



UNIVERSITY
OF NEW YORK
IN PRAGUE



26th CEEMAN Annual Conference

Redefining Management Education:
Excellence and Relevance

19-21 September 2018
Prague, Czech Republic

—
Co-organized and hosted by
University of New York in Prague



Conference Sponsors



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Dear Colleagues and Friends,

On behalf of CEEMAN and the University of New York in Prague, we would like to extend our warmest welcome to the 26th CEEMAN Annual Conference and the celebration of CEEMAN's 25th Anniversary.

We are very pleased and honored that this conference has gathered together close to 150 participants from 34 countries.

This year's conference theme, ***Redefining Management Education: Excellence and Relevance***, focuses on a topic that is very high on the agenda of management education professionals and asks the questions: How do we make management education more relevant to prepare future corporate leaders and successful entrepreneurs? How do we make academic research more relevant to the needs of business and our local markets? How do we narrow the gap between management practice and management education? How do we combine excellence and relevance with both research and teaching?

Our keynote speakers Roger Martin and Johan Roos and other great leaders in management education will share their experience and insights and engage us to discuss and reflect on these questions. Their presentations will frame the launch on Thursday afternoon of the ***CEEMAN Manifesto: Changing the Course of Management Development***, a call to action that we believe will launch a movement to redefine the future of management education.

We are confident that our conference and its friendly atmosphere will once again be an excellent opportunity for peer experience sharing and information exchange.

We wish you a wonderful conference and welcome to beautiful Prague!

Yours,

Danica Purg
President of CEEMAN

Andreas Antonopoulos
Rector of University of New York in
Prague

Conference Venues and Events

Conference venue:

Vienna House Diplomat Prague Hotel

Evropska 15, 16041 Prague, Czech Republic

Tel: +420 296 559 111

E: info.diplomat-prague@viennahouse.com

www.viennahouse.com/en/diplomat-prague/



Wednesday, September 19

- 9:30 Registration open
- 10:00 – 12:00 Peregrine Academic Services Workshop on Accreditation and Learning Outcomes
- 13:00 – 14:00 Session on Hidden Champions in CEE
- 14:00 – 17:00 Individual Dean2Dean advisory meetings
- 17:00 – 19:00 Poster session for faculty and researchers
- 19:00 – 20:30 Welcome drink at the hotel

Thursday, September 20

- 08:00 Registration open
- 09:30 Departure from the hotel for company visits
- 10:00 – 13:00 Pre-conference workshop – company visits
- 13:30 – 15:00 Lunch at the hotel, exhibition area open
- 15:00 – 19:00 2018 CEEMAN Annual Conference Opening
- 19:15 Departure for dinner
- 19:30 – 22:00 Dinner at Kolkovna Celnice

Friday, September 21

- 09:00 – 9:45 Info session on CEEMAN IQA-International Quality Accreditation
- 10:00 – 18:00 26th CEEMAN Annual Conference, including CEEMAN Annual Meeting and Awards Ceremony
- 18:45 Departure for the Gala dinner
- 19:30 – 23:00 Gala dinner and 25th CEEMAN Anniversary Celebration at St. Agnes Convent

Saturday, September 22

- 10:00 – 14:00 Guided tour of Prague

Organizing Team



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CEEMAN – International Association for Management Development in Dynamic Societies

Your Window to Management Development in a World in Transition

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

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

CEEMAN's objectives are:

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

The main activities of the association include:

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

CEEMAN has 230 members from 55 countries in Europe, North America, Latin America, Africa and Asia.

www.ceeman.org



UNIVERSITY OF NEW YORK IN PRAGUE

The University of New York in Prague was founded in 1998, and ever since then has offered the best in English-language higher education in Central Europe, with a focus on Business Administration, Communications, Finance, IT Management, Marketing, International Economic Relations, English Language & Literature, and Psychology. UNYP is the largest and leading English-language higher education institution in the Czech Republic.

UNYP offers accredited Bachelor's, Master's, MBA, and PhD programs in English as an officially recognized higher education institution in the Czech Republic, and in partnership with prestigious international universities in the United States and Europe. UNYP stands out in the Czech market and the greater Central European region in that we are one of the few English-language higher education institutions to offer dual American and Czech bachelor degree programs for our students.

UNYP has an incredibly international atmosphere, with alumni from more than 90 countries and approximately 800 active students from more than 60 nations around the world. In addition, UNYP's 125 faculty hail from more than 25 countries, adding to the already dynamic cultural *mélange*. Adding to our global approach, we are proud of our long-term degree partners; State University of New York, Empire State College (USA); University of Greenwich (UK); University of Bolton (UK); La Salle University (USA), and National American University (USA).

In addition to our degree partners, UNYP partners with more than 35 prestigious universities from around the world to offer cultural exchange opportunities for students from both UNYP and the partner schools. Most notably, UNYP is now an official partner with Northeastern University's (USA) N.U.in program and a member of the Erasmus+ program for European exchanges. Of course, UNYP is most proud of our students and their accomplishments, but we can boast a few firsts and top accomplishments of our own.

Our accreditations speak for themselves. It is an ongoing and rigorous process to be triply accredited by the Czech Ministry of Education, Youth and Sport (MŠMT), the British Accreditation Council (BAC) and the International Assembly for Collegiate Business Education (IACBE) giving us Czech, U.K. and U.S. accreditations. We offer the first private, English-language Master's in Psychology to be accredited by the Czech Ministry in 2016. Our students have won various competitions including the CFA Research Competition in 2013, 2014 and 2015 as well as the European 2016 Unilever Future Leaders League. We host our very own TEDxUNYP every November and Czech Business Superbrands 2016, 2017 and 2018.

FUN Fact: The UNYP logo includes the outline of the Statue of Liberty, the well-known symbol of the US as a whole, and specifically New York. This is a very fitting symbol for the University, and also hints at the strong relationship with the University's main partner, the State University of New York, Empire State College. The State University of New York network includes more than 64 campuses across the state, and is one of the largest state university systems in the United States.

www.unyp.cz

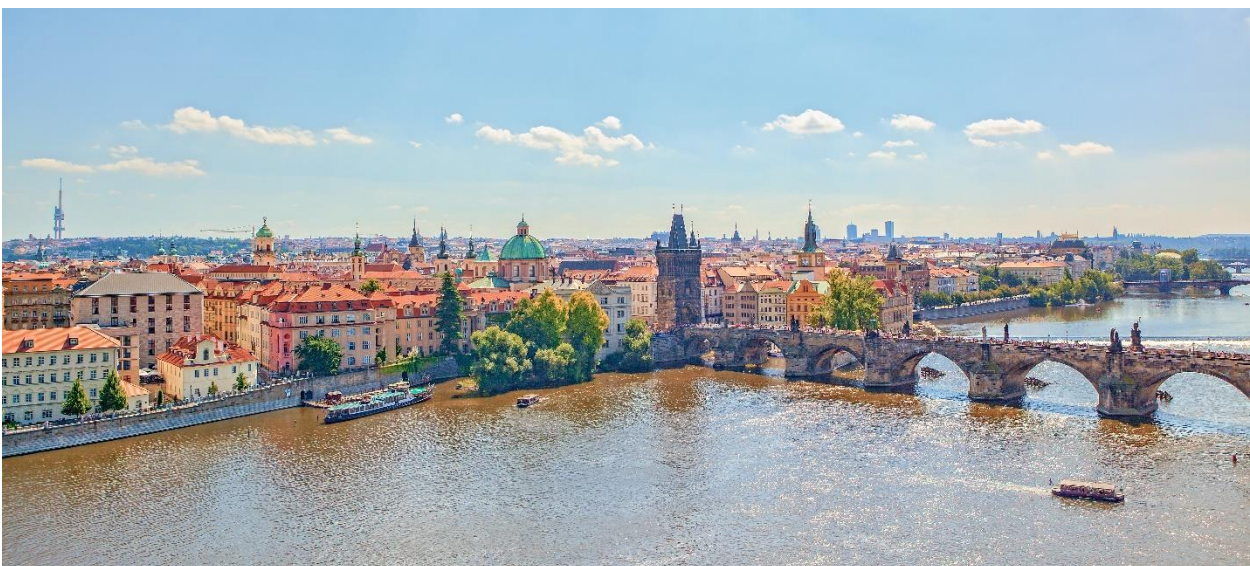
Welcome to Prague!

