russia, Slovenia, South Africa, and Ukraine. A few places are still available and we are looking forward to fill them up with program and project managers, as well as institutional leaders from around the world. For those who will not make it this year, reservations of slots for the 2019 edition of the seminar are already available at ziva.zmavc@ceeman.org.

Distinguished and highly knowledgeable lecturers will share their knowledge and experience with program participants, including:

- Kai Peters, Pro-Vice-Chancellor of Business and Law, Coventry University, United Kingdom
- Danica Purg, President of CEEMAN and IEDC-Bled School of Management, Slovenia
- Andrew Crisp, founding partner of CarringtonCrisp, United Kingdom
- Alenka Bračček Lalič, CEEMAN IQA Director, Vice-Dean for Research and Co-Director of Executive MBA, IEDC-Bled School of Management, Slovenia

This flagship CEEMAN seminar will once again help program managers and administrators to become more effective in handling their increasingly demanding and complex responsibilities of preparing and delivering high-quality management education programs. It will provide them with information, tools, and ideas about dealing with participants, faculty, ethical dilemmas, and time management. It will also touch upon improving planning, marketing and delivery of programs and post-program activities. The Program Management Seminar will explore the world of alumni relations and other areas critical for successful program management.

For more information, please visit www.ceeman.org/pms, or contact CEEMAN Project Manager Ms. Živa Žmavc Thongvanh at ziva.zmavc@ceeman.org.

"The seminar is a great opportunity to meet new people, to create a network and to learn from the best professors."

Jelena Stankeviciene
Dean of Vilnius Gediminas Technical University
Lithuania

"The Program Management Seminar has been very valuable to me because of the committed lecturers, the kind service, and the diverse group of participants. On top of this, IEDC is situated in a beautiful place, which made me completely relaxed and open for networking and having fun with other participants."

Selma Spaas
Head of Program Management Controlling
Nyenrode Business Universiteit
the Netherlands

IMTA 2018 – Take Time to Improve Your Teaching Skills and Materials

**17-28 June 2018
Bled, Slovenia**

Launched by CEEMAN in 2000 to respond to the ever-urgent need of developing a new generation of management educators for the new generation of effective and responsible business leaders, the CEEMAN International Management Teachers Academy (IMTA) is held every year in June at the Alpine Lake Bled in Slovenia. It is still possible to apply for the upcoming edition that will be taking place on 17-28 June 2018.

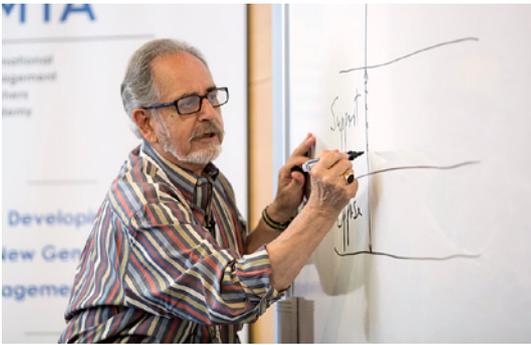
Academic Director of IMTA Prof. Jim Ellert said the following:

"IMTA is designed for motivated and high-potential faculty members to enable them to improve their teaching skills, their attitudes, and their approaches to learning in such a way that they can return to their universities more confident. The process that we use is highly interactive. Faculty members moderate discussions, engage the participants in sharing of best practices as they relate to discovering new approaches to course design, individual session design, motivating participants, understanding how to measure learning outcomes of the participants, and how to bring the research more effectively into the classroom."

The IMTA program is divided into two parts. The first week is focused primarily on various teaching and learning methodologies and the case method in particular (teaching with cases, case research, and case writing), developing effective teaching strategies, and assessing learning outcomes. It is run by professors Joe Pons, JB Kassarian, and Arshad Ahmad, who work jointly in several sessions to provide complementary and reinforcing viewpoints, feedback, and interaction.

The second week of IMTA offers a selection of disciplinary tracks, providing deeper hands-on insight into the teaching of specific disciplines, as well as useful teaching tools and individual feedback. Participants have the opportunity to choose one of the following tracks:

- Business in Society (run by Tony F. Buono, Professor of Management and Sociology and Executive Director of the Bentley Alliance for Ethics and Social Responsibility, USA)
- Marketing Management (run by Joe Pons, President of AXIOMA Marketing)



Meet Roger Martin at the 26th CEEMAN Annual Conference

Consultants, previously Marketing Professor at IESE International Graduate School of Management, Spain)

- Leading Change (run by JB Kassarjian, Emeritus Professor, IMD, Switzerland, and Professor of Management at Babson College, USA)
- Strategic and International Management (run by Krzysztof Oblój, Professor of Strategic Management at the School of Management at Warsaw University and Kozminski University, Poland)

The IMTA faculty team is available throughout each program week for additional feedback or individual coaching and advice - a luxury that no other international faculty development program offers.

Please visit www.ceeman.org/imta for more information on the program, application process and fees. CEEMAN members are eligible to attend the program at highly preferential rates.

"IMTA was two of the most intensive and rewarding learning weeks of my professional life. The professors challenged me to step outside my comfort zone and work to be a better professor myself. For example, the microteaching exercise was nerve-racking but thrilling at the same time. The feedback from that really showed me areas where I still need work but also what I was doing right. The friendships I built with the other IMTA participants from around the world will continue to inspire me as I move forward in my career".

Jennifer Pope
Grand Valley State University
USA



International
Management
Teachers
Academy

**19-21 September 2018
Prague, Czech Republic**

We are proud to announce that Roger Martin, named the world's number-one management thinker by Thinkers50 in 2017, will join us in Prague, Czech Republic, at the 26th CEEMAN Annual Conference on 19-21 September to share his views on redefining management education.

Roger Martin is Director of the Martin Prosperity Institute and the Michael Lee-Chin Family Institute for Corporate Citizenship at the Rotman School of Management and the Premier's Chair in Productivity and Competitiveness. From 1998 to 2013, he served as dean. In 2013, he was named Dean of the Year by the leading business school website Poets & Quants. He has published 11 books and written 25 Harvard Business Review articles. He is also a trusted strategy advisor to chief executive officers of companies worldwide, including Procter & Gamble, Lego, IDEO and Verizon.*

The 26th CEEMAN Annual Conference, co-organized by the University of New York in Prague, will be focusing on the topic of "Redefining Management Education: Excellence and Relevance". Besides keynotes from business and academia, a series of events will take place in the context of the conference, including company visits, international panels, roundtable discussions and workshops, poster session for fac-

Roger Martin will be the keynote speaker at the 26th CEEMAN Annual Conference in Prague



ulty and researchers, individual dean-to-dean advisory meetings, and more.

To get more information on the 26th CEEMAN Annual Conference and to sign up for updates, please visit www.ceeman.org/26thconference or contact us at info@ceeman.org.

We are looking forward to seeing you in Prague in September!

*Read more about Roger Martin and his work at <http://rogerlmartin.com>

CEEMAN to Run EdTech 2.0 Seminar

15-18 October 2018
Bled, Slovenia

Digitalization in education does not simply amount to shifting from pencil to screen. It requires students to truly enhance their learning, whereas management development institutions need to deliver impactful learning experience in a more accessible and personalized way.

In December 2017, CEEMAN successfully launched its first version of EdTech - Seminar on Digital Technologies in Teaching and Learning and gathered some 20 participants, mostly professors, deans, and IT personnel from nine countries.

The program provided an overview of the big picture and trends in management education digitalization, while participants and experts shared their experience with a number of issues that are crucial in implementing technology strategies in management education programs and environments. Participants also learned from cases and different examples of digital technologies that can be used in education.

In software development, the term 2.0 is used to denote a superior or more advanced version of an original program. CEEMAN and the EdTech team learned a lot from the successful launch of the first seminar and, taking the concept of continuous improvement in education seriously, we are preparing the more customized and even more practical EdTech 2.0 seminar, which will take place on 15-18 October 2018 in Bled.

Be sure to save the date!

Learn more at www.ceeman.org/edtech



Leading the Way in Management Development: Stress-Test Your Institution's Strategy at a New CEEMAN Workshop

4-7 November 2018
Bled, Slovenia

We would like to invite you to join a new program for top leadership teams of management development institutions, taking place on 4-7 November 2018 in Bled, Slovenia.

In the fast-changing world of management development, it is crucial for leadership teams of educational institutions to share the same perception of the main challenges and strategy, be able to develop comprehensive plans for dealing with external and internal changes, and work efficiently together to implement these plans.

The "Leading the Way in Management Development" workshop was designed by a group of experienced deans from CEEMAN member institutions. It helps top leadership teams of management schools to stress-test and fine-tune their strategies and plans through a series of master classes on key issues that management development institutions are facing, extensive faculty coaching and peer-to-peer feedback, and cross-team meetings of those with parallel responsibilities.

Test and upgrade your current plans with respect to:

- strategic integrity and understanding of change processes



Prof. Derek Abell, Program Leader and President of ESMT-European School of Management and Technology

- new challenges (including technology and digitalization) in management and management development
- what needs to be done to make teaching and research both excellent and relevant - and the faculty and other resource policies to support these

Take a broader view on the global and local contexts combined with functional internal issues in order to successfully move your institution into the future.

Go back home with clear strategic initiatives and action plans developed under the guidance of deans, each of whom has 15 or more years of experience leading top-level schools in dynamic environments of rising economies.

Let's shape the future of management education together!

Learn more about the workshop at www.ceeman.org/leadway or contact the CEEMAN team for any further information. For more information, please visit CEEMAN's website or contact CEEMAN Director Olga Veligurska at olga.veligurska@ceeman.org.



