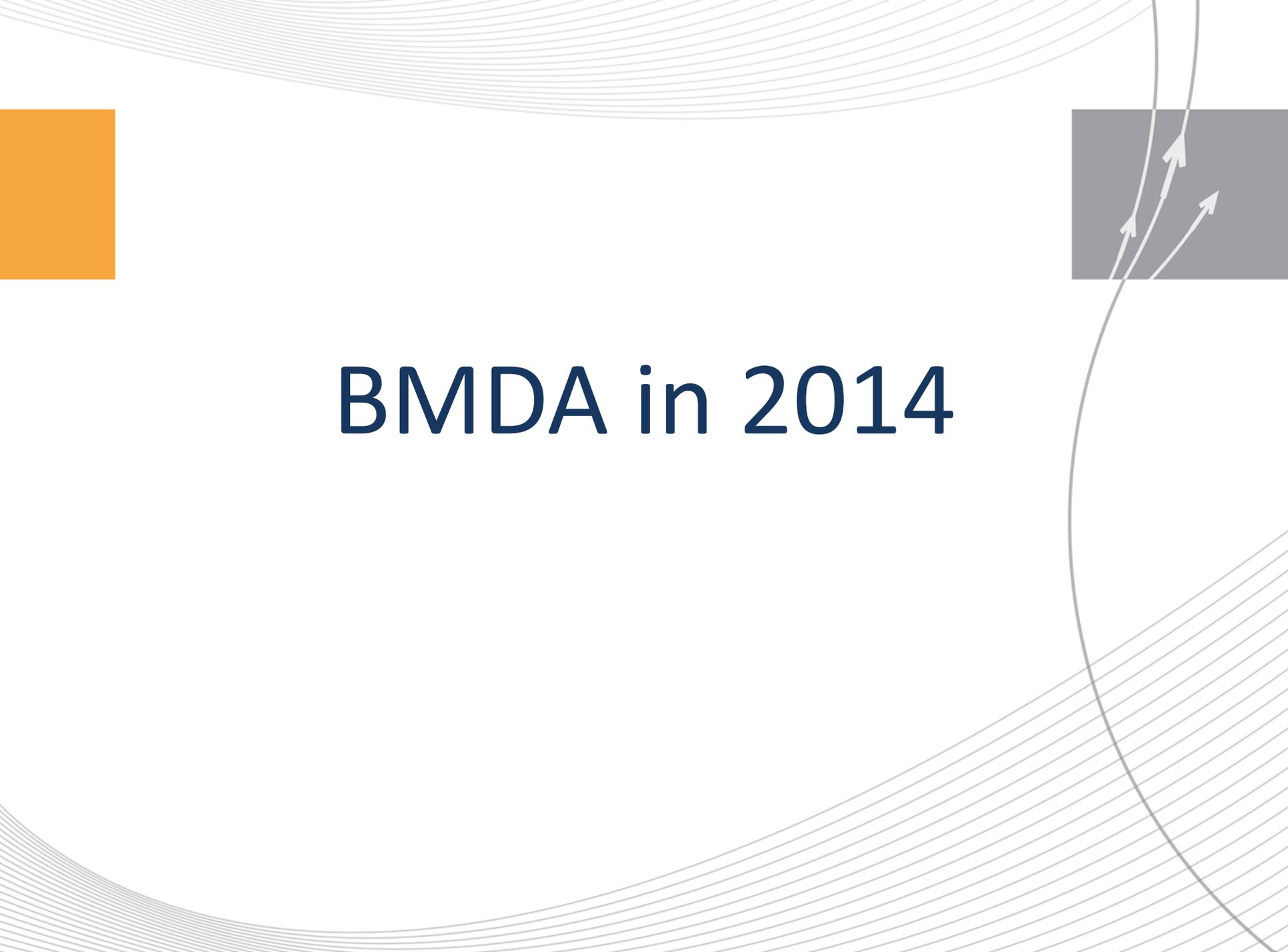


# The Role of BMDA in Integrating Cooperation Between Business and Academia

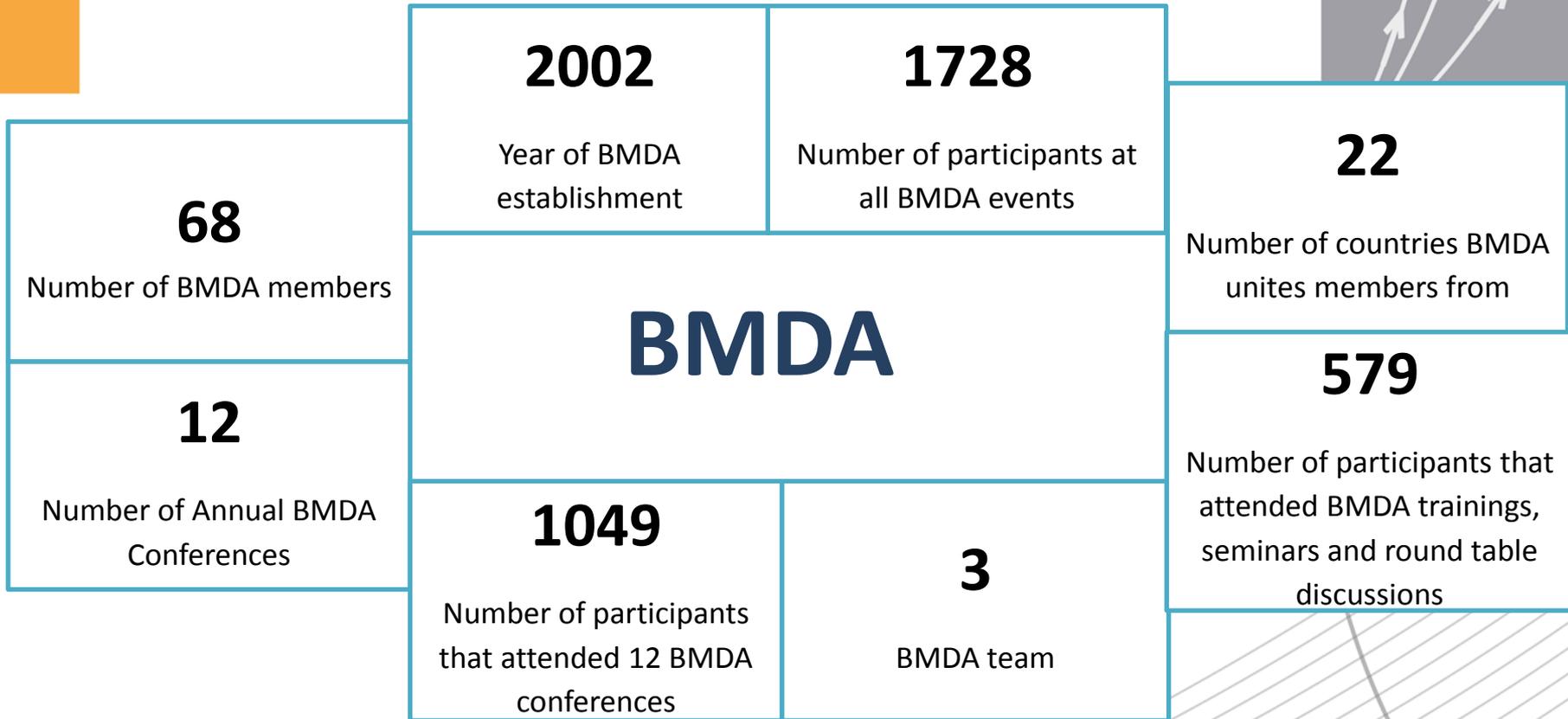
**Dr. Virginijus Kundrotas**  
**President of Baltic Management**  
**Development Association (BMDA),**  
**Dean of Adizes Graduate School (USA)**