Prague, the capital of the Czech Republic, is one of the largest cities in Central Europe and has served as the capital city of the historic region of Bohemia for centuries. With around 1.3 million inhabitants spread over 10 different districts, Prague is also the largest city in the country. The city is famous for its unique medieval architecture, and has become one of the most popular tourist destinations in Central Europe.

Prague Castle is Prague's most popular attraction. Standing above the Vltava's left bank, its serried ranks of spires and towers dominate the city center like a fairy tale fortress. According to the Guinness World Records, it's the largest ancient castle in the world. Although Prague Castle gets all the tourist love, Vyšehrad, located in the southern part of the city, was one of the original castles of the kings of Prague. Built around the 10th century, it contains Prague's oldest surviving building, the Rotunda of St. Martin. Few tourists come here, so you will have the castle and its stunning views of Prague to yourself.

Petřín Park is the city's biggest and most beautiful park, with even more breathtaking views of Prague. You'll find a "secret" walled garden, a rose collection, a maze, and an Eiffel-style lookout tower. There is a funicular railway that can take you up the hill if you don't feel like walking.

Prague is also famous for its cultural life. Wolfgang Amadeus Mozart lived there, and his *Prague Symphony* and *Don Giovanni* were first performed in this city. In addition, the music of the great Czech composers Bedřich Smetana, Antonín Dvořák, and Leoš Janáček is commemorated each year in the Prague Spring music festival. Theatrical traditions are also strong, with more than 20 well-attended theatres in the city, and there are many museums and galleries. Perhaps the greatest treasures of the city, however, are the 2,000 officially recognized architectural and artistic monuments, ranging in period from Romanesque through Gothic to Baroque, Rococo, Classical, and Neoclassical.



Conference Agenda

Wednesday, 19 September

Pre-conference events:

- 9:30 Registration open
- 10:00 – 12:00 **Peregrine Academic Services Workshop on Accreditation and Learning Outcomes**
Paul Mallette, Director of European Operations, Peregrine Academic Services
- 13:00 – 14:00 **Session on Hidden Champions in CEE**
latest update and insights from international research consortium
Alenka Braček Lalić, CEEMAN IQA Director and CEEMAN Hidden Champions leading researcher, Slovenia
Xiaobo Wu, CEEMAN Vice-President for China and former Dean of School of Management, Zhejiang University, China
- 14:00 – 17:00 **Individual Dean2Dean advisory meetings**
- 17:00 – 19:00 **Poster session**
Faculty and researchers will showcase their experience and best practices in teaching and research through poster presentations. The posters will stay on display for the whole duration of the conference.
- 17:00 Zoltan Buzády, Corvinus University, Hungary: Opening remarks
[Conceptual & Practical Challenges of Management Education](#)
- 17:05 Liezel Massyn, University of the Free State, South Africa: *Design elements of a formal undergraduate qualification: Developing quality graduates*
- 17:15 Jon-Hans Coetzer, EU Business School, Switzerland: *Critical thinking in the international Western classroom: Cross-cultural dilemmas*
[Exploring the Excellence Dimension](#)
- 17:30 Lev Tatarchenko, Graduate Management School of the National Research University Higher School of Economics, Russia: *Case-method in strategic management: Features of appliance in Russian business education*
- 17:40 Amy Gillett, William Davidson Institute at the University of Michigan, US: *Virtual Exchange*
[Exploring the Relevance Dimension](#)
- 17:55 Zoltan Buzady, Corvinus Business School, Hungary: *East vs. West: A comparative report on 29 leadership skills*
- 18:05 Alexander Yashin, Ural Federal University named after the First President of Russia B. N. Yeltsin, Russia: *Entrepreneurial education design in Russian universities*
[Sharing Experiences and Insights](#)
- 18:20 Monika Kolb, Cologne Business School, Germany: *Sustainable Management as the new normal: The case of Cologne Business School*
- 18:30 Raphale Tabani Mpofu, UNISA-University of South Africa, South Africa: *Innovation, Incubation & Enterprise Creation at UNISA*
- 18:40 Cristal Peterson, UNISA-University of South Africa, South Africa: *Positioning the business school at the nexus between the public and private sector at the UNISA Graduate School of Business Leadership*
- 18:55 Zoltan Buzády, Corvinus University, Hungary: Closing remarks
- 19:00 – 20:30 **Welcome drink** at the hotel

Thursday, 20 September

9:30 – 13:00 Pre-conference workshop – company visits

13:30 – 15:00 Lunch at the hotel, exhibition area open

26th CEEMAN Annual Conference opening

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

Friday, 21 September

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

26th CEEMAN Annual Conference
(continued)

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

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

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

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

11:45 – 12:15 Coffee, exhibition

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

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

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

13:45 – 14:30 Lunch

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

Saturday, 22 September

- 10:00 - 14:00 **Guided tour of Prague**
- 10:00 departure from the hotel
 - 10:30 – 11:30 historical tram ride
 - 11:30 – 12:30 Prague Castle tour
 - 12:30 – 14:00 free time in Prague center
 - 14:00 departure by bus back to the hotel

Pre-Conference Events

Workshop on CEEMAN Accreditation and Learning Outcomes



This pre-conference workshop will be run by higher education thought-partner, Peregrine Academic Services and shall explore how CEEMAN member schools can address key

standards of CEEMAN's accreditation criteria, with particular reference to learning outcomes. Conference leaders will explore techniques to effectively map programs and module content to learning outcomes and how to efficiently measure and report learning outcomes and learning gains.

During this workshop Peregrine Academic Services will present best practices based on its global experiences in higher education. Participants should come prepared to discuss learning outcomes, how they are addressed at their institution and to learn from others during this facilitated workshop.

Session on Hidden Champions in CEE

In 2011, CEEMAN launched an elaborate project comprising 15 research teams that worked with over 130 companies across Central and Eastern Europe (CEE) and Turkey. The teams have studied Hidden Champions - small and medium-sized companies that have a low visibility profile in the public domain, yet which occupy top positions in the world markets as measured by market share. Results of the study were published by Springer in 2013 in a book titled *Hidden Champions in CEE and Turkey: Carving out a Global Niche*.

In 2018, CEEMAN returned to the topic of the Hidden Champions and a new more ambitious study was launched: "Hidden Champions in Dynamically Changing Societies and their Management and Leadership Development Needs". The new project runs across 24 countries, with 24 international research teams participating in it. Common characteristics, best practices, main success factors, as well as the management and development needs of the identified Hidden Champions will be assessed and shared. A report is to be published in late 2018 and a book - in 2019-2020. The project is supported by the European Bank for Reconstruction and Development and coordinated by IEDC-Bled School of Management and CEEMAN.

The session will share latest update and preliminary findings from this exciting research.

Company visits

GZ Media



GZ Media is the biggest vinyl records producer world-wide with facilities in Lodenice and Sobeslav (Czech Republic), Toronto (Canada), Memphis (USA) and Tourourve (France) and is an European leader in bespoke packaging of CD, DVD and vinyl records thanks to our highly developed print & packaging production.

GZ was established in 1951 and with ongoing investments into modern technology has been constantly expanding its range of products and services to achieve a worldwide reputation among the most important companies in music & video entertainment, cosmetics, perfumes, beverages, electronics. It now has almost 2000 employees. The production supported by highly professional Sales & Customer Service Departments is appreciated by hundreds of satisfied customers around the globe. During the visit, the participants will learn about future business challenges and HR development issues, as well as have a chance to see vinyl manufacture.

www.gzmedia.com

Microsoft



Microsoft Corporation is an American multinational technology company, which develops, manufactures, licenses, supports and sells computer software, personal computers, consumer electronics and related services. The world's largest software maker by revenue as of 2016 also has a software development center in Prague which focuses on customer relationship management. During the company visit, participants will be acquainted with a range of topics related to the activities of Microsoft, including how management education contributes to the development of Microsoft employees and managers, Microsoft EDU activities, how universities can enhance their educational offerings with the help of AI and technology as well as how the latter can support them in their research activities.

www.microsoft.com

Staropramen



Pivovary Staropramen s.r.o. is the second largest beer producer and innovation leader in the Czech Republic. The company is also an important Czech beer exporter and Staropramen brand is available in more than 35 countries all over the world. Apart from Staropramen and Ostravar brands being produced since 19th century in breweries in Prague Smichov and Moravska Ostrava, company's wide portfolio offers additional well-known and traditional beer brands Branik, Velvet, Mestan and Vratislav. The company also offers on the Czech market Belgian beers Stella Artois, Hoegaarden and Leffe. Pivovary Staropramen is a member of Molson Coors Brewing Company group, which is one of the greatest brewing companies in the world operating in Canada, USA, Central Europe, UK and other export markets. The company visit will include a tour of Staropramen brewery and beer tasting.

www.molsoncoors.com

Guided tour of Prague

Prague, the City of a Hundred Spires, a UNESCO site and one of the most beautiful cities in the world. Get to know it in person!