Lead4Skills Project Finalizing First Outputs

14-16 June 2018
Bled, Slovenia

The Lead4Skills Project on management development needs, following a successful Erasmus+ Strategic Partnerships grant application in 2016, is well under way with the first outputs and public dissemination events coming soon.

Lead4Skills

Coordinated by CEEMAN, the Lead4Skills partnership joined the efforts of seven countries represented by RISEBA (Latvia), Estonian Business School (Estonia), Vilnius University (Lithuania), Kozminski University (Poland), Corvinus University of Budapest (Hungary), the Faculty of Economics and Business, University of Zagreb (Croatia), and IEDC-Bled School of Management (Slovenia).

Building further on CEEMAN-led research on management development needs, the project will provide higher education institutions with a comprehensive set of insights, guidelines and materials that will help develop more relevant and innovative management education offerings and study

processes based on the real needs of businesses and economies. We hope to help reduce the management skills mismatch across the European Union and provide enterprises with better skilled employees, thus decreasing their investments in new employee training and increasing their competitiveness on local, regional, and international levels.

Four internal learning seminars on the topics of program management and education processes, trends in management education, digital technologies in teaching and learning, and case writing were organized within the project last year.

The first international dissemination event took place last October in Riga, hosted by RISEBA, and presented initial research findings. Two more events are coming up soon. On 27 April, Corvinus University of Budapest will host the conference [Digitalization in Management Education and Development](#), while the final [Conference on Management Development Needs](#) will take place on 14-16 June at IEDC-Bled School of Management in Bled in cooperation with CEEMAN. At the final conference, the partners will share their most important research findings and guidelines for higher education institutions, public institutions, and the business world.

Two intellectual outputs will be completed within the project: the Cross-Country Report on Management Developments Needs, based on the research results, as well as Guidelines for Higher Education Institutions. Both will be available in open access through the Erasmus+ platform. The partners have also developed several comprehensive examples and case studies to be used in teaching and learning processes at management development institutions.

For more information on the Lead4Skills project, or for potential future partnerships for EU grants, please contact Rok Ramšak at rok.ramsak@ceeman.org.



IQA: SGH and IMISP Re-Accredited, Many More to Join IQA Ranks

The last six months were yet again a busy and successful period for CEEMAN and its member institutions with regard to IQA accreditations. We are pleased to announce that following the thorough examination by the Accreditation Committee, SGH Warsaw School of Economics in Poland and the International Management Institute St. Petersburg (IMISP) in Russia were re-accredited.

Furthermore, a number of management education institutions in Europe, Africa, and Asia are currently going through their accreditation process. Some of the institutions have recently formally initiated this process, whereas others have already had the IQA Peer Review Team visit their facilities and are nearing the end of the accreditation or re-accreditation procedure.

Congratulations to SGH and IMISP and good luck to the institutions that are vying for initial accreditation or re-accreditation!

SGH Warsaw School of Economics

Having first obtained the IQA accreditation in 2011, SGH was founded in 1906 as a private school and is the oldest and most recognized business school in Poland. Today, SGH is a state-owned, non-profit higher education institution, which has successfully undergone numerous national and international accreditation processes and is currently accredited by the Polish State Accreditation Commission, the Association of Chartered Certified Accountants (ACCA), the European Consortium for Accreditation in Higher Education, AMBA, and CEEMAN IQA.

SGH has very strong brand recognition in Poland, as it is usually ranked first in national rankings of economic schools and universities. Moreover, it is the only Polish university to be ranked among the 100 top institutions of higher education by the Financial Times and the only university in Poland

which is a member of CEMS – The Global Alliance in Management Education, which comprises 30 leading business schools from around the world along with their corporate partners.

SGH is considered a reputable research institution and its researchers regularly publish their work in international and national journals. Increasingly internationalized, research activities are carried out in multinational groups and international academic partnerships. Moreover, the IQA Peer



Review Team recognized that SGH has achieved remarkable progress since 2011 in terms of internationalizing its curricula, programs, and teaching materials.

With the aim of promoting social responsibility among its faculty, the students, and other stakeholders of the institution, SGH has established the Center for Corporate Social Responsibility (CSR). Among other things, the Center for CSR co-organizes conferences such as the Business Socially Responsible or International Conference on the Future of Management. SGH is also an active member of the Principles for Responsible Management Education (PRME) and has been very successful in developing relations and networks with the business community and government institutions.

Based on these and a series of other findings, the CEEMAN Accreditation Committee awarded SGH Warsaw School of Economics the International Quality Re-Accreditation on 5 February 2018.



**International
Quality
Accreditation**



The IQA Peer Review Team visiting IMISP

"CEEMAN IQA Accreditation is not only the acknowledgement of the achievements of SGH, but also expresses trust in our further development of the quality of teaching and scientific activities. CEEMAN IQA is of great importance to the strategy of SGH Warsaw School of Economics. It is formal proof of our quality as a teaching and research institution. Thanks to the accreditation we hope to attract new partners, high quality students and faculty. CEEMAN IQA has the power to make SGH more attractive to them and to strengthen our brand in the international environment."

Professor Jacek Prokop, PhD
Vice-Rector for International Relations and
Head of Department of Business Economics at
SGH Warsaw School of Economics

International Management Institute St. Petersburg

Established as a joint venture between Bocconi University in Milan, Italy, and Leningrad State University, IMISP was founded in 1989 as the Leningrad International Management Institute and renamed in 1992. Its establishment was seen as a response to the need for developing a new managerial culture in the then USSR, and IMISP has ever since been preparing executives and entrepreneurs for the complex task of managing businesses in a constantly changing environment. IMISP was among the very first institutions to be accredited by CEEMAN IQA and has been re-accredited in both 2005 and 2011 before once again proving in 2018 that its educational offerings in the field of management remain relevant.

IMISP is a well-respected institution in the field of management education and is a member of the Russian Association of Business Education (RABE), the International Higher Education Academy of Sciences, the Russian Foundation for the Development of Additional Professional Education, the Association of Non-Governmental Institutions of Higher Education, AMBA, and CEEMAN.

Since its inception, the institution's goal has been to provide advanced training and professional re-qualification of executives in the area of general management as well as to cultivate professionals and leaders with a global perspective, innovative capabilities, entrepreneurial spirit, and social responsibility. IMISP holds an impressive market share for many of its products. Most particularly, the 25 percent market share for its EMBA highlights the high regard in which the institution and its programs are held. IMISP is also involved in numerous other knowledge dissemination activities that build its brand and increase its revenue creation base.

Striving for improving its programs' quality, IMISP constantly seeks feedback through extensive contact and consultation with the industry and applying for various accreditations. IMISP graduates are held in high regard by local, regional, and transnational employers, and it has built an impressive reputation beyond its geographical location. While understandably influenced by current economic realities, IMISP has a strong lecturing and consultation culture and admirable record of impact in the management education arena.

"The CEEMAN International Quality Accreditation is very special due to the following reasons. It is the only accreditation system for business education that considers a lot of regional peculiarities and contexts within which accredited schools operate. Other systems emphasize mainly the quality of internal processes, paying less attention to the actual contribution of institutions to business and societal development in particular regions or countries. Having nearly 20 years of experience with IQA, we are convinced of the unique fairness of its approach, where excellence meets relevance."

Professor Sergey K. Mordovin
Rector of the International Management Institute
St. Petersburg

CEEMAN and IEDC Delve into Hidden Champions Research Once More

It is our pleasure to announce that CEEMAN and IEDC-Bled School of Management have decided to relaunch the Hidden Champions research project of 2011, which resulted in a book publication by Springer in 2013 and an international conference in 2014. Following the enthusiastic response to *Hidden Champions in CEE and Turkey: Carving out a Global Niche*, edited by Prof. Peter McKiernan from the University of Strathclyde and CEEMAN President Prof. Danica Purg, CEEMAN and IEDC have decided to reexamine the phenomenon of hidden champions again, this time with even more countries and researchers joining.

Hidden champions are highly successful but not very well-known innovative small and medium-sized companies. They are among the global top-three in terms of market share in their respective niche or the leader on their continent. They mostly operate in the business-to-business market. According to a publication by Hermann Simon, the author that coined the term "hidden champions" while researching these kinds of companies in Germany back in the 1990s, they have proven to be more resilient when it comes to volatility and even meltdowns in the market. The survival rate of hidden champions is often significantly higher than the average in their respective sector. Hidden

champions also boast the tendency to be very competitive in their markets, exhibit a consistent growth trajectory as well as an above-average innovation rate. It is because of these fascinating and compelling traits that academia strives to determine why these businesses in particular are thriving.

Following the recent open call for cooperation, CEEMAN has gathered a group of interested research teams from numerous universities and is working busily on its second publication on this engaging subject: hidden champions in dynamic societies.

To learn more or to join this research effort, please contact our Research Assistant Ms. Livija Marko at livija.marko@ceeman.org.

Business panel from the 2014 Hidden Champions conference in Vienna, which concluded the first edition of this ambitious research project



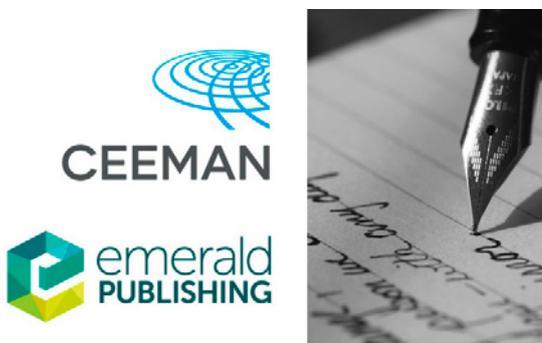
Open for Submissions: 24th CEEMAN Case Writing Competition in Partnership with Emerald

Deadline: 25 May 2018

Few teaching tools for MBA students and similar academic areas are as immersive and useful as teaching cases. Their authentic information and hands-on approach are an excellent opportunity for students to test their knowledge and problem-solving skills by applying them to real events that real companies are facing or have faced in the past. Because of these recognized benefits and learning impact, CEEMAN continuously encourages and promotes the development of high-quality teaching case material that is relevant for the realities of dynamic and emerging economies. Simultaneously, it aims to promote the development of case-writing capabilities in those countries, as many students and professors have found that teaching cases taken from different regions and economic contexts do not sufficiently meet their needs due to their limited applicability.