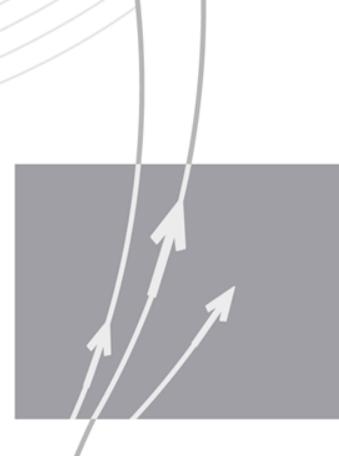


# BMDA in 2014

# IN THE NUTSHELL

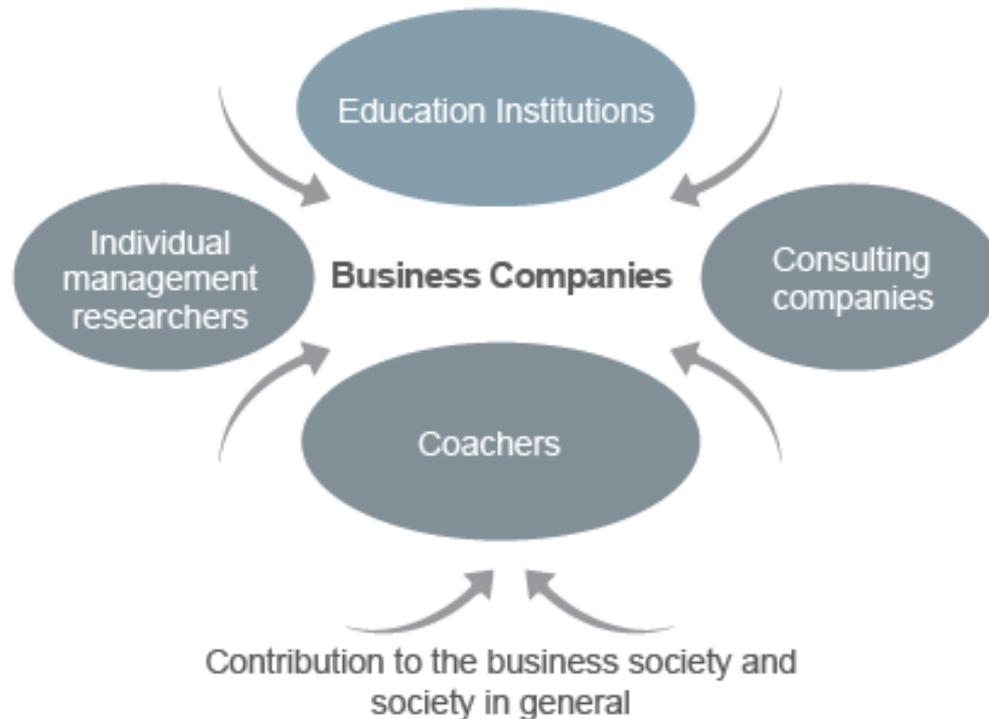


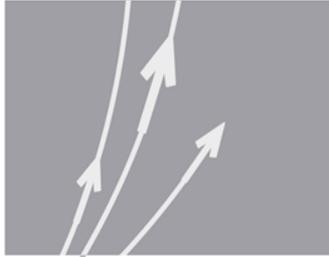
# CURRENT BMDA ACTIVITIES ARE:



# BMDA STRATEGY

In 2008 BMDA made a significant change in its strategy deciding to concentrate on the help to solve **real issues that Corporate world** is facing.