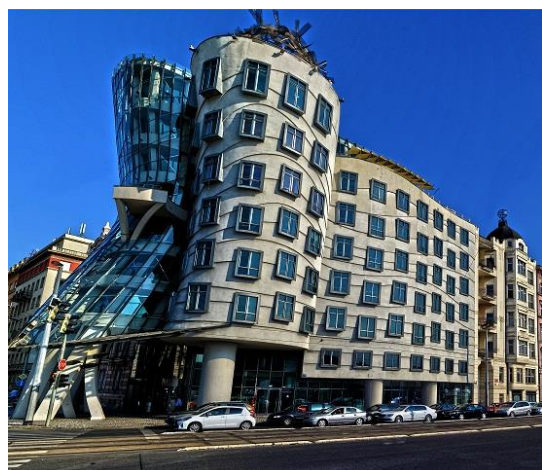
You will have a chance to experience the best that Prague has to offer during this 1-hour Historic Tram guided tour and subsequent 1-hour walking tour of Prague Castle. Your journey will start at the former tram and bus depot **Vozovna Stresovice**, which is more than 100 years old. In December 1991, Vozovna Stresovice was declared a cultural monument, and now it serves as a City Transport Museum.

Immediately after you leave this lovely historical depot, you will pass **Prague Castle** on your right. At the Vltava River, you will cross the **Manes Bridge**, and you will have the opportunity to see the famous Charles Bridge on your right. With the Vltava behind you, you will see the magnificent **Rudolfinum concert hall** in front of you, home of the **Czech Philharmonic Orchestra** since 1946. The Rudolfinum is one of the main venues for the **Prague Spring International Music Festival** held each year in May and June.

You will also see the Faculty of Arts of **Charles University**, which was founded by Emperor Charles IV on April 7, 1348, and the **Clementinum**, a historic complex of buildings that serves as the **National Library** of the Czech Republic. After you pass Karlovy Lazne, a wonderful view of Prague Castle and the Charles Bridge will open in front of you. The construction of **Charles Bridge** started in 1357 under the auspices of **King Charles IV**, and was finished in the 15th century. Charles Bridge is the most famous monument in Prague, and is noted for its rows of 30 statues and sculptures,



most of which are in the baroque style. With a lovely view of the river on your right, you will see the **National Theater** on your left, considered to be the home of **Czech opera**, and the primary national monument of Czech history and art. You will then pass the **Legii and Jiraskuv bridges**, and you will be amazed by the **Dancing House**. This unconventional design was controversial at



the time, because the house stands out among the typical Baroque, Gothic and Art Nouveau buildings for which Prague is famous, and some people do not believe it is appropriate. The project was avidly supported by the then Czech president, **Václav Havel**, who lived for decades next to the site, and hoped that the building would become a center of cultural activity. **The National Theatre** was opened for the first time on 11 June 1881, to honor the visit of Crown Prince Rudolf of Austria, and **Bedřich Smetana's** opera "Libuše" had its world premiere there. After



passing through **Charles Square**, and the central **Narodni, Lazarska and Vodickova streets**, you will see **Wenceslas Square**, the center of the business and cultural communities in the New Town of Prague, Czech Republic. Many historical events have occurred here, and it is a traditional setting for demonstrations, celebrations, and other public gatherings. The square is named after **Saint Wenceslas, the patron saint of Bohemia**, and is part of the UNESCO-listed historical center of Prague. After passing through the heart of the city and viewing sights such as **Jindřiska Tower**, you will cross the **Stefanikuv Bridge**. The river will now be on your left side, giving you wonderful views of the Old Town. Your Historical Tram Tour will end at the **Prague Castle**, where your walking tour begins.



The second part of your sightseeing tour is a walking tour of Prague Castle. At the entrance to the Prague Castle area, you will be welcomed by the **Prague Castle Guards**. During this tour, you will see several historical courtyards, and will have the opportunity to enter **St. Vitus Cathedral**. This cathedral is a prominent example of **Gothic architecture** and is the largest and most important church in the country and containing the tombs of many **Bohemian kings** and **Holy Roman Emperors**. Behind the St. Vitus Cathedral, you can take a look at **St. George Basilica**, the oldest surviving church building within Prague Castle. After passing through the **Jirská alley**, you will descend down the **Old Castle Steps** to find yourself in **Malostranská square**, where you can try typical Czech cuisine at one of the many great restaurants there.

The price for the guided tour on Saturday, 22 September is EUR 27, to be paid upon arrival to the conference.

Speakers



Derek F. Abell

Derek F. Abell is the founding president of ESMT European School of Management and Technology and Professor Emeritus. His primary teaching and research interests are in strategic marketing, general management, leadership in technology-based industry and the broader responsibilities of the executive "beyond the bottom line".

From 1981 to 2003 he was Professor of Strategy and Marketing at IMD, Lausanne, and parallel to that, from 1994 to 2003, Professor of Technology and Management at the two Swiss Federal Institutes of Technology (ETH Zurich and EPF Lausanne). He was Dean of IMEDE (the institutional predecessor of IMD) from 1981 to 1989, and from 1969 to 1981 a full-time faculty member at the Harvard Business School.

He originally graduated as an aeronautical engineer from the University of Southampton. He has a Master's degree from the Sloan School of Management at MIT and his Doctorate from Harvard Business School. He has served as a consultant to governments in Eastern and Central Europe, as well as to many multinational corporations around the world. He has also served as a board member of a number of European-based public and private organizations. Prof. Abell has been closely involved in the development of CEEMAN and is currently its Board member and IQA Accreditation Committee President.

He has published five books and numerous articles. His most recent book is "Managing with Dual Strategies: Mastering the Present; Preempting the Future", published by Free Press, New York.



Andreas Antonopoulos

Andreas Antonopoulos is the Rector of the University of New York in Prague (UNYP), Professor of Entrepreneurship and a Partner in the Venture Growth Partners investment fund focusing on early stage investments. Andreas teaches Entrepreneurship in several MBA Programs around the world and regularly gives related seminars and invited speeches. He has over 25 years of an academic, entrepreneurial, investment and corporate background blend. He was co-founder of Working Knowledge, a leading telecom advisory firm in London he left in 2007, he co-founded Viva Credit, the market leader micro lender in Romania and has been an angel investor in a dozen other failed, alive or thriving ventures. He is also a mentor in a few select accelerators such as Wayra and Startup Yard.

Andreas has held a senior executive appointment in academia at Central European University before UNYP as well as a variety of senior and middle management appointments in leading telecom sector companies such as RHK, Lucent Technologies, Nortel Networks and British Telecom. Andreas has worked and/or lived in Argentina, Brazil, Germany, Greece, Hungary, the Philippines, Romania, Singapore, Spain, the UK and the US, and speaks six languages. He holds a Ph.D. in Electrical & Electronics Engineering from University College London, UK and an MBA from the Weatherhead School of Management at Case Western Reserve, Cleveland, Ohio, USA.



Kostas Axarloglou

Kostas Axarloglou is Dean and Professor of International Business and Strategy at ALBA Graduate Business School (Greece), Associate Professor of International Business at the Democritus University of Thrace, Michael Gerrits Term Chair Assistant Professor of Economics at Babson College, Visiting Assistant Professor of Economics at Fuqua School of Business, Duke University, and Instructor at the University of Michigan.

Dr. Axarloglou does research and consulting work in the areas of International Business (Foreign Direct Investments), Strategy (Strategic Leadership), and Pricing. His research has been published in leading management and economics journals such as *Management Science*, the *Journal of Business*, the *Journal of the European Economic Association*, *World Economy* and *Managerial and Decision Economics*. He has received several research grants and also participated in numerous international conferences. Recently, he completed a study for the Athens Academy of Science on "The Lack of FDI Flows in Greece". Dr. Axarloglou serves on various company boards and has done extensive training and consulting work in numerous multinational corporations such as Carrefour, Eurobank, GlaxoSmithKline, Janssen-Cilag, Novo Nordisk, Philip Morris International, PepsiCo, Shell, Titan, Viohalco and Vodafone.