The total award prize pool of the CEEMAN Case Writing Competition, run in cooperation with Emerald Group Publishing, is worth over 10,000 euros. Submissions are accepted until 25 May 2018. More information about the competition can be found at www.ceeman.org/cwc

We eagerly await your submissions!



Searching for CEEMAN Champions 2018

Deadline: 30 June 2018

At every institution, there are a number of exceptional accomplishments to be proud of and they deserve to be recognized and promoted on the international level. Each year since 2010, we have been recognizing outstanding achievements of individuals associated with CEEMAN, and we are happy to do so once again this year.

In 2018, we are searching for outstanding achievements in the areas of:

- Teaching
- Research
- Responsible management education
- Institutional management

Submissions for the CEEMAN Champion Awards should include maximum five pages of main text, excluding appendices and video material. They should be accompanied by a nomination or recommendation letter by the dean of the institution or an equivalent official. Submissions are accepted until 30 June 2018.

Award winners will be invited free of charge to the [26th CEEMAN Annual Conference](#) (conference fee waiver and coverage of hotel expenses for two

*The CEEMAN Champions Award Cup
created by famous Gigodesign, Slovenia*





Zhuldyz Yelubayeva receiving the CEEMAN Champions Award Cup at the 2017 award ceremony

nights), which will be held on 19-21 September 2018 in Prague, Czech Republic, to receive the Award Cup at the official conference award ceremony. If a submission involves multiple authors or a team, a team leader or representative should be selected to receive the award.

Winners can also expect considerable local and international media coverage of the awards ceremony as well as direct benefits to their personal and institutional reputation. CEEMAN is widely publicizing the outstanding achievements of our member institutions and their faculty, management, and staff.

For detailed information on categories, submission criteria and awards in general, please visit www.ceeman.org/awards.

"Honestly, I am very proud to have the CEEMAN Champions Award in responsible management education. For me it is a clear sign that our work in the field has efficient results and, finally, it provides awareness about social responsibility and the role that the university has in bringing up the new generation of leaders."

Zhuldyz Yelubayeva
Almaty Management University, Kazakhstan
Responsible Management Education Award 2017

"It is important for any dedicated researcher who wishes to leave a legacy through research to take stock of what has been achieved or missed in the journey. The CEEMAN Award is a major milestone and aspiration for any researcher and an occasion that I really celebrated with my soul. It is a source of renewed energy. It challenges us to contribute even more and to meet the standards of this prestigious award."

Mohamed Buheji
International Institute of
Inspirational Economy, Bahrain
Research Award 2017

CEEMAN Becomes Partner of Responsible Research in Business and Management

In line with its active support for responsible management education and focus on relevance, CEEMAN is proud to become a partner of [Responsible Research in Business and Management](#) – a global movement to transform research and change our world for the better. We invite all our members to endorse the initiative.

RRBM Responsible Research
in Business & Management

"Over the last three years, a growing group of global scholars have crafted a vision for responsible and credible business and management research that impacts and transforms society. If we can change the research eco-system, we believe business can be a means for a better world. Our initiative is supported by AACSB, EFMD, the Aspen Institute, PRME, and GRLI.

Together, we can change the incentives and culture around publications. We can deliver useful and credible knowledge that addresses problems important to business and society. Over 120 leading international scholars have signed up to promote the advance, along with a number of key institutions and business schools. This is a great time for CEEMAN scholars to get behind the movement. Academic research is becoming increasingly subject to audit. We all recognize the unintended consequences that this auditing has on our system and on our academic careers. This initiative is an attempt to transform the system and ensure that our research begins to address the grand challenges that society faces. You can read the White Paper and join us at www.rrbm.network."

Peter McKiernan
University of Strathclyde, Scotland

Livija Marko Joins CEEMAN as Research Assistant

In January 2018, the CEEMAN team expanded with Livija Marko joining as research assistant. Livija holds a BSc in International Relations from the University of Ljubljana. She also briefly studied at the University of Bergen in Norway as an exchange student. As research assistant for both CEEMAN and IEDC-Bled School of Management, she focuses on sustainable development, but is also engaged in a range of projects in different domains.

When time allows, Livija attends simulations of international organizations to discuss challenges that the international community is facing. She has traveled to many European countries in the past years to participate in these conferences and has long been active in MUN Slovenia Club, the student association that organizes events of this nature. She volunteers as English teacher and interpreter for the Slovenian Philanthropic Association and writes columns about contemporary societal issues for the recently founded Gender Equality Research Institute (IPES).

Research Assistant Livija Marko



Cracow School of Business, Poland

Cracow School of Business (CSB) is a supra-faculty entity operating in the framework of Cracow University of Economics (CUE), which is Poland's largest university of economics, operating since 1925. With over 90 years of tradition, this university significantly contributes to the development of the academic environment in Cracow and Poland. CSB CUE has been operating on the market of educational services since 1991. It offers over 80 graduate courses including MBA studies, managerial studies dedicated to companies, and graduate courses and trainings. CSB CUE brings together business professionals and exceptional faculty in a personalized and interactive environment to empower students to become more self-aware, more capable, and better prepared for their business future.



Thanks to this dynamic development and successful performance, the school ranks high among Poland's best schools, being also recognized on the international market. CSB CUE organizes numerous projects and one of them is the International MBA Congress. The main goal of this event is to integrate the environment of Polish and foreign MBA students and graduates. It is also designed to foster cooperation, exchange experiences, and expand knowledge and the horizons of management and business.

The goal of CSB CUE is to focus on extended cooperation with the business world which provides an opportunity for constant improvement of its offer and standards, adapting these to the requirements of today's market by linking best business practices, newest scientific theories, own experiences, and good practices of foreign partners.



Faculty of Management and Finance, University of Finance and Management in Warsaw, Poland

The main educational programs of CSB CUE are:

MBA Programs:

- Executive MBA program
- International MBA program
- MBA CSB + Master's program

Graduate study courses:

- Financial Market Analysis and Investment Consultancy
- Banking
- Controlling and Corporate Finance
- Corporate Economics and Management
- Trade and Sales Management
- Marketing
- Psychology in Business
- Accounting and Finance (for beginners)
- Accounting and Taxes
- School of Coaches in Business
- Project Management PRINCE2 Foundation
- Payroll
- HR Management
- Management in the Field of Medical Services.

Founded in 2001, the University of Finance and Management is one of the best recognized private economic universities in Poland. The Faculty of Management and Finance (FMF) plays a great role in the success of our institution.

In the most recent review made by the Polish Accreditation Committee, the only statutory body in Poland responsible for the assessment of the quality of education provided by higher education institutions, two FMF programs – Finance and Accounting, and Management – were assessed as Outstanding and Positive. Such an evaluation means that our Faculty has a great scientific potential, offers innovative study programs, and attaches great importance to preparing students for entering the job market.

Academic Staff

A strong faculty needs extraordinary professors. We are known for our excellent academic staff consisting of brilliant theoreticians, researchers, and experienced practitioners. It is their dedication and commitment that enables FMF to constantly develop and draw candidates' and students' attention. Our professors publish excellent academic textbooks and articles in Polish and foreign scientific journals. What is more, our faculty publishes Contemporary Economics, a quarterly addressed to academicians, economic policy-



makers, and students. The journal's aim is to address universal contemporary issues regarding economics, finance, and management with a theoretical framework and policy implications. Contemporary Economics publishes papers focusing on micro and macroeconomics, the economics of finance and finance management, local economic policy issues, and regional and international evidence that takes into account the Polish experience.

Students

UFM is proudly educating over 5,000 students, including 1,500 foreigners from 27 countries, 200 of whom are FMF students. One of our main goals is to involve them in as many university activities as possible. The students' union plays a major role in this strategy, organizing conferences, seminars, and other events. Worth mentioning is also the Human Relations Science Club, an organization focused on issues such as human resource management, internal communication, performance review, motivating employees, economic psychology, coaching, and more.

Find out more at www.ufm.vizja.pl or contact us at rektorat@vizja.pl.

Faculty of International Relations, University of Economics, Prague, Czech Republic

In 1991, the Faculty of International Relations (FIR) became the successor of the Faculty of Trade, one of the founding faculties of the University of Economics, Prague. The new name was not the only change. New content for the study programs came about as a result of the new socio-economic situation after the Velvet Revolution and represented the strengthening of internationalization as the main competitive advantage of FIR graduates. There are two main directions in both teaching and research: International Business and International Politics and Diplomacy.

FIR is the largest of the university's six faculties. Nowadays it has around 200 academics, and there are around 3,500 students. FIR offers a wide range of programs, which are all characterized by substantial interdisciplinarity and a strong international focus. For two Master's degree programs, a unique international experience in the form of a semester or internship abroad became a requirement in 2017.

Emphasis is also put on foreign language education with demanding requirements in terms of achieved proficiency to communicate in at least two foreign languages. During their studies, students may acquire internationally recognized certificates of language proficiency.