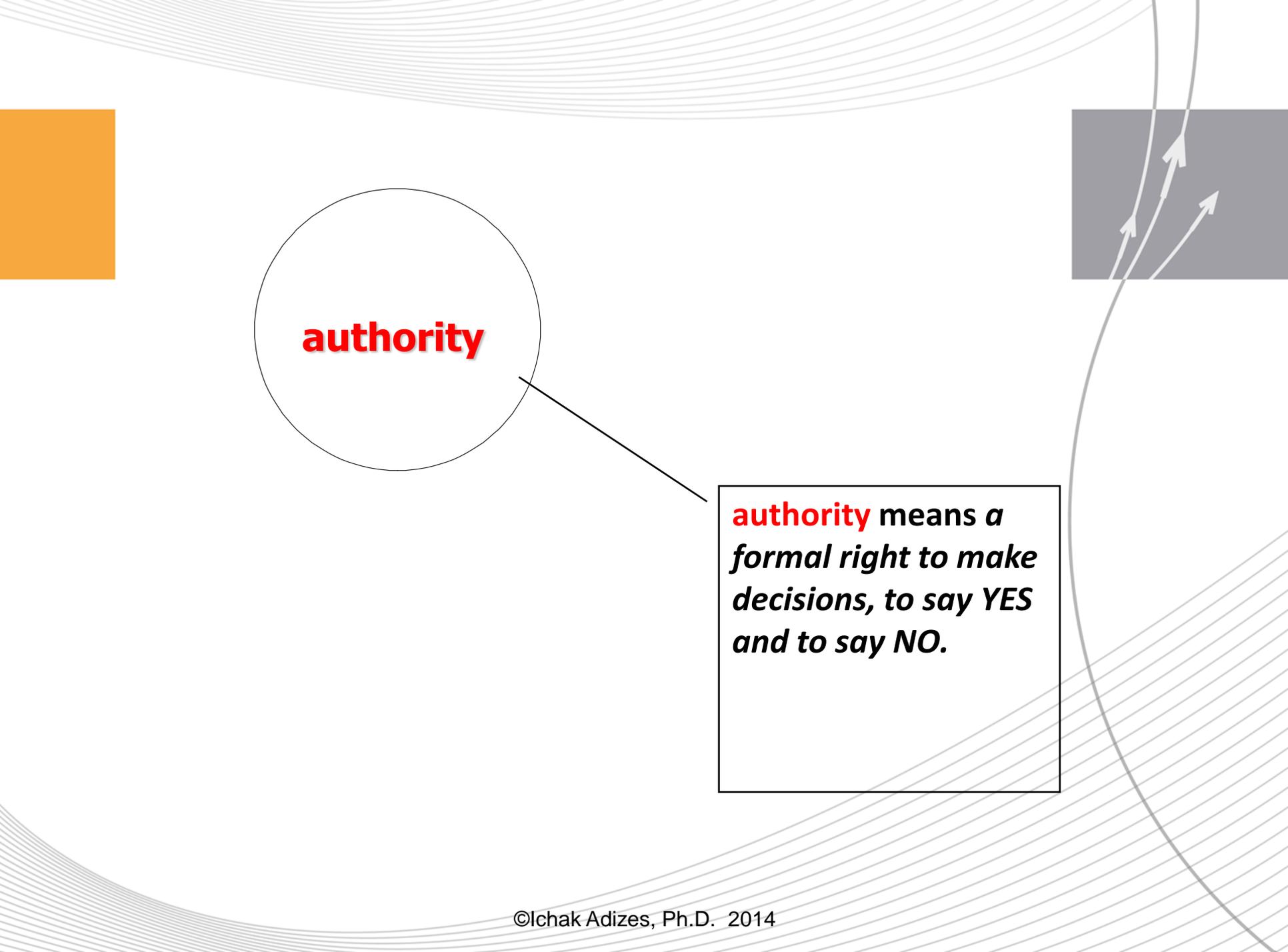


**How to IMPLEMENT**

**any**

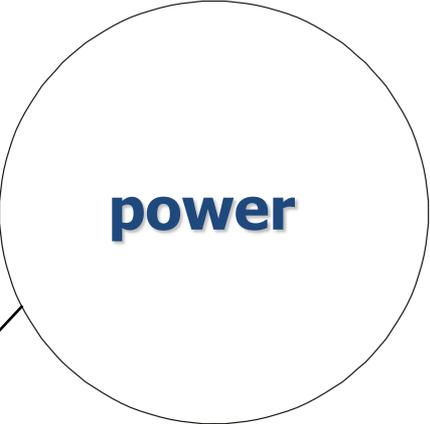
**decision/project/ idea?**

**(some insights based on Adizes Organizational transformation methodology)**

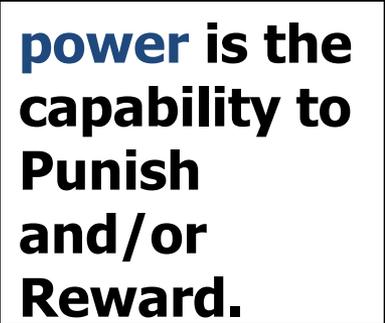


**authority**

**authority** means a  
*formal right to make  
decisions, to say YES  
and to say NO.*



**power**

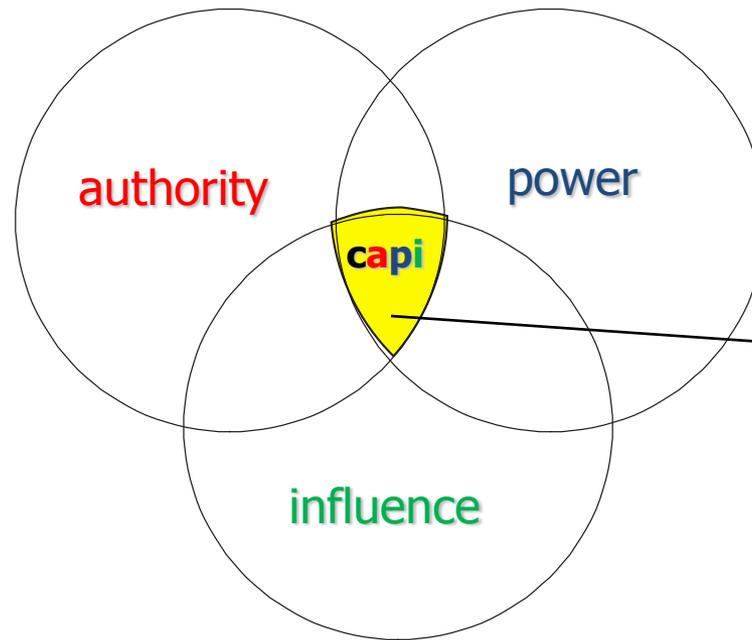


**power is the  
capability to  
Punish  
and/or  
Reward.**

**influence**

**influence**  
means  
capability to  
get someone  
to do  
something  
without using  
authority  
and/or power

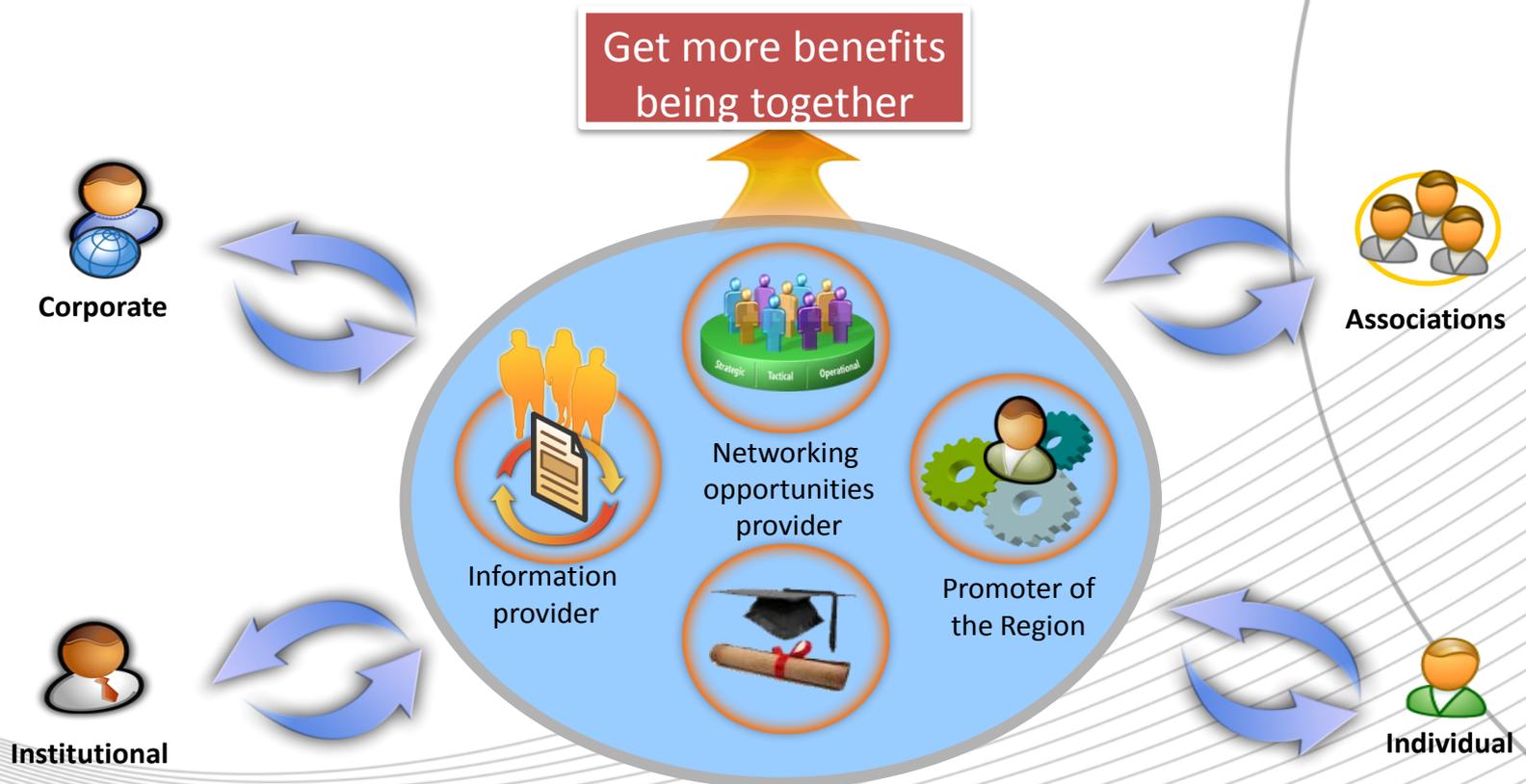
# capi – coalesced **authority**, **power**, **influence**



**The legal right to make a decision reinforced by the capability to punish or reward and reinforced by the capability to convince someone that the decision is the most appropriate one.**

# ENCOURAGES BMDA MEMBERS' PARTNERSHIP and SERVES AS INTEGRATOR

BMDA creates various opportunities for its members' collaboration implementing different joint projects together, searching for international and local partners, for new projects, communicating due to demand of different types of training and suggesting such services.



# BMDA SERVES AS INTEGRATOR

The interactive BMDA IT portal [www.bmda.net](http://www.bmda.net) has been developed in 2010 to establish virtual cooperation bridges among BMDA members



**BMDA** BALTIC MANAGEMENT DEVELOPMENT ASSOCIATION

Home About BMDA Activities Membership Events News Gallery Resources My BMDA Log in

12TH ANNUAL BMDA CONFERENCE "SUCCESSFUL 21ST CENTURY ORGANIZATION"

12th Annual BMDA Conference  
"A SUCCESSFUL 21ST CENTURY ORGANIZATION"  
May 7-9, 2014 in Riga, Latvia

The Conference begins in 04 Days, 23 Hours, 47 Minutes, 24 Seconds.