Dr. Axarloglou, a recipient of the Fulbright scholarship, has extensive teaching experience on all levels of business education and has also received several teaching awards. He holds a BA from Aristotelian University of Thessaloniki, MA from the University of Michigan, a PhD from the University of Michigan, and is a member of the American Economic Association.

Francisca Beer



Dr. Beer is a Professor of Finance at California State University, San Bernardino. She holds a Ph.D. in Finance, a Graduate Degree in Computer Science and a Master's in Commercial Engineering. Her specialties include corporate finance, structure of capital markets and international finance. Her principal research interests are in international and corporate finance. She has an established list of more than 36 articles in books, monographs and refereed journals. Her publications appear in journals such as *The Financial Review*, *Review of Business Research*, *American Business Review*, *Journal of Emerging Markets*, *International Journal of Business Discipline*, and *Global Financial Journal*.

Selected as the Associate Dean for the College of Business and Public Administration in December 2017, Dr. Francisca M. Beer has extensive administrative experience as the Assistant, Associate, and Interim Dean of Graduate Studies. She is the Co-PI for Mellon Mays Undergraduate, the Co-PI for National Science Foundation (NSF) S-STEM grant and the Co-PI for the Chancellor Student Success Initiative Grant. Francisca has received over 20 research grants with numerous awards for "superior research. She was the sole recipient of the CSUSB "Faculty Mentor Award" representing the Jack H. Brown College of Business and Public Administration in 2018. Francisca was also the recipient of the CSUSB "High Quality Publication Award" for excellence in research in 2012. Francisca has also earned many professional awards and honors throughout the years for her scholarly endeavors, including: "Faculty Advisor of the Year", "Award for Excellence in Teaching" in the Department of Accounting and Finance, "Dean's Outstanding Teaching Award" in the School of Business and Public Administration, and "Outstanding Professional Achievement, Beta Gamma Sigma Honor Society" for the AACSB Accredited Business Programs to name a few.

She has extensive practical experiences. She was the founder of Personalized Financial Resources, served on the Board of Cajon High School and on the Board of the Inland Empire International Business Association. She was a member of the Faculty Senate Executive Committee, and is the Alternate Statewide Academic Senator.

Alenka Braček Lalić



Dr. Alenka Braček Lalić is the Vice Dean for Research and Co-Director of the Executive MBA study program at IEDC-Bled School of Management, Postgraduate Studies. She is also involved in CEEMAN, the International Association for Leadership Development in Dynamic Societies, where she acts as the International Quality Accreditation (IQA) Director.

Before joining IEDC-Bled School of Management, Postgraduate Studies and CEEMAN in September 2015, she was an advisor to the Minister of Education of the Republic of Slovenia and senior advisor at the Slovenian Quality Assurance Agency for Higher Education.

She is specialized in providing quality enhancement advisory services for management education institutions in emerging or recently emerged countries related to organizational development and continuous improvement. Dr. Braček Lalić has also been an external evaluation expert nominated by several institutions, such as the Centre of the Republic of Slovenia for Mobility and European Educational and Training Programs, the Ministry of Education of Montenegro and the Academic Information Centre in Latvia. From December 2014 till September 2017, she had acted as the Chair of the Council at the National Education Institute of the Republic of Slovenia and since October 2016, she has been a member of the EQUAL Board.

Besides professional engagements related to organizational development of management education institutions and their quality enhancement, Dr. Braček Lalić acts as the Vice Dean for Research and Co-Director of Executive MBA study program at IEDC-Bled School of Management, Postgraduate Studies, where she has been active as a researcher. She is currently involved in several research projects and publications run by the school. Her research interests involve organizational development, internationalization of higher education, leadership in higher education, quality management, personal and professional development, innovation, and social responsibility.



Pepper de Callier

Gala Dinner speaker

Pepper de Callier is Founder and Executive Director of Prague Leadership Institute. He is a bestselling author of three books on leadership and personal development (Common Sense Wisdom trilogy), newspaper columnist, and senior-executive coach. He was voted Top Corporate Leadership Coach in Europe-2015 by London-based AI Media.

Pepper has devoted his career to understanding, counseling, and coaching leaders globally. Formerly a partner at two of the most respected executive search and consulting firms in the world, Spencer Stuart and Heidrick & Struggles, Pepper has advised executives in Asia, North America, and Europe at Microsoft, Japan Energy, Emerson Corporation, Boeing, Ericsson, SAIC, Sempra Energy, Hitachi, Home Credit Group, Oki Semiconductor Company, General Electric, SABMiller, Telefonica O2, Sanofi, Deutsche Telekom, UniCredit Bank, Merck, Penta Investments, TV Nova, Vodafone, Ceska sporitelna, Imperial Tobacco, Johnson & Johnson, Heineken, Nokia, BXR Group, RaiffeisenBank, DHL, EuroFarms, Office Depot, Warburg Pincus, Grayling, Slovak Telekom, McKinsey & Co., and Young Presidents Organization, among many others.

Pepper is also deeply involved in the development of future leaders. He is a Founder and Chairman of the Supervisory Board of Aspen Institute Central Europe. He assisted in the design and launch of, as well as being a mentor in, the Odyssey Program for the Vodafone Foundation, a mentoring program for women executives. Pepper assisted in the formation of Manageria, a Slovak NGO, focusing on the development of ethical, holistic business leaders. Pepper also serves as Chair of the Board of Trustees of The Lobkowitz Collection, an organization dedicated to preserving, protecting, and sharing with the public the magnificent art, artifacts and buildings returned to the Lobkowitz family in restitution after the Velvet Revolution of 1989 in Czechoslovakia.

Previously, he served as President of the National Association of General Agents for the Philadelphia Life Insurance Company, Board Member of the William Elliott Education Foundation, member of the Arizona Academy and the University of Arizona Foundation and Guest Lecturer and member of the Advisory Board of the College of Business at California State University San Marcos and Guest Lecturer at The Prague School of Economics and The London Business School.

Steven J. DeKrey



Professor Steven J. DeKrey is Associate Dean and Adjunct Professor of Management at HKUST and he represents HKUST in the HKUST-Moscow School of Management SKOLKOVO Partnership as the Chairman of the SKOLKOVO International Academic Council. Past positions include President of the Asian Institute of Management, Senior Advisor to the President, Senior Associate Dean and Director of Masters Programs at HKUST, Director of the Saudi Arabia MBA Program which he helped initiated with Saudi Aramco, Director of MBA Programs at the University of Florida and Assistant Dean and Assistant Professor at Northwestern's Kellogg School. He is the founding director of the Kellogg-HKUST EMBA Program and he continues to direct this world's #1 ranked program. The HKUST MBA program was ranked in the top 10 in the world three times by the Financial Times under his past leadership and is currently #14. He teaches leadership seminars and courses, and has coauthored three Asian Leadership books. He earned his PhD at the University of Iowa and his MBA at Northwestern's Kellogg School.

Jan Fischer



Jan Fischer is former Prime Minister of the Czech Republic and former Vice-President of the EBRD. He currently is a consultant to the President of the Czech Statistical Office and professor at the University of Economics, Prague.

After graduating from the Faculty of National Economy at the University of Economics, Prague and obtaining a PhD in the field of economic statistics at the same institution, he joined the Federal Statistical Office as a researcher at the Research Institute for Social and Economic Information. Fischer headed various teams processing the results of several elections in the country and was in charge of relations with Eurostat. In the years that followed, he also acted as the vice-president and later as the president (2003-2009) of the Czech Statistical Office. Delving into more entrepreneurial waters, he served as the director of production at marketing research company Taylor Nelson Sofres Factum and director for strategic projects at private energy company CE Group. In 2001 he was part

of an International Monetary Fund mission that assessed and devised plans for a statistical service for East Timor, which had only recently gained its independence at the time. From September 2010 to November 2012, he was a Vice-President of the European Bank for Reconstruction and Development (EBRD). During that time, he also served as the head of the joint research centres of the Faculty of Informatics and Statistics and the University of Economics, Prague. Entering the political sphere, Fischer served as the Prime Minister of the Czech Republic from April 2009 to July 2010 and was thus the head of the country's government during the Czech Presidency of the European Council. He was also the Vice-Prime Minister and Minister of Finance in later years. Besides his principal activities, Fischer is also member of various councils and boards such as the Board of Trustees of the University of Economics, Prague, the Czech Statistical Council etc.