FIR is very active and successful in the sphere of internationalization. In 2012, 2015, and again in 2018, the International Trade and International Business Master's program was the first in the Czech



Republic to obtain EPAS accreditation granted by the European Foundation for Management Development (EFMD). In addition, the EGEl program (Economics of Globalization and European Integration) was repeatedly selected by the European Commission for financing from the Erasmus Mundus fund. FIR also offers other English-taught accredited programs – IBB (Bachelor of International Business) and the Master’s program International and Diplomatic Studies. At FIR, students may study in English on every level of studies, from Bachelor to doctoral.



With regard to the number of subjects taught in foreign languages, the number of visiting professors from abroad and students of FIR traveling for studies abroad, the Faculty of International Relations is among the best faculties in the Czech Republic. The goal of FIR is to strengthen its internationalization also in the field of research, further deepen its cooperation with the private sector, and continuously update the teaching process with the latest trends and knowledge. FIR thus strives for the fulfillment of its mission.

The mission of the faculty is to develop education and knowledge in the field of international economic and political relations and to provide internationally recognized study programs based on critical thinking and openness, personal and societal responsibility, and commitment to lifelong learning.

The vision of the faculty is to provide the best education and be the best research institution in the field of international economic and political relations in the Czech Republic. Because of its strategy of internalization and internationally verified process of quality assurance and enhancement, FIR is an internationally recognized institution. It is among the top-three highest ranked schools in Central and Eastern Europe.

Almaty Management University, Kazakhstan

AIFC and AlmaU Establish a Fintech Startup Laboratory

On 3 February, Astana International Financial Centre (AIFC) digital technologies director Assel Zhiyenbayeva and AlmaU president Assylbek Kozhakhmetov signed a memorandum on opening a fintech-directed laboratory at AlmaU.

The new laboratory will develop and launch innovative technologies in the financial sphere. AIFC will be responsible for the search and attraction of business-partners (at the launch stage, business is represented by the MasterCard company), whereas the laboratory’s work organization will be the responsibility of AlmaU.



"The establishment of the fintech laboratory at AlmaU with the support of AIFC is a crucial step in the integration process of information technologies in business, in this case, the country's financial business" - said Assylbek Kozhakhmetov, president of the university. "For AlmaU the partnership with AIFC in this sphere is really important, especially considering the fact that there are double major double-degree programs in the university and major minor programs where, as an example, students studying finances can choose information technologies as a second additional specialization and vice versa. Thus, we prepare cross-sectional specialists – financiers with a vision of the country's digital development. Nowadays, thanks to AIFC, MasterCard has become a partner of the project. In the future, the number of partners, we hope, will grow and this fact will help our students to learn the specifics of the crypto-currency market or block-chain technologies. The process of digital transformation of any business requires a clear vision of domains



and perspectives of changes that are run by high managerial competence. We are sure that in the new laboratory our students will be able to acquire these skills and knowledge”.

After the memorandum was signed, the AIFC representatives visited the university. They saw the work of the already functioning laboratory of neuromarketing and the simulation room. The neuromarketing laboratory of the Higher School of Management is equipped with a camera, a microphone, and Tobii glasses - a mobile eye-tracking system that provides objective data about the needs of customers of different brands and reveals the hidden factors that influence the decision-making process. With the help of the technology, it is possible to study the visual perception of customers during the decision-making process. The laboratory makes it possible to conduct applied research using neurobiological analysis tools and expert conclusions for business. This project has no analogues in Kazakhstan. The Magnum Cash and Carry company sponsored the purchase of the equipment.

The simulation room of the Center for Mediation and Conflict and the Center of Excellence is equipped with four video cameras, microphones and dictaphones. The room is used to resolve disputes and conflicts that may arise in the learning process, for example, between a student and a teacher (student and management, employee



and manager, etc.). Situations are played in the simulation room, and audios and videos are recorded, which makes it possible to analyze the process. The room is also used for conducting studies with focus groups and conducting in-depth interviews with the possibility of monitoring the process from the adjacent sector: whether the methodology is not violated, or whether there is pressure on the respondents.

Further, a meeting with the students of information technologies and finance was organized. During the meeting they were told about the advantages that the new project would provide to future engineers and financiers at the junction of two brunches.

The First Vice-Rector of AlmaU Visits ICD Business School (Paris)

In the framework of the Erasmus+ program, the first vice-rector of Almaty Management University – Almagul Kanagatova- visited our partner university - ICD Business School (Paris, France). It was a great exchange of experience for AlmaU and ICD.

ICD representatives showed that the Erasmus+ program works both within the framework of student academic mobility and for senior managers. The possibilities of organizing a double-degree program and further student interchange with subsequent credit transfer were considered. ICD expressed a desire for further fruitful cooperation, which will give our students even more chances to visit Paris and gain invaluable experience in one of the best business schools in Europe – the ICD Business School.



Calls for Papers: IJIRE and IJYE

International Journal of Inspiration and Resilience Economy

The *International Journal of Inspiration and Resilience Economy (IJIRE)* is an international interdisciplinary open access blind peer-reviewed refereed journal. It is part of the International Inspiration Economy Project, which includes publications of success stories, research, perspectives, case study outcomes, and scientific studies in the areas of economies of the future with more focus on Inspiration Economy and Resilience Economy.

IJIRE is published by an international leading publisher - Scientific & Academic Publishing (USA). It caters to the needs of those who want to contribute papers relevant to initiatives in inspiration, inspiration economy, inspiration engineering, inspiration psychology, resilience and co-existence economies, entrepreneurship, social innovation, and change management, influencing the societies and economies of specific communities and any similar research that would contribute to creating an inspiration-driven economy directly or indirectly.

The IJIRE editorial board is happy to invite all the authors, scientists, practitioners, researchers, and academics all over the world to participate in this new initiative that aims to create inspiring research in a knowledge-sharing community relevant to themes such as inspiration, inspiration for the community, inspiration for survival, inspiration for re-building the social fabric, inspirational economy, future, inspiration through diversity, coexistence management inspiration, and inspiration



for establishing an entrepreneurship spirit, which would support the innovation of the economy. Submitted papers should not have been previously published, nor currently be under consideration for publication elsewhere. All papers are refereed through a double-blind review process. Conference papers may be submitted only if the paper was not originally copyrighted. All papers are refereed through a double-blind review process.

IJIRE is published twice a year. For more information, please refer to www.inspirationeconomy.org and <http://www.sapub.org/>.

Coming Issue Deadlines:

- March issue - first call for papers – 15 September
- March issue - second call for papers – 15 November
- March issue - last call for papers – 15 January
- September issue - first call for papers – 15 March
- September issue - second call for papers – 15 May
- September issue - last call for papers – 15 July

Authors are invited to submit their papers in MS Word format (as per the attached template) to buhejim@gmail.com or ijeeditors@gmail.com.

International Journal of Youth Economy

The *International Journal of Youth Economy (IJYE)*, ISSN 2537-0243, is an international interdisciplinary open-access blind peer-reviewed refereed journal for authors of papers that would contribute to the creation of a youth-driven economy. This would directly or indirectly improve quality of life.



IJYE targets both quality research articles and practitioners' case studies that describe latest research and developments in areas focusing on youth needs, youth spirit (in all age groups and categories) and youth impact and influence on socio-economic issues in their organizations, societies and the world. Youth economy is a research field which encapsulates a variety of fields, including but not restricted to economics, management, sociology, social studies, psychology, sport, etc.. It deals with various issues related to youth: spirit, innovation, creativity, knowledge, services, leadership, coaching, sustainable development, challenges, stability and instability, adolescence, poverty, utilization, involvement, contribution, empowerment, potentials, aspiration, inspiration, learning, education, coexistence, resilience, mentorship, capacity, capability, change, pedagogical, growth, rehabilitation, strategy, planning, initiative, enabling, opportunities, migration, immigration, and integration.

IJYE is planned to be issued twice annually in May and November. For more information, visit www.youtheconomy.org or <http://naturalspublishing.com/show.asp?JorID=56&pgid=0>

Coming Issue Deadlines:

- May issue - first call for papers – 1 November
- May issue - second call for papers – 15 Februar
- May issue - last call for papers – 15 March
- November issue - first call for papers – 1 May
- November issue - second call for papers – 15 July
- November issue - last call for papers – 15 September

Correspondence Address:

Authors are invited to submit their papers in MS Word format, using the attached template, to youtheconomy@gmail.com

Editor emails:

buheim@gmail.com
dr.dunyaahmad@gmail.com
Youtheconomyjournal@gmail.com

Cologne Business School, Germany

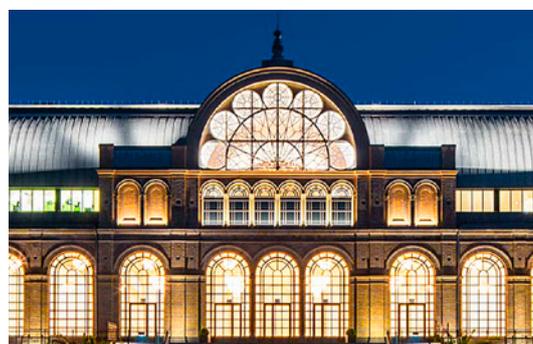
Responsible Leadership Conferences in Cologne (12-16 November 2018)

The Eight International Conference on Sustainability and Responsibility with this year's theme of "Responsible Leadership on Times of Transformation" is a three-day conference featuring advice from experts on leading people towards responsible leadership in times of transformation and high-level sessions on new and innovative sustainability approaches. The Conference is organized by the Center for Advanced Sustainable Management (CASM) at Cologne Business School in collaboration with Humboldt-University Berlin, HSBA and many other national and international partners from academia, business and society.

Established in 2004 as "a platform for multi-stakeholder dialogue", the CSR conference series has attained a remarkable degree of international relevance. Leading executives, sustainable entrepreneurs, academics, policy makers, activists and educators from around the globe are actively involved to form a global alliance dedicated to rethinking and integrating value issues into management practice, education and development.