**STRATEGIC PARTNERS**

**Emerald**  
Research you can use

**BMDA NEWSLETTERS**

- BMDA Newsletter Vol. 3 Issue 3, 2014
- BMDA Newsletter Vol. 3 Issue 4, 2014
- BMDA Newsletter Vol. 3 Issue 1, 2014
- BMDA Newsletter Vol. 2 Issue 10, 2013
- BMDA Newsletter Vol. 2 Issue 9, 2013

[View all](#)

**BUSINESS/ACADEMIC COOPERATION**

- Innovative teaching-learning methods
- Joint cooperation program of Kongberg Rotary
- India Strategy Forum

[View all](#)

**ACADEMIC COOPERATION**

- System Engineering and Management
- IAS is Searching for Cooperation in Management Research
- Opportunity to contribute to books on Fighting Poverty as a Challenge for Business and Management Education

[View all](#)

**COMMUNITY PROJECTS**

- BMDA is taking part in project funded from European Social Fund
- Baltic Management Development Association

**BMDA INTERVIEW**

Welcome to the 12th Annual BMDA Conference Baltic Management Development Association (BMDA) and Riga Technical University (RTU) welcomes international Academic and Business community to the European Cultural Capital of 2014 - Riga- for the exceptional event- 12 Annual BMDA Conference- "Successful 21st Century Organization".

[More ...](#)

**BMDA NEWS**

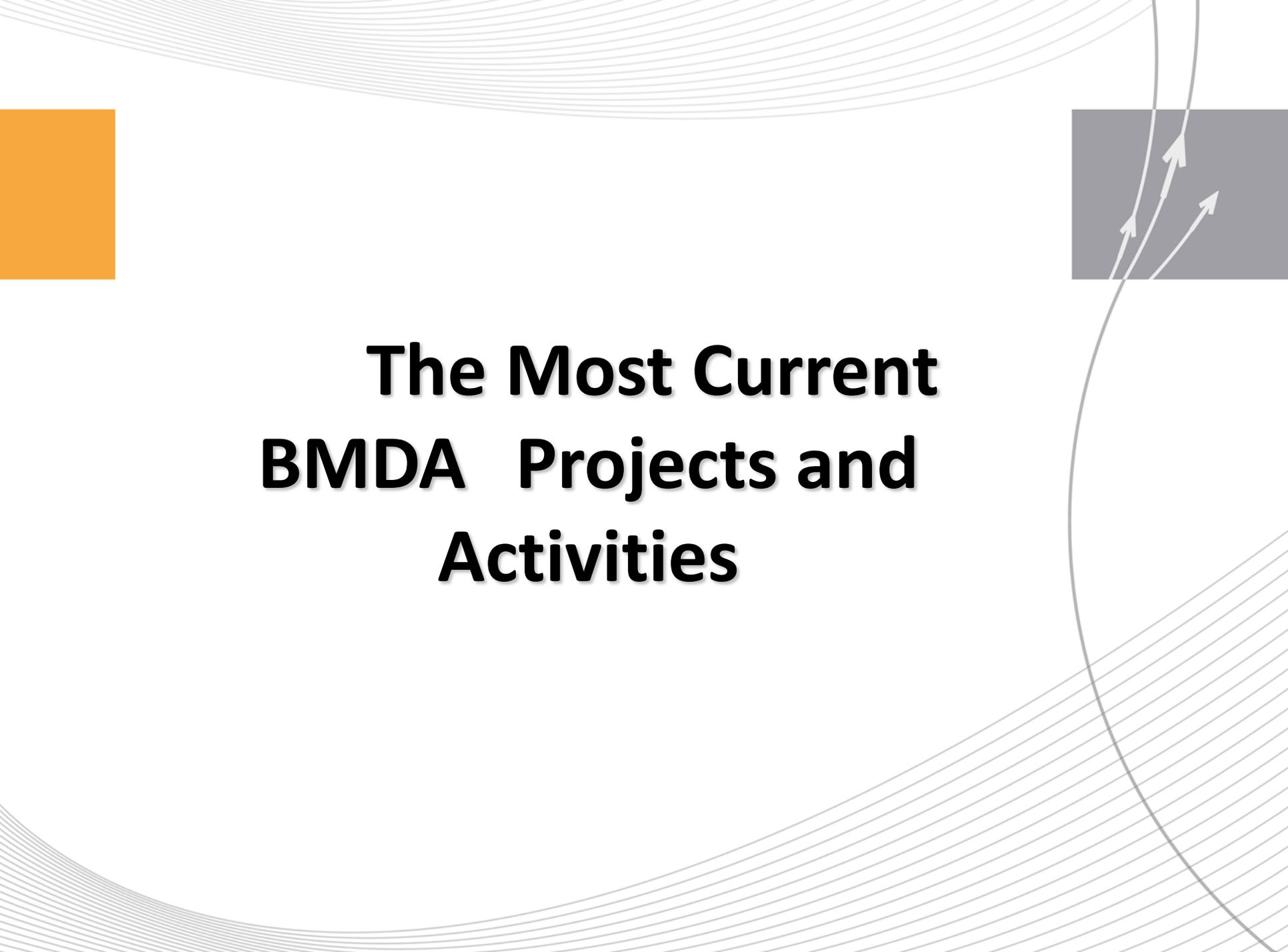
**Happy Easter!**  
Dear members and friends, The BMDA team sends you the warmest Easter greetings!  
[More ...](#)

