

**Preliminary Agenda of the
CEEMAN Deans and Directors Meeting
“Internationalizing Management Education:
Challenges and Opportunities for Business Schools”**

27 September 2007
Sabanci University

Chairman: **Andrzej Kozminski**, Rector, LKAEM, Poland

- 09:00 – 10:00 **Internationalizing Management Education: A Business Challenge**
- **Mark Wuijten**, Director, Short Focused Programs, IESE-Barcelona, Spain
- Internationalizing Management Education: A Cross-Cultural Challenge**
- **Jaime Alonso Gomez**, EGADe, Tec de Monterrey, Mexico
- 10:00 – 10:30 Q & A Session
- 10:30 – 11:00 *Break*
- 11:00 – 12:30 **Panel Discussion on Best Practices in Strategic Responses and Lessons Learned**
Moderated by **Danica Purg**, CEEMAN President, Dean&Director of the IEDC-Bled School of Management, Slovenia
- **Vasilis Theoharakis**, Associate Dean (Academic Programs), ALBA Graduate Business School, Greece
 - **Madis Habakuk**, Rector, Estonian Business School, Estonia
 - **Denise Dimon**, Director of Graduate Programs and Ahlers Center for Internationalization, University of San Diego in San Diego California, USA
- 12:30 – 13:45 *Lunch*
- 13:45 – 14:30 **Marketing Challenges for Business Schools**
- **Ronan Gruenbaum**, Director of www-based marketing, Ashridge, United Kingdom
- Discussion
- 14:30 – 15:00 *Break*
- 15:00 – 16:15 **Panel Discussion: The Role of International Associations and Programs**
Moderated by **Milenko Gudic**, IMTA Director, CEEMAN, Slovenia
- **Dan LeClair**, Vice President & Chief Knowledge Officer, AACSB International, USA
 - **EFMD**
 - **Dimitris Assimakopoulos**, EDAMBA, Belgium
 - **AMDISA and/or CLADEA**
- Discussion
- 16:15 – 16:30 Concluding remarks by **Andrzej Kozminski**, Rector, LKAEM, Poland

**Preliminary Agenda of the
15th CEEMAN Annual Conference
“Globalization and Its Implications for Management Development”
27-29 September 2007
Sabanci University and Marmara Hotel**

**Thursday, September 27
SABANCI UNIVERSITY**

- 18:00 – 18:30 Welcome drink
- 18:30 – 18:45 **Introductions**
- **Danica Purg**, CEEMAN President, Slovenia
 - **Nakiye Boyacigiller**, Dean, Faculty of Management, Sabanci University, Turkey
- 18:45 – 19:15 **On the Crossroads of the Main Globalization Flows – The Story of Turkey**
- **Sabri Sayari**, Professor of Political Science, Sabanci University, Turkey
- 19:15 – 20:00 **The Impact of Globalization on Management Education**
- **Ichak Adizes**, The Adizes Institute, Santa Barbara, USA
- 20:00 Reception

**Friday, September 28
MARMARA HOTEL**

Conference Chairman: **Pavlo Sheremeta**, Kyiv Mohyla Business School, Ukraine

- 09:00 – 09:45 **Globalization: Going through another Cycle, or Heading towards a New World?**
- **Jean-Pierre Lehmann**, Professor at IMD in Lausanne, Switzerland and Founding Director of the EVIAN Group, Switzerland
- 09:45 – 11:00 **Achieving and Sustaining Competitive Advantage in the Globalizing World Economy: Issues and Perspectives**
CEO Panel
Moderator: **Peter Kraljič**, McKinsey, Germany and UK
- **Henryka Bochniarz**, President of Polish Confederation of Private Employers Lewiatan
 - **Evgeni Utkin**, Chief Executive Officer, SITRONICS, Ukraine
 - **Mr Kinoshita**, Managing Director, Mitsui Turkey
- 11:00 – 11:30 *Coffee break*
- 11:30 – 13:00 **Blue Ocean Strategy: From Competing to Creating**
- **Chan Kim**, INSEAD, France
- Discussion
- 13:00 – 14:00 *Lunch*

- 14:00 – 15:30 **Parallel Workshops: Challenges and Opportunities for Emerging Economies and their Implications for Management development**
- Workshop 1: ***Entrepreneurship and implications for management development***
Moderator – **Krzysztof Obloj**, School of Management-University of Warsaw and LKAEM, Poland
- Workshop 2: ***Globalization of financial sector and implications for management development***
Moderator – **Konstantin Kontor**, Director, American Institute of Business and Economics, Russia
- Workshop 3: ***Cross-cultural issues and their implications for management development***
Moderator – **Nakiye Boyacigiller**, Dean, Sabanci University, Turkey
- Workshop 4: ***Governance challenges and their implications for management development***
Moderator – **Leonid Evenko**, Graduate School of International Business under ANE, Russia
- 15:30– 16:00 *Coffee break*
- 16:00 – 17:00 **Workshop feedback by moderators**
Discussion
- 17:00 – 18:00 **Globalization of Business Education: Are Schools ahead or behind the Business?**
Deans Panel
Moderator – **Derek Abell**
- **Chin Tiong Tan**, Singapore Management University, Singapore
 - **Danica Purg**, IEDC-Bled School of Management, Slovenia
 - **Peter McKiernan**, St. Andrews University, Scotland, EURAM President
- 18:00 – 18:15 Concluding remarks by **Pavlo Sheremeta**, Conference Chairman
- 20:00 – 23:00 Gala dinner, Presentation of CEEMAN Accreditation and Case Writing Competition winner awards
Achieving and Sustaining Competitive Advantage in the Globalizing World Economy
- **Muhtar Kent**, President and Chief Operating Officer, The Coca-Cola Company, USA

Saturday, September 29
MARMARA HOTEL

- 9:30 – 11:00 **Blue Ocean Strategy in the Classroom**
- **Andrew Shipilov** Assistant Professor of Strategy, INSEAD
 - **Hyeku Sophie Kang** - President & CEO of VIAC Korea
 - a representative Executive - STRATX
- 11:00-11:30 Coffee break
- 11:30 – 13:00 **CEEMAN Annual Meeting**
- 13:00 – 14:00 *Lunch*
- 14:00 – 15:00 **Information session on CEEMAN Accreditation**
- 15:30 Sightseeing program, optional