Submission Deadlines

- Online submission open: March 12, 2018
- Paper submission deadline: April 30, 2018
- Authors notified by: July 2nd, 2018



The event will be preceded by the Fifth Responsible Management Education Research Conference focusing on "Leadership Development for Advancing the Implementation of the SDGs". The conference will be held on 12-13 November in Cologne.

In their call for systemic changes in business and management education to accelerate progress on the UN Sustainable Development Goals and to sensitize future business leaders to values like sustainability and responsibility, the United Nations Global Compact and Principles for Responsible Management Education (PRME) emphasize that business schools and management development institutions should play a key role in shaping the skills and mindsets of future leaders, and act as powerful drivers of corporate sustainability. To be able to respond to the challenge and contribute to achieving the 2030 Agenda for Sustainable Development and the 17 Global Goals, business schools must change the way they teach business and leadership, and more systematically incorporate values like sustainability, ethics and responsibility into their teaching, research, stakeholder collaboration and campus leadership.

Submission Deadlines

- Online submission starts: March 12, 2018
- Direct contribution submission deadline: May 31, 2018
- Authors notified by: July 2nd, 2018

Almost 500 participants from 60 countries are expected to attend the conferences this year and take part in workshops, panel discussions and paper presentation sessions as speakers and participants.

For further information and registration please visit: <https://www.international-csr.org/>

Estonian Business School, Estonia

Cyber Security in Business Becomes Integral Part of Business School Curricula

The view that the flu season is in full swing in the digital world is hardly newsworthy. Teaching and training future leaders how to wash their hands is an integral part of the Estonian Business School's (EBS) Management in Digital Society curriculum.

"Cyberspace is an essential part of our daily lives and has brought diversification to our life and businesses. Effective protection of cyber threats requires preparation. And preparation means knowledge, skills, training, and exercising", said Toomas Danneberg, Vice-Rector for External Relations and Business Development and Head of the Management in Digital Society MBA program at EBS after participating as an observer in the Strategic Decision Making Exercise on Hybrid/Cyber Threats in Vienna.

The exercise was carried out in cooperation with the Defense Ministry of Austria, the European Defense Agency, and other public and private sector organizations in order to help authorities and organizations investigate potential cyber threat scenarios in a simulation exercise. Altogether, observers from 21 countries participated, including representatives of EBS and our partner in Vienna, the WU Executive Academy.

As part of the Management in Digital Society program, EBS runs a similar cyber exercise and cyber hygiene course in collaboration with Estonian cyber security companies BHC Laboratory and CybExer Technologies in a mutual effort to increase



the capability of future leaders to prevent increasingly severe cyber threats.

"The role of a university is to keep up to date, and to be a step ahead of what is happening in the business sector. Today, the leaders of organizations and companies need to have knowledge and practical experience not only in management and leadership, but also in technologies, and their influence on business operations", Danneberg says. "Cyber security in business has been a distant, complicated, and technical topic, which is why businesses are now sensing their vulnerability. Cyber security in business is one of the strategic areas of modern companies, without which it is not possible to survive in an increasingly digitalized world. Our duty is to give leaders the knowledge and experience they need, and we are happy to say that we are able to achieve this with internationally recognized partners from Estonia".

EBS Expands Collaboration with Ukrainian Universities

EBS and Ternopil National Economic University (TNEU) in Ukraine signed a memorandum of collaboration with the aim to update the training of specialists of business administration in Ukraine.

EBS rector Professor Arno Almann and TNEU rector Professor Andriy Krysovatyi signed a memorandum of collaboration that will soon be joined by the Ternopil Ivan Pul'uj National Technical University, the Ternopil Volodymyr Hnatyuk National Pedagogical University, and the Ternopil State Medical University.

The collaboration between EBS and TNEU started in 2015 when the Ministry of Foreign Affairs supported the foundation of a modern management and business school at TNEU. The development of the initiative for the creation of a business school was taken within the framework of the partnership project with EBS "Opening a Business School at the Ternopil National Economic University". Collaboration will help to modernize the training of business administration specialists in the Ternopil region and make the TNEU a competence center of entrepreneurship education that corresponds to the common principles of higher education in Europe.

EBS professor Olav Aarna also received a notable personal recognition. Professor Aarna was awarded the title of Doctor Honoris Causa of TNEU for his contribution to the development of research and education activities at the university, for the enhancement of Ukraine's intellectual potential and the international position of TNEU.

EBS has campuses in Tallinn and Helsinki. It was founded in 1988 and is the oldest educational institution in the Baltic countries that offers business education. The school has 1,500 students. It provides academic knowledge and practical skills to future managers and business specialists through its Bachelor, Master's, and doctoral programs.

EU Business School, Spain

Networking and Career Advice at EU Business School's Careers Fair 2018

One of the most anticipated events the European University (EU) Business School calendar, the annual Careers Fair, took place on Friday, 16 February 2018 at the five-star Fairmont Rey Juan Carlos I hotel in Barcelona. EU students from all four campuses had an opportunity to connect with representatives from world-renowned companies, learn from industry experts through talks and workshops, explore different career paths, and present their CVs to top recruiters.

Connecting with World-Class Companies

EU's annual Careers Fair is renowned for the prestigious companies that it attracts, and this year's event certainly did not disappoint. It drew representatives and recruiters from leading companies, such as Nestlé, PageGroup, Schneider Electric, Sixt, and Teleperformance, to name just a few. Speed networking sessions enabled students to connect one-on-one with recruiters from these companies, find out what they look for in candidates and make a lasting first impression.

Career Advice from the Top

The EU Careers Fair aims not only to connect students with companies, but also to provide them with valuable insights and practical advice to help them on their career journeys. In this vein, the EU





Gordon Institute of Business Science, South Africa

Career Services Department organized a series of career talks and discussion panels covering a wide range of industries, including finance, sports, communications, and marketing. Students also participated in interactive workshops filled with group activities and exercises throughout the day. These sessions included "Boosting Your Communication Confidence", moderated by Holly Blondin, founder of Arts Meet Bizness, and "Job Interviews Across Cultures", moderated by Kim Daamen, Operations Manager at Abroad Internships.

"It's really nice to see what kind of bright minds there are among the students - to see how enthusiastic they are to listen to the panels and speak with the companies", said Alex Stöckl, venture capital investor and startup coach and mentor at Creathor Venture.

Getting Inspired

EU alumni who have gone on to enjoy success in their careers since graduating also traveled to the Careers Fair to share some words of wisdom with current students. In the discussion panel "How to Succeed in Business - My Story After EU", members of the EU alumni network shared their experiences with the audience. Thomas Ruschke, EMEA marketing development lead at Facebook, and Alexander Valkovskiy, service segment manager at HP, recounted their career stories and provided tips on how to get ahead in today's competitive job market.

"As a student today, I would push you to go beyond the curriculum that you are learning in class and go out there and learn things that are on the cusp of innovation", said Thomas Ruschke.

The exciting event came to a close in the afternoon with a talk on careers in sports. Here, EU's eager students were offered an insight into this truly global industry and found out what it takes to work in the fast-paced world of sports.

GIBS Selected as United Nations PRME Champion for 2018-2019 Cycle

The Gordon Institute of Business Science (GIBS) of the University of Pretoria has been selected as one of the 38 global business schools that will be part of the 2018-2019 Champions Cycle of the United Nations Global Compact and Principles for Responsible Management Education (PRME). PRME officially announced the 2018-2019 Champion schools at the Global 100 Executive Roundtable in Davos, Switzerland on 23 January 2018, coinciding with the World Economic Forum.

Gordon Institute of Business Science University of Pretoria

The Champion's Cycle centers on developing the next generation of leaders with the necessary knowledge and skills to attain the United Nations' 2030 Agenda for Sustainable Development. Over 40 academic leaders and corporate executives, including deans from top business schools and chief executives from leading businesses, gathered for the round-table dinner to discuss gaps in today's business and management education.

To be considered as a PRME Champion business schools need to be committed to contributing to future leadership development through responsible management education as outlined in the United Nations Sustainable Development Agenda. Champion schools that are recognized as a thought or action leader in the responsible management community receive preferred access for their students to internship and volunteer opportunities with the PRME Secretariat and Global Compact, exclusive access to Global Compact meetings, and are recognized as PRME ambassadors.

The recognition of GIBS as a business school that leads in responsible management educa-

tion adds to the school's growing accolades as Africa's preeminent business school. GIBS Dean Professor Nicola Kleyn, who attended the event, said: *"We are delighted to be recognized as a PRME Champion. In a world of growing inequality, we believe that business schools have a vital role to play in fostering business behavior that drives inclusive growth"*.

GIBS recognizes that to solve global ills, such as poverty, climate change, and inequality, businesses need to play a pivotal role. Through responsible management education, the school will continue to develop students to become future leaders who emphasize the sustainable value for business and society alike.

As a PRME Champion, GIBS commits to:

- Working collaboratively to achieve higher levels of performance in transforming business and management education in five key areas: curricula, research, educational frameworks, sustainability-based partnerships, and thought leadership.
- Serving the broader PRME community through active engagement with existing PRME chapters, PRME working groups, Global Compact LEAD, and other global opportunities, as well as supporting broader and deeper implementation of sustainability principles in the institutional context of the PRME initiative.
- Contributing to broader UN goals and issues, particularly helping to realize the UN's Sustainable Development Goals.

Speaking to attendees, Lise Kingo, chief executive officer of the UN Global Compact, said: *"We at the UN Global Compact recognize this opportunity, and are committed to working together with you in business schools through PRME - on the global level as well as through our 76 local networks around the world — to guide and support you to achieve your sustainability objectives"*.