Antonio Freitas



Prof. Antonio de Araujo Freitas Junior, PhD, is Provost of the Getulio Vargas Foundation (FGV), Member of the Higher Education Board of the National Education Council of Ministry of Education in Brazil and past President of CLADEA - Consejo Latinoamericano de Administración of Schools. He is also a member of the Brazilian Association of Education – ABE and Advisor of Technical Support School Foundation of Rio de Janeiro - FAETEC. Coordinator and Researcher at FGV's Center for Studies in Management on Quality and Competitiveness in Higher Education.

Prof. Freitas graduated in Civil Engineering from the Polytechnic School of Pernambuco and holds a Master in Production Engineering from Federal University from Rio de Janeiro (UFRJ), PhD in Industrial Engineering from Syracuse University, PhD from North Carolina State University and post-doctorate from the University of Michigan.

He participates actively in the educational area of quality, nationally and internationally, and is an expert in higher education, performing research, opinions, interviews and lectures. His research interests and publications relate to the Sustainability Management, Quality and Competitiveness in Higher Education.

Elisabeth Fröhlich



Prof. Dr. Elisabeth Fröhlich is President and Professor for Strategic Procurement Management at Cologne Business School, Germany.

She studied business administration at the Ludwig Maximilian University in Munich as well as at the University of Cologne. After her dissertation, she continued to pursue her career at the seminar of

Prof. Dr. U. Koppelman at the University of Cologne and finished off her state doctorate concerning the topic "Modelling of Job Profiles in Procurement". Since the end of 2007, Elisabeth Fröhlich is a professor at Cologne Business School responsible for the department of Strategic Supply Management, while since May 2013, she leads the Cologne Business School in her role as President. She is a board member of several scientific organizations, including BME e.V. Region Cologne or the Institute for Sustainable Management. She is a speaker of the Kölner Wissenschaftsrunde (Cologne Scientific Circle) and Business Ambassador of the City of Cologne. Her current key research lies in the topics of Sustainable Supply Chain Management and Green Procurement, Qualification in Purchasing as well as in Strategic Supplier Management. Procurement 4.0 as well as organizational and personal challenges of Agile Purchase build further main research areas.



Jindřich Fryč

Jindřich Fryč is State Secretary at the Ministry of Education, Youth and Sports of the Czech Republic and represents the Ministry at the European Union, at the Council of Europe, UNESCO and other international organizations.

During his university studies, he worked as primary school teacher. Starting at the Ministry of Education, Youth and Sports in 1994 as official responsible for relations with German-speaking countries, he was later named the Director of the Youth Department. During that time he co-authored the draft of the National Policy on Children and Youth in the Czech Republic and was involved in its implementation.

From July 2004 until December 2009 Fryč was the Director of the Department for International Relations. In the years following he held the position of Director General of the Section for International Relations and EU Affairs at the Ministry. In that period he dedicated himself to international relations in the field of education, and later to European affairs and the implementation of EU documents in the area of education.

From August 2012 until August 2014, he held the position of Deputy Minister for Education. From July 2013 until January 2014 he was also named the First Deputy Minister of Education, Youth and Sports. In that position, he actively pursued education policies and co-authored several conceptual documents.

Moreover, he was a member of the Bureau of the Steering Committee for Education of the Council of Europe, respectively the Steering Committee for Education Policy and Practice from 2006 until 2012. In 2013 he was elected its Vice-Chair, only to be elected its Chair from 2014 until 2016.

Since 2012 Fryč has been a member of the European Wergeland Centre (Council of Europe's Centre for Education for Democratic Citizenship and Human Rights) based in Oslo. He was awarded the Order of Academic Palms – Officer rank, a French award for distinguished persons in the field of education, science and culture, and the Order of Merit by the President the Federal Republic of Germany.

Fryč holds a degree in teaching from the Faculty of Education, Charles University. In 2008, he passed the state postgraduate examination and later obtained a PhD degree at the same institution.



Karel Havlíček

Karel Havlíček is the founder and chairman of the Czech non-profit Association of Small and Medium-Sized Enterprises and Crafts. He has been holding managerial positions in the private sector since the 1990s and now focuses mainly on holdings of small and medium-sized companies of the Sindat Group. Since 2007, Havlíček has been acting as general manager of the Group's parent company, SINDAT, of which he is a majority shareholder. SINDAT was founded in 1990 and more than fifty small to medium-sized enterprises have been part of the group ever since; a group in which SINDAT exercises its holding based on business synergies, innovative strategies and project financing.

Havlíček is part of several Czech and European government advisory teams. He is a member and vice-chairman of the Government Council for Research, Development and Innovation, and a member of the Czech Business Council. Moreover, he has worked in the academic sphere for many years; he has been lecturing at the University of Finance Administration since 2004 and in 2010 he was named the dean of the Faculty of Economic Studies and a member of the scientific council of the university. He has authored several books and hundreds of articles on management and controlling of SMEs.

Havlíček holds a Master's degree from the Faculty of Civil Engineering of the Czech Technical University in Prague, an MBA from Manchester Metropolitan University, and a PhD from the Faculty of Business Administration of the University of Economics in Prague. In 2013, he successfully habilitated at the Faculty of Finance and Accounting of the same university and earned the title of associate professor.



Gazmend Haxhia

Gazmend Haxhia, President of A.S.G Group, is a parallel entrepreneur, who founded eleven companies and currently manages six of them. A graduate of Tirana University, he obtained a master's Degree from Columbia University in Business and International Relations, and continued with further business education at IEDC-Bled School of Management in Slovenia, INSEAD Business School in France, Harvard University in the USA, London Business School in the UK. Momentarily, he is an active owner and shareholder of OPEL Noshi, Avis Rent-A Car-Albania, Budget Rent A Car Albania, Albania Experience (an events management and travel company), Polis University, and is actively pursuing entrepreneurial opportunities in Albania and the region. He is a promoter of Entrepreneurship in Albania and beyond and is currently lecturing at IEDC-Bled School of Management in Slovenia, as well as Polis University and Tirana University in Albania on the subjects of Leadership and Entrepreneurship.

He has been a speaker at numerous conferences and events in Albania and the world. He is an active member of Young Presidents Organization (YPO) since 2008, and in the same year he has been selected as a Young Global Leader of the Davos World Economic Summit. He has served in the past as a board member of the advisory board of BKT, board member of American University in Kosovo and also in Business Advisory Council (BAC). He currently serves as a Board member in CEEMAN and POLIS University.



Virginijus Kundrotas

Virginijus Kundrotas is a Certified Adizes Associate for Organizational Transformation and Change and head of Adizes Institute for Lithuania. He is also the dean of Adizes Graduate School (USA) and holds a PhD in Social Sciences (Education).

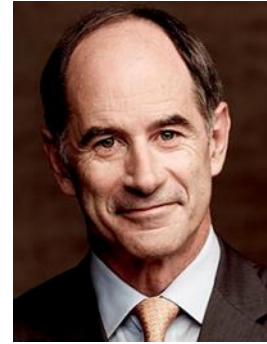
Virginijus Kundrotas delivers training and consults various organizations around the world on change management, organizational transformation, leadership, business ethics and corporate responsibility. He also coaches managers of various business and non-profit organizations.

Kundrotas is the President of the Baltic Management Development Association (BMDA), Vice-President of CEEMAN, member of the Editorial Board of the Baltic Journal of Management (UK) and the international journal Theoretical and Practical Aspects of Management (Russia), member of the International Scientific Committee of EDUNIVERSAL (France), and member of the Board of Trustees of Almaty Management University (Kazakhstan) and the International Business School of Kazan (Russia). He also serves as board member for SC Linas, the Lithuanian Free Market Institute, VilNews on-line magazine and a number of other institutions.

Dr. Kundrotas is a visiting professor at a number of business schools in France (Kedge Business School), Czech Republic (Prague University of Economics), Latvia (BA Business School, Riga Technical University), Lithuania (KTU, ISM), Poland (GFMK, Gdansk), Ukraine (MIM-Kiev), Kazakhstan (Almaty Management University), and Russia (IBS Moscow, Kazan Federal University, Irkutsk University).

Virginijus Kundrotas is the founding president of ISM University of Management and Economics, the first private higher education institution in Lithuania, and held this position from its establishment in 1999 until 2008.

Dr. Kundrotas is a founding president of Kauno Taurus Rotary club and a member of Vilnius International Club. He is delivers training programs and consulting in Lithuanian, English and Russian.



Roger Martin

In 2017, Roger Martin was named the world's #1 management thinker by Thinkers50, a biannual ranking of the most influential global business thinkers. In previous years, he was ranked 3rd, 6th and 7th.