**Happy 20th Anniversary to ISMA!**  
BMDA community sends warmest greetings and sincere congratulations to the Friends and Colleagues at ISMA and wishes new successes and achievements in all areas of their activities!  
[More ...](#)

## **IT portal enables BMDA members to:**

- Search for Corporate and Academic partners for the projects;
- Communicate the demand of different types of training from the Corporate world and suggest such services;
- Provide the possibility to make new academic or business connections that in perspective could become a long lasting partnerships;
- Announce the information about ongoing activities, projects, trainings, conferences, etc.
- Have the access to the newest literature, new methodologies, PhD thesis, etc.

And many other opportunities...



# **The Most Current BMDA Projects and Activities**

## JOINT ACTIVITIES WITH BMDA MEMBERS

### RESEARCH PROJECT together with ADIZES INSTITUTE AND ADIZES GRADUATE SCHOOL (USA)

The new large research project analyzing of **success patterns** of 500 companies, operating in different countries, in different sectors of the economy, and at different stages of the life cycle is going to be launched in May 2014.

During the project companies will be approached in Russia, Kazakhstan, Lithuania, Latvia, Estonia, Poland, Ukraine, Romania.

**Benefits for Research Participants:** Owners and managers will be able to make the practical conclusions for their companies about:

- Current situation of the company,
- Future challenges,
- Key points of applying forces,
- Roadmap of changes,
- As well as to get answers on questions they want from a Certified Change Management Associate.

## JOINT ACTIVITIES WITH BMDA MEMBERS

### JOINT BMDA CONFERENCE WITH KOLPING UNIVERSITY OF APPLIED SCIENCES

The 3rd Annual International Bachelor Student Conference “**Theory and Practice: Student Insights**” will take place on the 13th November, 2014 in the Kolping University of Applied Sciences in Kaunas, Lithuania.

The Conference in 2013 was a great success with 56 participants from 18 higher education institutions in 7 countries (Lithuania, Germany, Italy, Spain, Hungary, Kazakhstan, Check Republic), where bachelor students presented their research projects. In the conference publication book, 31 article was published.

The conference was funded by the Education and Science Ministry of the Lithuanian Republic and sponsored by AB “Linas”.



## JOINT ACTIVITIES WITH BMDA MEMBERS

**Faculty training “ADIZES THEORY AND PRACTICE FOR THE BEST BUSINESS SCHOOLS”**

**Joint BMDA seminar with Adizes Graduate School on 8-10, 2014 in Montenegro**

**Unique seminar on CHANGE AND LEADERSHIP THEORY**, tested during 40 years of successful implementation within various organizations & business companies all around the World!

The seminar assures the effectiveness in achieving sustainable results within organization and provides an effective tools in using it—the **Adizes theory assuring the Organic Growth of any organization!**

# CURRENT BMDA ACTIVITIES



## EMERALD RESEARCH AWARDS

Emerald Publishing Group and the Baltic Management Development Association (BMDA) seek to promote excellence and innovation in management research by inviting researchers to compete for the **Borderless Management Research Fund Award**. The award will offer €1,500 (or currency equivalent) to fund the winning research project.

In addition to the research fund it is also hoped that the findings of the research can be published in one of Emerald's many excellent management titles. Applications should address the dissemination of knowledge with a specific orientation toward benefit for the Baltic Sea Region. The closing date for applications is 15 June 2014, and the winners will be announced in September, 2014.

# CURRENT BMDA ACTIVITIES



## EMERALD CASE COMPETITION

Emerald Group Publishing, in collaboration with Baltic Management Development Association (BMDA), invite experts on all areas of management to submit their case studies for a chance to win 1,000 \$ and to have their case published as part of the Emerald Emerging Markets Case Studies (EEMCS) collection.

The organizers are looking for **original teaching cases**, based on organizations within the Baltic region or based on protagonists from the Baltics. However, authors do not have to be based in the Baltic region to submit. The submissions are open until 1<sup>st</sup> August, 2014. The winners will be announced on September, 2014.