"Business and management schools play a key role in shaping the skills and mindsets of future leaders, and can be powerful drivers of corporate sustainability", Jonas Haertle, head of PRME, said in comments during the dinner. *"But in order to achieve the 2030 Agenda for Sustainable Development and the 17 Global Goals, today's higher education institutions must change the way they teach about business, and more systematically incorporate values like sustainability, ethics and responsibility into their teaching, research, and campus leadership"*.

For further information contact:

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IEDC-Bled School of Management, Slovenia

Prof. Danica Purg Participates at Gaidar Forum and Lectures at IEDC HR Brunch Moscow

Prof. Danica Purg, Dean and President of IEDC-Bled School of Management and CEEMAN, gave a lecture on management development needs in the Central and Eastern European region. She presented recent research findings and highlighted the latest trends in management education. The lecture was attended by 41 human resource management specialist and Primož Šeligo, Slovenia's ambassador to Russia.

In her visit to Russia, Prof. Danica Purg took part at the Gaidar Forum organized by the Russian Presidential Academy of National Economy and Public Administration on 16-18 January 2018. The forum was attended by 9,000 government representatives, Nobel prize winners, professors of management and business people. Purg was a speaker at the following expert discussions:

- How to train business leaders of the digital economy
- New technologies and corporate social responsibility. How business schools can implement principles for responsible management education
- Dynamically developing communities: identification of a management model

Prof. Danica Purg speaks at Gaidar Forum





Welcome to the new MBA generations

Prof. Danica Purg also met with IEDC and CEEMAN alumni at the famous cooking school CULINARYON. Until today, 650 Russian managers have attended IEDC and CEEMAN programs.

IEDC Welcomes New Generations of International Executive MBA studies

Thirty-six participants from 15 countries (Bosnia and Herzegovina, Croatia, Estonia, Germany, Hungary, Kosovo, Macedonia, Montenegro, Nigeria, Romania, Russia, Serbia, Slovenia, South Africa, Ukraine) gathered at the welcome reception for the start of their International Executive MBA studies.

They will spend 17 residential weeks at IEDC. In their first weeks of the studies, they will learn about personal development, leadership, and accounting and control. As a very special course, the students will develop their leadership skills through learning from the Arts and Leadership course, led by the famous film and theater producer Haris Pašović and Sir Jonathan Mills, composer and former Edinburgh International Festival director.

By studying at IEDC, the MBA students will join the IEDC alumni network, which currently associates 5,094 members from 75 countries, including 1,358 MBA and five PhD alumni. It has 15 clubs in 15 countries.

IEDC Hosts Sir Jonathan Mills as Visiting Professor for the Arts and Leadership course

IEDC hosted Sir Jonathan Mills, director of the Edinburgh International Culture Summit and former director of the internationally celebrated Edinburgh International Festival. Sir Mills is a composer of several award-winning operas and works for chamber ensembles and orchestras. His work has been recognized through awards by the governments of Australia, the United Kingdom, France, Poland, and South Korea. He was appointed Officer of the Order of Australia in 2011 and knighted in 2013.

Sir Mills gave a lecture to the IEDC MBA participants as part of the Arts and Leadership program. His first in the series of lectures was on the "History of Festivals and Festival Making". He started his lecture with a wonderful quotation from French philosopher Maurice Merleau-Ponty: "Just as places are sensed, senses are placed". Throughout the lecture, he described the importance of the relationship between the setting and the substance that exists at the core of a true festival experience. He once again pointed out that art can contribute to the education of managers and leaders.

Prof. Danica Purg named Sir Jonathan Mills visiting professor at IEDC-Bled School of Management.

Sir Jonathan Mills



MIM Business School, Ukraine

MIM Business School Receives MBA Employer and Business School Partnership Award by AMBA

MIM Business School is happy to announce that AMBA gave its MBA Employer and Business School Partnership Award to the school and Public Joint Stock Company Donbasenergo. AMBA issued the following press-release to cover the event:

"MIM Business School and Donbasenergo, one of the leaders of the Ukrainian energy sector, have a history of more than 10 years of cooperation.

After the 2014 revolution in Ukraine, Donbasenergo went into multi-staged transformation, meaning the partnership acquired a new nature, integrating various academic activities and consulting projects. These ranged from top performers and talent pool representatives taking open MBA programs at the school, to a series of corporate programs, which included people who reside in the occupied territories. MIM Business School participated in the establishment and current operations of the Internal Academy of the Donbasenergo".

The current partnership is also an instrument of social coherence for companies in the region. The MIM - Donbasenergo partnership sets the standard of business and educational organization partnerships in Ukraine and across the national and regional markets.

Professor Iryna Tykhomyrova, MIM Business School President, said: *"We're elated to receive this award because this is a confirmation of our partnership and a new step for us. This partnership is an enhancement of our school, and we share values in our activities".*



RTU Faculty of Engineering Economics and Management, Latvia

RTU Faculty of Engineering Economics and Management – Key Organization in Strategically Important EU Border Management Project in Central Asia

The International Business and Customs Institute of the Faculty of Engineering Economics and Management at Riga Technical University (RTU) is involved in the European Union project "Border Management in Central Asia – Phase 9 (BOMCA 9)". The aim of the project is to improve border security and management, and develop customs education and a training system in five Central Asian countries: Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan.

Since the early 1990s, the Central Asian countries have been experiencing several trans-regional challenges, such as human trafficking, trafficking of drugs, organized crime, and terrorism. Central Asia is strategically important for Europe as reflected in the European Union Central Asia Strategy for a New Partnership adopted by the European Council in 2007.

Since border security is one of the key elements for stability of the whole region, in 2002 the EU developed the Border Management Program in Central Asia (BOMCA) to enhance security, fight illegal trafficking, and facilitate trade in Central Asia.

The ninth phase of the project (BOMCA-9) was launched in 2015. Originally, it was supposed to last until 2018, but because of the successful implementation of the project it has been extended until 2019.

The overall management of the BOMCA-9 project is provided by the Latvian State Border Guard. The



project consortium also includes state institutions and international organizations from several EU member states, including Lithuania, Hungary, and Portugal.

The total budget is almost five million euros and 90.9 percent is financed from the EU budget. The project is co-financed by the participating member countries.

For more information, visit the BOMCA-9 project website: <https://www.bomca-eu.org/en/>

Swiss Business School, Switzerland

Latvia Swiss Business School Graduation Ceremony in Riga

On Friday, 9 February 2018, the graduation ceremony of Banku Augstskola, School of Business and Finance, and SBS Swiss Business School took place in Riga, Latvia. We are proud to have 118 new SB alumni. Ms. Izabela Karanfiloska, MBA and MSc program manager at SBS Swiss Business School, attended the event as main speaker.

We would like to take this opportunity to congratulate all MBA graduates and wish them best of luck!

Career Fair 2018

The SBS Swiss Business School held the annual Career Fair on 28 February at our Zurich Campus. Eight companies from all around Switzerland spoke to our students about future job opportunities. We would like to give a big thanks to all the companies that participated!



SGH Warsaw School of Economics, Poland

SGH Establishes Ties with the European Trade Study Group (ETSG)

SGH Warsaw School of Economics rector Prof. Marek Rocki and Prof. Ian Wooton from the European Trade Study Group signed an agreement to host this year's edition of a prestigious conference on international trade.



The European Trade Study Group (ETSG) is a non-profit foundation supporting education and research in international and development economics. The annual ETSG conference is the largest and most prestigious European forum for academics working in the field of international economics. It is attended by some 350 economists from universities and research institutions from Europe, but also from around the world. Many conference participants combine academic and research activity with professional practice, thus having an impact on the economic and foreign policy of various countries and international organizations. At the same time, ETSG conferences offer an opportunity for scholars from less known research institutions to interact with leading economists from Harvard and Princeton University, the London School of Economics, the World Bank, and the World Trade Organization. SGH Warsaw School of Economics faculty members have participated in the ETSG conference for years.

The 20th annual ETSG conference will be held in Warsaw between 13 and 15 September 2018. For more information about attending and submitting papers, visit: <http://www.etsg.org/conferences/>.

Thirteenth Annual Conference on Innovation and Competitiveness Call for Papers

The World Economy Research Institute at the SGH Warsaw School of Economics is pleased to announce that its 13th Annual Conference on Innovation and Competitiveness to be held in Warsaw on 15 June 2018.

Authors are invited to submit abstracts electronically (up to 250 words in MS Word or PDF format), following the templates provided on the conference website. Papers accepted in the review process will be published in a book or in the [International Journal of Management and Economics](#).

The deadline for abstract submissions is 30 April, 2018.

More information about the conference is available on the conference website: <http://www.sgh.waw.pl/weri-conference2018>

European Finance Association Annual Meeting 2018

Imperial College London and the SGH Warsaw School of Economics are proud to cohost the 45th EFA Annual Meeting at the Sofitel hotel on 22-25 August 2018 in Warsaw, Poland. On Wednesday, 22 August, an EFA Doctoral Tutorial and Doctoral Workshop will be held. In addition, there will be several social events, which will provide excellent opportunities to meet colleagues and exchange ideas.

EFA 2018 includes about 81 sessions and 243 papers presented over two-and-a-half days. One of the conference highlights is the keynote speech by Prof. Jeremy C. Stein, Professor of Economics at Harvard University.

The European Finance Association Annual Meetings have recently attracted over 750 renowned financial economists from top business schools and universities from all around the world. In a highly competitive selection process, a committee of track chairs and reviewers from the best universities chooses around 240 papers for presentation from more than 1,800 submissions. This stringent selection process ensures the excellence and high quality of finance research presented at the conference.

For detailed information and the application link, visit www.european-finance.org.