Roger is the Institute 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 & Competitiveness. From 1998 to 2013, he served as Dean. Previously, he spent 13 years as a Director of Monitor Company, a global strategy consulting firm based in Cambridge, Massachusetts, where he served as co-head of the firm for two years.

His research work is in Integrative Thinking, Business Design, Strategy, Corporate Social Responsibility and Country Competitiveness. He writes extensively and is a regular contributor to: Harvard Business Review's The Conversation blog, the Financial Times' Judgment Call column, and the Guardian Sustainable Business. He has written 24 Harvard Business Review articles and published 11 books: *Creating Great Choices* written with Jennifer Riel (Harvard Business Review Press (HBRP, 2017) *Getting Beyond Better* written with Sally Osberg (HBRP, 2015) and *Playing to Win* written with A.G. Lafley (HBRP, 2013); *Fixing the Game* (HBRP, 2011); *The Design of Business* (HBRP, 2009); *The Opposable Mind* (HBRP, 2007); *The Responsibility Virus* (Basic Books, 2002); *Canada: What It Is, What It Can Be* (with Jim Milway, Rotman-UTP Publishing, 2012); and *Diaminds* (with Mihnea Moldoveanu, University of Toronto Press, 2009), and *The Future of the MBA* (with Mihnea Moldoveanu, Oxford University Press, 2008). In addition, he co-edited *Rotman on Design* (with Karen Christensen, Rotman-UTP Publishing, 2013).

In 2010, he was named one of the 27 most influential designers in the world by Business Week. In 2007 he was named a Business Week 'B-School All-Star' for being one of the 10 most influential business professors in the world. Business Week also named him one of seven 'Innovation Gurus' in 2005.

Roger is a trusted strategy advisor to the CEOs of companies worldwide including Procter & Gamble, Lego and Verizon. He serves on a number of public service boards: Skoll Foundation, The Good Jobs Institute (Chair), Canadian Credit Management Foundation, and The Nine Dots Prize

A Canadian from Wallenstein, Ontario, Roger received his AB from Harvard College, with a concentration in Economics, in 1979 and his MBA from the Harvard Business School in 1981.



Paul Mallette

Pre-conference workshop speaker

Paul Mallette has more than 30 years of experience in higher education in both teaching and administrative positions in the US, Europe, the Middle East, and Asia. He has been active in quality assurance in higher education for more than 15 years specializing in business school accreditation. Prior to Peregrine, he was Director of European Operations at the International Assembly for Business Education and Director of Accreditations at the European Federation of Schools.

Mr. Mallette has taught at the NEOMA Business School, Cultural Exchanges Abroad (CEA), École Supérieure de Gestion, and École Nationale des Arts & Métiers in France, American University of Science and Technology in Lebanon, and FH Kufstein Business School in Austria. In addition to his teaching and accreditation work, he has served as the Director of Training at International Masters Publishers in Paris and Director of Admissions at Clark University's Graduate School of Management in Worcester, Massachusetts.

A native of Boston, Massachusetts, he received his Bachelor of Science degree from Boston University, his Masters of Business Administration degree from Clark University and a Certificate of Management Studies from Harvard University's Division of Continuing Education.



Peter McKiernan

Peter McKiernan is Professor of Management at the University of Strathclyde, Scotland and holds the APS Bank Chair in Strategy at the University of Malta and a senior research position at the HHL, Germany. Previously, he held the Sir Walter Murdoch Chair of Management and was the dean of the School of Management and Governance at Murdoch University, Australia; Interim Head of the Department of Strategy and Organization at the University of Strathclyde; Head of the School of Management at the University of St Andrews; and Convener of the Strategy and Marketing Group at the University of Warwick. Peter was President of the European Academy of Management (EURAM) and Chairman and President of the British Academy of Management (BAM). He is an inaugural Companion of the Association of Business Schools and holds six fellowships from the Academy of Social Sciences, the Royal Society of Arts, the Governance Institute of Australia, the Chartered Institute of Chartered Secretaries and Administrators, EURAM and BAM.

Peter has co-authored and edited many books, including the international best seller on corporate turnarounds, 'Sharpbenders', 'Historical Evolution of Strategic Management', 'Inside Fortress Europe', 'Strategies of Growth', 'Strategic Leadership' and 'Hidden Champions in CEE and Turkey'.

His research appears in top journals in Europe, Asia and the US, and he has published in numerous high quality journals both in Europe and the US.

He is best known for his work in scenario thinking where he has directed over 100 projects for governments, public authorities and MNCs on four continents. He has acted as consultant, mentor and strategy coach for many 'blue chip' organizations in the private sector. He has been a member of, and chaired, several public authority boards in Scotland, including Scotland's Colleges and West Lothian College. In 2013, CEEMAN honored Peter with its Institutional Champion of the Year award, and in 2015 BAM conferred a Life Time Achievement Award on him.



Piet Naudé

Piet Naudé holds an MA in Philosophy (cum laude) and Doctor's degree in Systematic Theology from the University of Stellenbosch, South Africa. He is a Professor of Ethics and former Vice-Rector: Academic at Nelson Mandela University in Port Elizabeth. On 1 September 2014 Piet was appointed as Director of the Stellenbosch University Business School (USB).

He has received a number of national and international academic awards, including an Alexander von

Humboldt Foundation scholarship to the Universities of Heidelberg and Bamberg (Germany), and life membership of the Centre for Theological Enquiry at Princeton University (USA).

Piet is a rated scientist by the National Research Foundation of South Africa and has published over 90 articles in accredited journals and presented more than 100 papers at national and international conferences. His monograph on the Belhar confession was awarded the Andrew Murray-Desmond Tutu prize for academic literature in 2011. In the same year he won the national Vodacom Journalist of the Year competition for his work as a columnist.

Piet serves on the boards of The Ethics Institute, the Wilderness Foundation Africa, and USB-ED, a private executive education company.

He regularly speaks at business, academic and civil society conferences and has done consulting work for national and international listed companies on issues of ethics and governance.



Indira Parikh

Prof. Indira J. Parikh is the President of Antardisha (Directions from Within). Antardisha is a private entity creating a space for individuals, collectivities, organizations and institutions to have a dialogue to discover themselves, to review their past, to reflect on the present 'Here and Now' and renew themselves for the future. Prof. Parikh is the Founder President of FLAME University, Pune and acted as its president until 2015. She has been involved in creating the academic vision of holistic and liberal

education and shaping FLAME. She has also conceptualized the models of management development programs anchored in thresholds of life, life space and work space, life roles and identity. Her focus is on transformation and lifelong learning, development and growth. She is the founder member of Sumedhas Academy of Human Context.

Prof. Parikh holds an M.Ed from University of Rochester, New York, USA and a Doctorate from Gujarat University. She was a faculty at IIM-Ahmedabad for over 30 years and Dean from 2002 to 2005. She has taught at INSEAD, Fontainebleau (France) and Texas A&M University. She specializes in organization development and design, and institution building. She has been a consultant and conducted diagnostic studies for organizations. She has designed and conducted leadership and institution building programs in the public sector, private sector and multinational organizations. Professor Parikh is on several boards of companies as an independent director.

Gregor Pilgram



Gregor Pilgram is Chief Financial Officer of Generali CEE Holding B.V. He has been based in Prague since July 2013, and is responsible for Consolidation, Controlling, Actuarial Services, Bancassurance and Reinsurance.

He supervises the financial performance and strategic development of ten CEE countries out of the Generali CEE Holding based in Prague. Before taking this position, Gregor was for five years CEO of Generali Slovenia and also the President of the Supervisory Board of Generali Croatia. He started his career as an expert in the Controlling Department of Generali's Slovenian subsidiary in 1999. In the years that followed, he worked as Head of Internal Audit and CFO. He became CEO of the company in 2008. He was appointed Chief Financial Officer and became a member of the Executive Committee of Generali CEE Holding as of July 2013.

During his work in Slovenia, Gregor Pilgram was a member of numerous associations including the Executive Board of the Slovene Managers Association. He was awarded a "Young Managers of the Year 2010" award by Slovene Managers' Association for shaping the Slovene insurance market and bringing Generali in Slovenia to become one of the market leaders.

Gregor Pilgram graduated from Vienna Economic University with a Master's degree in Business Administration in 2001.



Danica Purg

Professor Danica Purg is the President of IEDC-Bled School of Management, Slovenia, and the President of CEEMAN, the International Association for Management Development in Dynamic Societies, which brings together 220 management development institutions from 55 countries. She also heads the European Leadership Centre (ELC).