# Currently BMDA unites 68 members from 22 countries



# NEW BMDA MEMBERS:



**IPM Business School (Belarus)**



**Lviv Business School of Management and Economics (Ukraine)**



**Tatiana Khvatova**, Associate Professor, Ph.D; St. Petersburg State Polytechnical University (Russia)

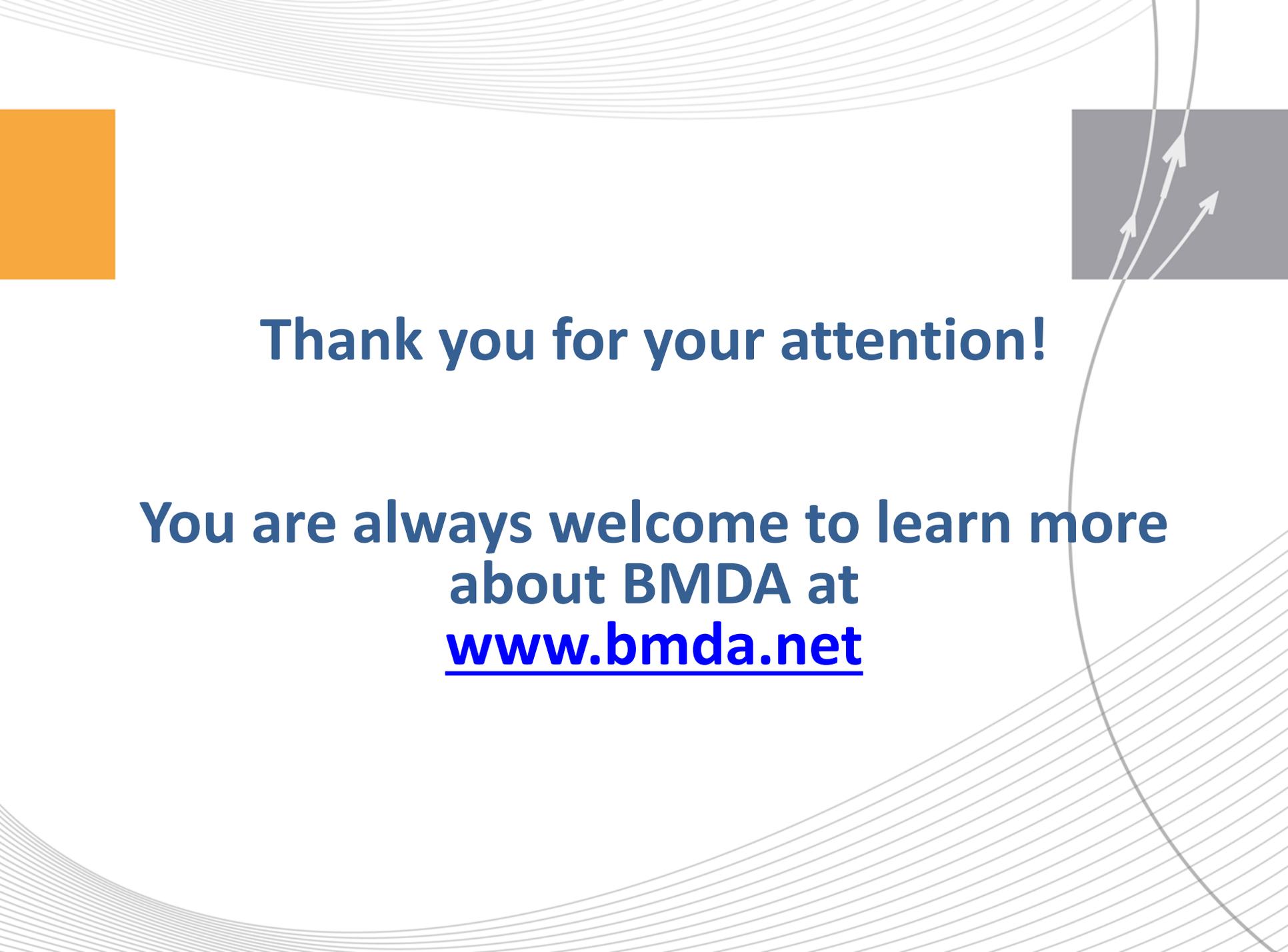


**Rolf D. Cremer**, Dean Emeritus of CEIBS, Shanghai, China; President i.R. EBS University, Wiesbaden (Germany)



**Kyiv School of Economics**  
founded by EERC and the Victor Pinchuk Foundation

**Kyiv School of Economics (Ukraine)**



**Thank you for your attention!**

**You are always welcome to learn more  
about BMDA at  
[www.bmda.net](http://www.bmda.net)**