University of New York in Prague, Czech Republic

ship with the State University of New York and Empire State College, and UNYP degrees accredited by the Czech Ministry of Education and Sport. The university offers Bachelor, Master's, MBA and PhD degrees in a variety of study fields, such as business administration, communications and media studies, and psychology.



**UNIVERSITY
OF NEW YORK
IN PRAGUE**

Three Years of Success: UNYP Voted into Superbrands

Prague, 26 February 2018. The University of New York in Prague (UNYP), has won the Czech Superbrands Award for the third year in a row. *“Three years recognized for excellence in our marketing as well as our reputation is a great honor. This is possible because our staff and our students strive for excellence at every opportunity”*, commended Mark Anderson, marketing director of UNYP. The title is awarded by a panel of experts and is evaluated on areas such as brand knowledge, innovation, prestige, business results, and the quality of the brand itself.

“The true product of UNYP is our alumni, and with nearly 3,000 graduates over the last 20 years in top positions around the world, it’s no wonder that UNYP continues to be recognized for its excellence. Just this month two of our alumni were in Forbes CR ‘30 under 30’”, added Sotiris Foutsis, general manager of UNYP.

UNYP has been delivering the very best in English language higher education in the Czech Republic for 20 years, since 1998. The university offers both American degrees through its long-term partner-

According to the professional jury of communications and marketing professionals, UNYP remains the official leader among private universities and business schools in the Czech Republic. This success is due to both its long-term, high standards in marketing and the quality of its education, staff, faculty, alumni, and activities. It is because of them that the UNYP brand enjoys such popularity and prestige. A logical synergy of these factors generates excellent business results, innovative communication, and strong brand awareness.

For more information on UNYP or this press release, please contact us at marketing@unyp.cz.



Wrocław University of Economics, Poland

Wrocław University of Economics: "Summer School Poland"

The Summer School at Wrocław University of Economics is a project for international students interested in gaining new experience in a multi-national environment. Students are invited to join us at the university for two weeks (8-21 July) which they can spend on a program dealing with economies and business models of Central European countries. The courses will include two weeks of interactive classes, workshops, business simulation online games, and a very diverse social program which includes a weekend trip to Krakow - one of the oldest and most beautiful cities in Poland. This enables international students to experience Poland and our culture. The program offers up to eight ECTS points.

This is the 11th edition of Summer School Poland and our theme for this year's edition is "Dynamic Capabilities: Organizing for Innovation and Growth".

So far, we have had 323 students. They came from 38 countries on five continents. Classes are provided by our university staff and foreign visiting professors. We have also the support of our students who are working as buddies and are responsible for supporting the stay of our participants.

For more information you are welcome to visit our website www.summerschool.pl or www.facebook.com/SummerSchoolPoland.



AACSB

AACSB Invites You to Join ICAM 2018 (22-24 April 2018 in Honolulu, Hawaii)

The 2018 International Conference and Annual Meeting (ICAM 2018) will bring together the collective strength of the world's top business academics and collaborators to champion the future of business education and the schools that provide it. Our conference agenda is deliberately crafted to allow the right balance of time connect, discover, and lead. So take your time, see why there is more to Hawaii than just sun, sand, and surf.



Check out what is new at ICAM 2018:

- Brain Boogie: brain fitness exercises to optimize brain performance and reduce mental fatigue
- Relevant book reviews on business and leadership related topics
- Designated Speakers' Corner for exclusive time with conference presenters
- [Activities with Hawaiian culture](#) available at the headquarters hotel
- Check the website [agenda](#) regularly for up-to-date information and new activities!

Contact Us

For more information, contact Kaya Jill, conference manager at kaya.jill@aacsb.edu or visit the website: www.aacsb.edu/events/conference/2018/icam

Marco Vergeat Appointed President of ASFOR

We are pleased to announce that Marco Vergeat has been appointed President of ASFOR for the next three years (2018-2020).

Marco Vergeat was Deputy Vice-President of ASFOR and coordinator of "Corporate Learning". Over the years he has played an innovative role, particularly for the research and dissemination activities on trends and innovation practices in the management training of companies and the implementation of formats such as the ASFOR Leadership Learning Lab.

Marco Vergeat is senior partner and president of Summit Group, a consulting company that develops solutions for change management, leadership development, and performance improvement of people and organizations. He was chief executive officer of GM Isvor Fiat, the Corporate University of the Fiat Group. Previously, he was head of Management Development for the Fiat Group, and worked in various national and international consulting firms as head of management training.

He was member of the board of directors of MIP - Politecnico di Milano, member of the scientific committee of COREP - Politecnico di Torino,

of the Global Council H.R., of the International Conference Board, and of the Board of Statutory Auditors of Aspen Institute Italy.

He is also professor of management and organization models at the Faculty of Economics, University of Turin. Previously, he was professor of training methods and processes at the Faculty of Education Science at the Catholic University of Sacro Cuore in Piacenza, at the Faculty of Education Science of the University of Turin, and the Faculty of Communication Science of the University of Siena.

He has published numerous essays and articles in the fields of training processes, new learning technologies, management training, knowledge management, and corporate communication.

The previous president, Prof. Vladimir Nanut, will remain on the ASFOR board. He will be in charge of international relations.

Marco Vergeat



Balkans and Black Sea Cooperation Forum

and PRME Steering Committee Chair Andrew Main Wilson will speak at a panel on Education and Innovation for Sustainable Development at the first forum event focusing on the United Nations Sustainable Development Goals 2030. Prof. Purg will then also moderate a parallel session on higher education innovation: "Digital Transformation and Innovation, the Role of Technology in Driving Future Changes". Among other speakers, Janez Škrabec, chief executive officer of Riko and CEEMAN corporate member, will share his business perspective on management education issues.

For more information, please visit <http://balkansblackseaforum.org>

30 May - 1 June Thessaloniki, Greece

The Balkans and Black Sea Cooperation Forum is an independent, non-governmental, non-partisan economic platform powered by private and public institutions and supported by a number of international and regional organizations, aiming at identifying, strengthening, and promoting economic relations, business opportunities, cross-border cooperation, and sustainable growth and development across the Balkans, the Black Sea region, and beyond. It offers a powerful networking platform where leading business and policy makers exchange views to transform ideas into reality. They focus on bridging differences and exploiting opportunities for cohesion, capacity building and models transferability. This fosters dialogue and business development across a region of 18 countries and 370 million people.



The region that the Balkans and Black Sea Cooperation Forum focuses on consists of Albania, Armenia, Azerbaijan, Bosnia-Herzegovina, Bulgaria, Croatia, the Former Yugoslav Republic of Macedonia, Georgia, Greece, Kazakhstan, Moldova, Montenegro, Romania, the Russian Federation, Serbia, Slovenia, Turkey, and Ukraine. Over 500 participants are expected at the Forum, including a number of high-level government officials, representatives of business and education, non-government organizations, media, and others.

CEEMAN is proud to support the forum by contributing speakers at the sessions related to education. On 30 May, CEEMAN President Danica Purg

BMDA

Biggest BMDA Event of the Year Approaching

Join us at the 16th Annual Conference of the Baltic Management Development Association (BMDA) entitled "How to Make Conventional Business Unconventional"! The conference will be held on 18-20 April 2018, in Porto, Portugal, and will be hosted by Porto Business School.



The first day is dedicated to the academic community: university rectors, business school deans, and faculty members. During this day, we are going to discuss two topics in the panels on how to create unconventional programs at Business schools" and ow to choose unconventional methods or forms of learning to deliver those programs effectively".

The second day is mainly dedicated to the business community. During that day, we are not going to talk about the issues that business schools are facing, but rather provide solutions, insights, and ideas for the business on the topic of the conference. We have three panels. The first will explore ideas and suggestions for products that can be created in traditional business so that they get ahead of others. The discussion will focus on understanding what unconventional products are needed, how

to get relevant information about them, and how to implement those ideas.

During the second panel, we will concentrate on the process management that is needed to implement those unconventional ideas successfully and develop unusual products and services. We can also discuss the process of implementation and more.

The third panel is about talent management: what talents we need to assure innovativeness in an organization, generate creativity, and get a different view on product development. We will also discuss the recruitment of innovative people.

The third day is dedicated to visits to companies and discussions of conference topics with company managers. We will divide participants into two or three groups and take them to different companies.

After a few hours of free time in the afternoon, we will take everybody to a local vineyard and a gala dinner at a beautiful restaurant with a view of Porto.

A tentative program of the conference can be found on the [conference website](#).

EFMD

EFMD Annual Conference at Copenhagen Business School (6-8 June 2018 in Copenhagen, Denmark)

Every year, more than 500 management education professionals gather at the [EFMD Annual Conference](#) to address the challenges of today's management development such as the impact of globalization, collaborative research, creative leadership, and digital learning strategies.



The conference topic is "Education 4.0: New Jobs, New Skills, New Education".

The conference will address questions such as:

- What are the skills required for tomorrow's jobs and how can business schools teach them effectively?
- What are the ethical implications of changes in the labor market?
- How can you, as an educator, keep pace?

Join institutions from around the globe, share, and learn from good practice cases such as:

- the collaboration between a business school and a technology provider;
- a student-led entrepreneurship center;
- feedback on skill-based recruitment procedures

Call for Contributions: Share Your Own Story

Is there an initiative that your institution has taken to tackle the above-mentioned challenges that you are particularly proud of? Do you want to share it with your peers? Send a brief abstract of 50-100 words to innovation@efmd.org. The steering committee will select the best examples to compose a panel of TED-talk style presentations.

The detailed program and registration information are available on the [EFMD website](#).

EURAM

EURAM 2018: Research in Action (20-23 June 2018 in Reykjavik, Iceland)

The EURAM conference is the association's main annual event gathering over 1,000 management scholars from all over Europe and beyond. There are numerous opportunities for them to present their most recent research in paper sessions or to discuss emerging topics during symposia as well as to network within the Strategic Interest Groups formal and informal events.