Prof. Purg is professor of leadership and effective management at IEDC-Bled School of Management. Her special field of interest is looking for inspirations for managers from art and other professions. In 2010 Prof. Purg received the 2010 International Educator of the Year Award by the Academy of International Business (AIB) for her outstanding achievements in international business education. In 2013 Prof. Danica Purg was nominated Chair of the PRME (Principles of Responsible Management Education) Steering Committee, an initiative started by UN Global Compact. In July 2017, the Global UN PRME Forum awarded Prof. Purg for her pioneering work in establishing the UN PRME initiative. For 11 years, Prof. Purg was President of UN Global Compact Slovenia. She is a member of several international advisory boards at management schools around the world, including University of Stellenbosch Business School, School of Management Zhejiang University, and ESSCA School of Management.

She authored and co-authored several books and numerous articles on leadership issues. In 2004 she edited and jointly wrote the book "Leaders and Teams: The Winning Partnership" with professors Lynn Isabella, Pierre Casse, Paul Claudel and Arnold Walravens. In 2013 Prof. Purg co-edited "Hidden Champions in CEE and Turkey; Carving Out a Global Niche" with Prof. Peter McKiernan (Springer). In 2017 "Why Art in Management Education? Questioning Meaning", an article that she co-authored with Dr. Ian Sutherland, was published in the April issue of Academy of Management Review. In 2018, Springer published the book Business and Society: Making Management Education Relevant for the 21st Century, which was co-edited by Prof. Purg. She is a frequent guest speaker at European and American universities and international conferences.

Prof. Purg is a fellow of the International Academy of Management (IAM), Doctor Honoris Causa at several universities around the world, and holds two honorary professorship titles. The President of the Republic of Slovenia awarded her with the Honorary Order of Freedom for her contribution to management development in Slovenia and Central and Eastern Europe. In January 2015, the Managers' Association of Slovenia conferred upon her the Lifetime Achievement Award in the field of management. In 2016 she received a Certificate of Lifetime Achievement in the field of CSR, Sustainability, Ethics and Governance for her "visionary work in the field of responsible management education in its home institution and around the world", and in June 2017, she received the Robert L. Dilworth Award for Outstanding Achievement in the Field of Executive Learning.

After graduating from the Faculty of Political Science in Ljubljana, she completed her PhD at the Faculty of Political Sciences, University of Belgrade, and extensively studied at Harvard Business School, IMD Lausanne, INSEAD Fontainebleau, Technological University Delft, London University, Sorbonne and at Kalamazoo College, Michigan.



Johan Roos

Professor Johan Roos joined Hult International Business School as Chief Academic Officer in January 2016, bringing with him a strong background in international academic leadership, scholarship and entrepreneurship.

Prior to joining Hult, he worked in six business schools and a non-profit organization, in five countries. Most recently, he was CEO and Dean of Jönköping International Business School in Sweden. His tenure culminated in 2015 with the first “double” EQUIS & AACSB international quality accreditation in that country.

Prof Roos started his career as a postdoctoral researcher in multinational management at the Wharton School, University of Pennsylvania. Upon returning to Europe, he became a faculty member of the Norwegian Business School (BI) in Oslo and later, a professor at the International Institute for Management Development (IMD) in Lausanne. His research mainly focused on how to measure intellectual capital in companies and knowledge management. Based on his findings, he co-founded a consulting company that was eventually acquired by a multinational service firm.

Later on, Prof Roos set up and led the Imagination Lab Foundation in Switzerland. During this time, he co-invented the LEGO Serious Play™ consulting tool. He returned to the SSE as Dean of MBA programs and following this, he served as President of Copenhagen Business School (CBS) in Denmark, where he initiated and led the development of its renowned “Business-in-Society” strategy that was instrumental in securing a third consecutive EQUIS five-year accreditation. He initiated and drove the merger with independent SIMI Executive Education to form the CBS’ rejuvenated executive education arm, CBS Executive.

Prof Roos is an elected member of the Danish Academy of Technical Science (ATV) and serves on several steering committees including Global Peter Drucker Forum in Austria and EFMD’s EPAS committee in Brussels. He has written extensively on strategy, knowledge in companies, change and innovation, including many scholarly books, articles and shorter commentaries.



Astrid Sheil

Astrid Sheil, Ph.D. is President of Sheil and Associates, a professional public relations and management consultancy that serves nonprofits and educational institutions, and Professor of Communication Studies at California State University San Bernardino. She is a former Fortune 500 executive and government affairs specialist with extensive experience in corporate (and crisis) communication, marketing and branding, corporate social responsibility (CSR), strategic planning, board development and training, and executive coaching.

Sheil currently serves as the Dean's Fellow for Marketing Communication. Her previous roles include Chair of the Accounting and Finance Department and interim director of development for the Jack H. Brown College of Business and Public Administration at Cal State University. She recently received a \$20,000 Teaching Innovation Grant along with a professor of Theater and a professor of Entrepreneurship to develop a workshop entitled "Improv for Improving Managers' Communication Skills." The workshop is experiential and designed to increase confidence, self-efficacy, and initiative in participants.

For the academic year, 2015 – 2016, Sheil was competitively selected as an American Council on Education (ACE) Fellow, a year-long program that prepares outstanding faculty for future roles in senior administration. Sheil spent her year at Chapman University, a private university in Southern California, working directly for the Executive Vice President of Advancement and the Provost. As part of the ACE program, Sheil also traveled extensively in India, Peru, Colombia, and Puerto Rico and interviewed more than 30 university presidents, provosts, and trustees to learn about national and international higher education issues.

The lead author of the textbook "Dynamic Public Relations: The 24/7 PR Cycle", published by Pearson, Sheil is currently working on her second book on strategic communication for business. Originally from Washington, DC, Sheil is graduate of Georgetown University's School of Foreign Service, and holds an MS and Ph.D. in Organizational Communication from the University of Tennessee.



Slavica Singer

Slavica Singer is Professor Emeritus of Entrepreneurship at the J.J. Strossmayer University in Osijek, Croatia. Her working experience started in the corporate sector (six years) and was followed by her university career (from 1973 till retirement in 2012). In 2000 she and her team became pioneers in research-based entrepreneurship education in Croatia by starting the first graduate program in entrepreneurship. In 2010 the doctoral program Entrepreneurship and Innovativeness was initiated as a result of the collaborative efforts of five universities (Osijek, Croatia; Turku, Finland; Maribor, Slovenia; Klagenfurt, Austria and Durham, UK). Besides students from Croatia, there are doctoral students from Bosnia and Herzegovina, Canada, Greece, Kosovo, Nigeria, South Africa. Those efforts were appraised as one of the 20 best practices in the EU in a survey published by the European Commission in 2015.

From 2002 she has been leading the Croatian Global Entrepreneurship Monitor research team. From 1996 Slavica has been leading activities related to developing a local and national entrepreneurship ecosystem (microfinance institution NOA, centers for entrepreneurship around Croatia, policy center for SMEs and entrepreneurship, university-based educational programs). In the last 15 years she participated in various EU-funded projects related to entrepreneurship education (on innovative teaching approaches, on evaluation tools in entrepreneurship education, on developing entrepreneurship competence framework). She is a member of the Croatian Competitiveness Council, Club of Rome - Croatian Chapter and board member of the European Council of Small Business. Slavica is often engaged by the OECD as consultant/expert in the field of reviewing national policies on entrepreneurship and inclusivity.

For her contributions to the development of university-based entrepreneurship education, she was awarded with the UNESCO Chair in Entrepreneurship Education in 2008, and in 2010 with an honorary doctorate by the University of Turku, Turku School of Economics.

Jiang Wei



Dr. Wei Jiang is the Dean of School of Management of Zhejiang University and was honored as Changjiang Young Scholar by the Chinese Ministry of Education. He serves as the Director of the Academy of Global Zhejiang Entrepreneurs at Zhejiang University and also as the Deputy Dean of the University's Institute of China's Science, Technology and Education Policy.

Dr. Wei's primary research interests center around innovation management, strategic management and industrial clusters (cluster innovation system and regional innovation system). He has published 16 books and over 300 academic publications, and serves on the editorial board of scholarly journals such as International Journal of Business and Systems Research, R&D Management, Journal of Knowledge Studies, etc. He is the project leader of 12 projects of the National Natural Science Foundation of China, and dozens of provincial scientific projects.