The 2018 EURAM Conference will take place in Reykjavik, Iceland, hosted by the University of Iceland.

Early registration deadline: 18 April 2018.

Read more at <http://www.euramonline.org/annual-conference-2018/theme.html>

EFMD and EURAM Research Leadership Program

Building on the previous successes of our longer research leadership programs, EFMD and EURAM have designed a new four-day intensive edition that will help those responsible for research strategy and management to innovate, build new and stronger networks, and prepare themselves and their schools for the new era ahead.

You will have the opportunity to:

- Explore the challenges that the future of management research in Europe will bring
- Explore state-of-the-art competitor strategies
- Explore the major changes in research funding and measurement
- Explore the management process of both successful and underperforming researchers
- Explore live research contexts through visits to top business schools

The event is hosted by Nova School of Business and Economics. It takes place in Lisbon, Portugal.

The application process for the program is open.

Contact: luisa.jaffe@eiasm.be and laura.ballesteros@efmd.org

Additional information can be found on the [EURAM website](#).

Phronesis in Business Schools: Reflections on Teaching and Learning

We are happy to let you know that a new book on reflections on teaching and learning, edited by IMTA 2016 alumni Wolfgang Amann of HEC Paris in Qatar and Jenson Goh of the National University of Singapore, was published at the end of 2017 by Information Age Publishing. It appears as a volume in the *Research in Management Education and Development* series. The editors are Agata Stachowicz-Stanusch of the Silesian University of Technology and Wolfgang Amann.

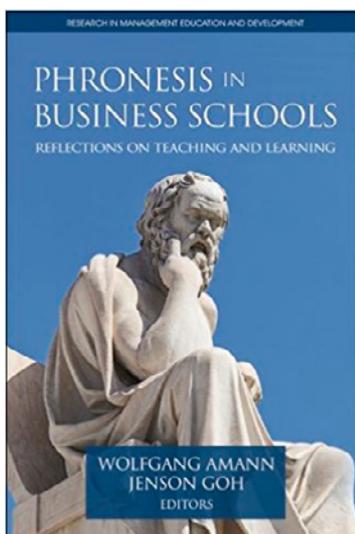
The United Nations Principles of Responsible Management Education (PRME) initiative calls upon business school leaders and professors to improve their offerings significantly. There is a need to enhance phronesis, i.e. wisdom, on how to effectively improve teaching and learning over time.

The book gathers insights on self-management, next generation teaching, as well as learning, and a business school's enhanced impact on graduates and society. It collects rich experiences from a variety of international experts (IMTA alumni and faculty) in order to support the learning journey of business school leaders and key faculty members.

Contributions include:

- *This Week Has Nine Hours*, Arshad Ahmad
- *The Elusive Balance: Navigating the Paradoxes of an Academic Life*, J. B. M. Kassarian
- *Teaching and Learning: Toward a Symbiotic Relationship*, Danica Purg
- *Reflections on the IMTA Journey*, Jim Ellert
- *Life as a New Investigator for a Research Educator*, Darren Bridgewater
- *Reflection as a Learning Tool for Managers*, Marko Majer
- *The Role of Reflective Challenge-Based Learning in Management Education*, Dietmar Sternad
- *Not All Teaching Is Done by the Teacher, and Not All Learning Is Done by the Student*, Irina Petrovskaya, Olga Grineva, and Aigerim Yelibayeva
- *Engaging Students in Active Learning: My Reflection on the Adoption of the Flipped Classroom Method*, Jenson Goh
- *Teaching Multicultural Groups*, Dominika Mirońska
- *Education as an Essential Element of Business Strengthening*, Elena Rudeshko
- *Conceptualizing Business in Society: Incorporating the UNGC PRME into the Curriculum*, Anthony Buono
- *Business in Society: Why Is Teaching Sustainability in Business Schools Still Difficult?* Agata Dembek and Maria Roszkowska-Menkes
- *Trends in Business School Environments and the Leadership Styles of Deans*, Wolfgang Amann

Order online: www.infoagepub.com



Business and Society - Making Management Education Relevant for the 21st Century

After a two-year exploratory study led by CEEMAN IQA Director Dr. Alenka Braček Lalić, a book titled *Business and Society - Making Management Education Relevant for the 21st Century* was submitted to Springer for publication in January 2018. The book promotes and encourages relevant management education. It is the result of a joint effort by 16 management education institutions from 11 countries analyzing current and future business challenges, and related management and leadership development needs. The team of researchers sought insights into the missing links between the needs of the corporate world and the offerings of management education institutions. The editors of the book are CEEMAN President Prof. Danica Purg, IQA Director Dr. Alenka Braček Lalić, and Prof. Jennifer A. Pope from Grand Valley State University (an IMTA alumna).

The book *Business and Society - Making Management Education Relevant for the 21st Century* examines the views of decision makers from 145 companies in Central and Eastern Europe, as well as South Africa, on how management education institutions and the corporate world can better cooperate with one another in order to meet the challenges of the contemporary business environment, which is most prominently characterized by volatility, uncertainty, complexity, and ambiguity. Two-hundred and twelve inter-

views and more than 450 responses to extensive surveys build the foundation on which the international research team sought to identify trends in this field.

The world of business is constantly evolving and management education institutions will likely face a number of challenges in keeping up with these changes. While most books focus on the needs of management education institutions, this book addresses the needs of the corporate world in the era of the Fourth Industrial Revolution. It offers a unique perspective on the business challenges and developmental needs of companies in emerging and recently emerged economies, and on the missing links between those needs and management education. Using both company-specific and country-level data, the book provides businesses and educators with rare insights and recommendations for strengthening existing partnerships (or establishing them anew) between management education institutions and the corporate sector in order to make management education relevant for the 21st century. The book argues that relevance should take the center stage of all higher education institutions in order to accomplish one of their core missions - their service to society. This is especially important for management education institutions, whose mission is to help shape future managers and leaders, who can have a significant influence on the economic success and well-being of society.

We are looking forward to the release of the book and sharing its useful insights with the entire CEEMAN community. Should you have any inquiries regarding the research findings, do not hesitate to contact IQA Director Dr. Alenka Braček Lalić at alenka.bracek.lalic@ceeman.org.

CEEMAN research partners gathered in Bled in early 2016 to start working on their joint research project.



Prof. Danica Purg and Dr. Alenka Braček Lalić Contribute Two Chapters in Two Management Books

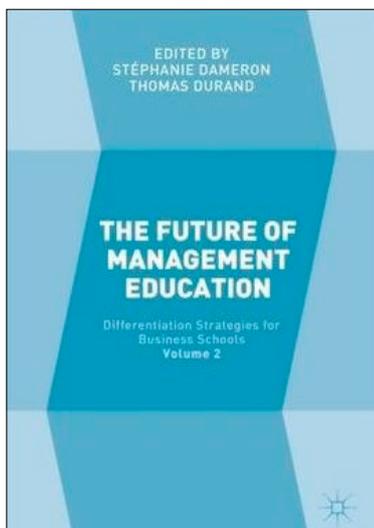
Prof. Danica Purg, President of CEEMAN and Dean of IEDC–Bled School of Management, and Dr. Alenka Braček Lalić, CEEMAN IQA Director and Vice-Dean for Research at IEDC–Bled School of Management, wrote two chapters in two books on about entrepreneurship in Central and Eastern Europe and the future of management education.

The book *Entrepreneurship in Central and Eastern Europe: Development Through Internationalization* provides an overview of entrepreneurship in a range of important emerging markets. This book aims to fill the gap in the literature by providing up-to-date data and case-based evidence. With coverage of a range of national firms from Belarus, Estonia, Hungary, Poland, Latvia, Lithuania, Serbia, Slovakia, Slovenia, and Ukraine, this book will be vital supplementary reading around international entrepreneurship and essential reading for those studying the business environment in this vital emerging market.

Prof. Danica Purg, Dr. Alenka Braček Lalić, and Dr. Iztok Seljak, PhD graduate from IEDC, wrote a chapter on entrepreneurship and the internationalization process of Hidria - a hidden champion company from Slovenia. The chapter discusses entrepreneurship and internationalization devel-

opments in the Slovenian economy. It focuses on the effect of internationalization on entrepreneurship in the Slovenian company Hidria, one of the leading global companies in the field of automotive and industrial technologies and one of the most innovative companies in Europe.

The Future of Management Education, Volume 2: Differentiation Strategies for Business Schools is a book that discusses the challenges facing business schools and management education systems around the world. Prof. Purg and Dr. Braček Lalić wrote a chapter on Higher Education in Management: The Case of Slovenia. The chapter explores the development of management education in Slovenia and focuses on its supply side and on distinctive features of higher education institutions that provide management education in Slovenia. It also discusses the demand for management education and explains the conditions for academic staff and requirements set by regulatory bodies.



FORTHCOMING CEEMAN EVENTS

- **PMS – Program Management Seminar**
18-20 April 2018
Bled, Slovenia

- **Conference on Digitalization in Management Education and Development (Lead4Skills)**
27 April 2018
Budapest, Hungary

- **Conference on Management Development Needs (Lead4Skills)**
14-16 June 2018
Bled, Slovenia

- **IMTA – International Management Teachers Academy**
17-28 June 2018
Bled, Slovenia

- **26th CEEMAN Annual Conference: Redefining Management Education: Excellence and Relevance**
19-21 September 2018
Prague, Czech Republic

- **EdTech Seminar on Technologies in Teaching and Learning**
15-18 October 2018
Bled, Slovenia

- **Leading the Way in Management Development Workshop**
4-7 November 2018
Bled, Slovenia



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