He is member of the State Council's Business Administration Discipline Committee, founding chair of the Chinese Strategic Management Scholar Forum, initial founding member of BRICS and key member of CICALICS. Moreover, he is member of the editorial review boards of the Asia Pacific Journal of Management, the International Journal of New Virtual Organization and Management and Organization Review.

Dr. Wei has also been actively involved in management consulting and serves as the advisor and board member of leading Chinese companies including Haier Group, CIMC, Wanxiang Group, etc.

Dr. Wei has a Ph.D. degree in Management Science and Engineering from Zhejiang University, and worked as visiting scholar in Harvard, MIT, Cambridge University, Manchester School of Management etc.

Blake Wittman



Blake Wittman is the Director of Europe, and shareholder, of Good Group, which comprises GoodCall, Recruitment Academy, and Datacruit. All three companies have a common goal of waking up the recruitment industry and evolving the human relations market. GoodCall has brought new applications of mobile, social and video to the recruitment space, while Recruitment Academy upgrades the skills of management and HR to show them new tools and methodologies. Datacruit has created a niche for recruitment software sitting comfortably between large enterprise software and excel. Wittman has a strong management and sales background with a passion for people and purpose. He gathered his experience across a broad spectrum of companies – from internet start-ups to Fortune100 companies such as Citibank and Philip Morris, where he worked as CRM expert and in the HR department respectively. The longest part of his career was starting, building and expanding

well-known executive search firm SpenglerFox across the CEE and global landscape as country manager and practice group leader, having completed more than 150 placements in CEE markets. Wittman also ventured into classic start-ups when he acted as the Chief Operations Officer of the award-winning Lime&Tonic across Europe, North America, and Asia, an online platform that provides access to exclusive events in cities all over the world. He is a Business Advisory Board Member at the University of New York in Prague.

Wittman holds an International Economics and German Dual Degree from Middlebury College, USA.

Xiaobo Wu



Dr Xiaobo Wu is Professor of Innovation and Strategic Management and former Dean of School of Management, Zhejiang University. He is honored as Chang Jiang Scholar Professor by the Ministry of Education, China, and Smiths Chair Professor at Leeds University, UK for his outstanding achievements in innovation and entrepreneurship research and education.

He is director of the National Institute for Innovation Management and the Academy of Global Zhejiang Entrepreneurs at Zhejiang University. He is also the director of the Zhejiang University—Cambridge University Joint Research Center for Global Manufacturing and Innovation Management and Ruihua Institute for Innovation Management, and was appointed as senior vice president of International Council for Small Business in 2012.

Wu also serves as the vice-president of the Central and East European Management Development Association (CEEMAN). For many years, Dr. Wu has been focusing on managing technological innovation and entrepreneurship, global manufacturing and network-based competitive strategy. He is at editorial boards of academic journals, as IEEE TEM, AJTI etc.

He has been actively involved in management consulting and was the advisor and board member of leading companies including Geely, Siemens China, Hikvision, XIZI UHC and etc.

CEEMAN Awards Ceremony

CEEMAN Awards Ceremony will take place on Friday, September 21. At the ceremony, new CEEMAN members, newly IQA (International Quality Accreditation) accredited schools, the winners of the CEEMAN 24th Case Writing Competition, and CEEMAN Champion Award winners will be announced.



New CEEMAN members

Since September 2017, CEEMAN membership has increased by 15 new members from eight countries.

New institutional members:

- Facultad de Ciencias Administrativas de la Universidad de Guayaquil, Ecuador
- Cracow School of Business at Cracow University of Economics, Poland
- Faculty of Management and Finance, University of Finance and Management, Poland
- Faculty of International Relations, University of Economics, Prague, Czech Republic
- University of Economics in Katowice, Poland
- Ventspils University of Applied Sciences, Latvia
- School of Management, The University of Science and Technology of China (USTC), China
- KROK University, KROK Business School, Ukraine
- Business School, University of International Business and Economics (UIBE), China
- Business School "Zdes i Sejchas", Belarus
- Education and Research Institute «Karazin Business School» of V.N. Karazin Kharkiv National University, Ukraine
- School of Public Policy and Management, Institute for Social Science, RANEPa, Russia

New individual members:

- Nadezhda Volkova, PwC's Academy, Russia
- Galina Maltseva, Children Cultural Centre "Chaika", Russia

New corporate member

- Generali CEE Holding, Czech Republic

International Quality Accreditation, IQA



From September 2017 to September 2018, CEEMAN Accreditation Committee decided to award initial accreditation to:

- Zhejiang University, School of Management, China
- Othman Yeop Abdullah (OYA) Graduate School of Business, Malaysia
- Kyiv School of Economics, Ukraine

and re-accreditation status to:

- Warsaw School of Economics, Poland
- IMISP Business School, Russia

CEEMAN Champion Awards 2018

Each year, starting in 2010, CEEMAN recognizes outstanding achievements of individuals associated with CEEMAN in the areas of teaching, research, institutional management, and responsible management education.

This year we received ten nominations from ten institutions in ten countries (Austria, Croatia, Hungary, Kazakhstan, Oman, Poland, Russia, Singapore, South Africa and Ukraine).



The nominations were carefully evaluated by the CEEMAN 2018 Champion Award jury, composed of Jim Ellert, Emeritus Dean of Faculty at IMD and IMTA Academic Director; Alenka Braček Lalić, CEEMAN IQA Director and Vice Dean for Research at IEDC-Bled School of Management, and Olga Veligurska, CEEMAN Director.

After careful evaluation of all submissions, the jury decided the winners are:

CEEMAN Institutional
Management Award



Sophia Opatska
Lviv Business School of the
Ukrainian Catholic University
Ukraine

CEEMAN Innovative Pedagogy
Award



Zoltan Buzady
Corvinus Business School
Hungary

CEEMAN Responsible
Management Education Award



Daniil Muravskii
Institute of Business Studies
(IBS-Moscow), RANEP
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24th CEEMAN Case Writing Competition in Cooperation with Emerald Publishing



The 24th CEEMAN Case Writing Competition, organized for the twelfth time in cooperation with Emerald Group Publishing, attracted 38 case study submissions written by 87 authors and co-authors from 17 countries. Among the case authors were also two IMTA alumni and eight authors coming from CEEMAN member schools.

The judging panel consisted of Vladimir Nanut, MIB School of Management, Italy; Al Rosenbloom, Dominican University, USA; and Leif Sjoblom, IMD, Switzerland. The panel selected short-listed cases, reviewed them, and evaluated them based on the competition criteria.

Overall winner:

WinChannel's Digital Gambit to Revitalize Rural China by Liman Zhao, Peter Moran, Daniel Han Ming Chng from China Europe International Business School, China

First runner-up:

In the Uncertain World of Qontrac International: Navigating Through Family, Growth and Succession Management Challenge by Virginia Bodolica, Martin Spraggon and Diantha D'Costa from the American University of Sharjah, UAE and Mohammed bin Rashid School of Government, UAE

Second runner-up:

Advantech: Evolution of Its IoT Ecosystem Strategy by Liman Zhao, Guo (Ginkgo) Bai and Zhenrong (Edison) Wang from China Europe International Business School, China

Besides the three winners, the judges shortlisted six more cases:

- **Mitchell's Brewery: Entrepreneurship Challenges in the South African Craft Beer Industry** by Geoff Bick, Fezile Sidubi; Graduate School of Business, University of Cape Town, South Africa
- **Silulo Ulutho Technologies: African Social Enterprise Driving Inclusive Business Practice** by François Bonnici, Eckard Smuts, Sophia Campello Beckwith, Ncedisa Nkonyeni, Ella Scheepers; Graduate School of Business, University of Cape Town, South Africa,
- **Battling Dirty Toilets - Singapore's Final Frontier** by Rosie Ching, Nicholas Jing Hui Lee; Singapore Management University, Singapore,
- **Napoleon in the Hamster Wheel: In the Labyrinth of Gendered Career Trajectories** by Anastasiya Lipovka; Almaty Management University, Kazakhstan
- **Trading "Derivatives Options Contracts": The Associated Risk and Potential** by Vipul Singh; National Institute of Industrial Engineering, India
- **Green Agrevolution Pvt. Ltd: Delivering 360° "Seed-to-Market" Solution** by Aditya Sinha, Suresh Jha, Dr Amritesh; Indian Institute of Technology Ropar, India

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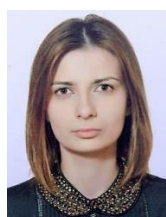
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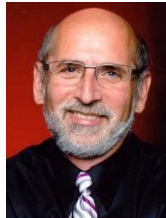
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