

Join us

at the 10<sup>th</sup> Annual BMDA Conference

# “Winning Strategies in Challenging Times”

May 10 – 11, 2012 in Gdansk, Poland

and reveal the secrets of success with the outstanding keynote speakers!



**Prof. Jamie Anderson** - academic and consultant, an award winning author and case writer, who has been named as a "management guru" by the Financial Times (2011), and as one of the world's top 25 management thinkers by the journal Business Strategy Review.

[Press here and find the example of one of prof. Jamie Anderson speeches!](#)



**Prof. Andrzej K. Kozminski** – the pioneer of management education in the Central and Eastern Europe and the founder of one of the first private universities in this region - Kozminski University.



**Mr. Wilfried von Rath** – the board member human resources, Volkswagen Slovakia a.s.; Mr. Wilfried von Rath has personal working and project experience in the Far East, USA, Latin-America, Turkey and several Eastern European countries.



**Prof. Piotr Ploszajski** – currently professor and head of the Department of Management Theory at the Warsaw School of Economics, a President of The Polish-Japanese Center of Management and New Management Solutions, his privately owned consulting company.

THE CONFERENCE PARTICIPANTS WILL VISIT THE WINNING COMPANIES IN POLAND:



Participate and learn delivered business lessons that you will be eager to apply!

Conference partners:

Conference honorary patronage:

## Tentative Program of the 10th Annual BMDA Conference

### “Winning Strategies in Challenging Times”

THURSDAY, MAY 10, 2012



#### RESEARCH PART OF THE CONFERENCE

09:00 – 09:15	Research Conference Opening
09:15 – 10:45	Research paper presentations in the following tracks: <ul style="list-style-type: none"> <li>• Successful Leadership in Turbulent Times</li> <li>• Finance Management and Risk Taking</li> <li>• Human Resource Management</li> <li>• Strategic Management in Uncertain/Changing Environment</li> <li>• Entrepreneurship and Enterprise on Global Market</li> <li>• Cooperation of Business and Academia in Challenging Times</li> <li>• Managing Innovations</li> </ul>
10:45 – 11:00	Coffee break & Networking
11:00 – 13:00	Research Papers presentations (continuation)
13:00 – 14:00	Lunch for Participants of Research session

#### MAIN PART OF THE CONFERENCE

14:00 – 14:20	<p>Welcome to the 10<sup>th</sup> Annual BMDA Conference</p> <p>Dr. Virginijus Kundrotas, President of BMDA, Lithuania</p> <p>Prof. Henryk Krawczyk, Rector of Gdansk University of Technology, Poland</p> <p>Prof. Wojciech Rybowski, President of Gdansk Foundation for Management Development, Poland</p>
14:20 – 14:25	Introduction of the Conference Chairman
14:25 – 15:15	<p>“How the World is Changing”</p> <p>Prof. Piotr Ploszajski, Warsaw School of Economics (SGH), Poland</p>
15:15 – 15:45	Coffee Break and Networking
15:45 – 16:25	<p>“How to Manage the Paradigm Shift at Corporations”</p> <p>Mr. Wilfried von Rath, Board Member Human Resources, Volkswagen Slovakia a.s.</p>
16:25 – 17:05	<p>“How to Manage the Paradigm Shift at Business Schools”</p> <p>Prof. Andrzej Kozminski, President of L. Kozminski University, Poland</p>
17:05 – 17:35	Coffee Break and Networking
17:35 – 18:20	Round Table Discussion “The Role of Leadership”
18:30	<p>Welcome Reception in Villa Uphagena</p> <p>Welcoming speech by Prof. Piotr Dominiak, Dean of Faculty of Management and Economics, Poland</p>

#### CONFERENCE PARTNERS:

#### CONFERENCE HONORY PATRONAGE:

FRIDAY, MAY 11TH, 2012



09:00 – 09:10 Introduction to the program of the day by the Conference Chairman

09:10 – 10:10 Keynote Speech “The Fine Art of Success”

**Prof. Jamie Anderson**, Professor at Antwerp Management School, Belgium and The Lorange Institute of Business, Switzerland

10:10 – 10:20 Boarding to the Buses

10:20 – 13:00 Company visits: choose one of your preferred companies to visit and have discussion on their “Winning Strategy”:

**INTEL** (NASDAQ: INTC) is a World leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world’s computing devices. **INTEL** – more information about the company:

<http://www.intel.com/content/www/us/en/homepage.html>

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**The LOTOS Group** is a major producer and supplier of unleaded petrol, diesel oil and aviation fuel. The company is also Poland’s leading producer and supplier of engine oils, modified bitumens and paraffins. Group operate a nationwide chain of petrol Stations under the LOTOS brand. **The LOTOS Group** – more information about the company:

[http://www.lotos.pl/en/korporacyjny/korzystanie\\_z\\_identyfikacji\\_marki](http://www.lotos.pl/en/korporacyjny/korzystanie_z_identyfikacji_marki)

3. **MERITUM BANK** is a fast growing consumer finance bank in the Polish market. It specializes in consumer finance and micro-SME loans. **MERITUM BANK** – more information about the company:

<http://www.ebrd.com/english/pages/project/psd/2010/40198.shtml>

13:00 – 13:30 Coffee break & Networking

13:30 – 14:10 Discussing and sharing outcomes from the Company visits

14:10 – 15:10 Panel discussion lead by **Mr. Mariusz C. Grendowicz**, Poland (winning strategies + what we can do together)

**Mr. Morten Christensen**, Statoil, Norway (TBC)

**Mr. Mariusz C. Grendowicz**, BRE Bank, Poland

**Mr. Ivo Matser**, CEO of TSM Business School, The Netherlands

**Mr. Pavlo Sheremeta**, Chairman and Group CEO, Eastern Europe and Central Asia Blue Ocean Strategy Regional Institute, Malaysia



15:10 – 15:40 Coffee Break & Networking

15:40 – 16:30 BMDA - 10 years of activities

**Dr. Virginijus Kundrotas**, President of BMDA, Lithuania

16:30 – 17:15 “Winning Strategies in Challenging Times”

**Prof. Howard Thomas**, Dean of Singapore Management University, Singapore (TBC)

17:15 – 17:20 Presentation on the next year’s venue

17:20 – 17:30 Closing the Conference

19:30 GALA DINNER

SATURDAY, MAY 12TH, 2012

Sightseeing beautiful Gdansk (optional)



## 2nd CALL FOR PAPERS

### CONFERENCE FOCUS AND OBJECTIVE

Business Organizations and Academic Institutions are often considered to be very different and separate communities, with only limited overlaps and incidental

interactions. Naturally they have different purposes, objectives and priorities. They apply different competencies, methodologies and resources. They develop different structures and processes to offer their particular products and services. And they provide different contributions to the society.

However, at the same time they have a lot in common. While following their respective missions and goals they often apply a similar set of values. They need to be sensitive and adaptive to the changing environment in which they operate. In order to ensure sustainability they need to

redesign their structures and systems, redefine their processes and methods, very frequently transform their organizational cultures.

Nowadays Business Companies as well as Education Institutions are trying to find the answers to the questions: “How well are we prepared to handle the unexpected? Are our strategies adaptive enough to embrace sudden changes? What should we do differently today in order to succeed in the future?”. All in all, Business Companies and Education Institutions are seeking for the answer to the one and same question: “What could be our winning strategy in challenging times?”

And just because these communities look at the same leadership challenge from two complementary perspectives, there is a great potential for mutual learning and synergistic benefits.

The conference objective is to bring together representatives from across the Business world and Academia to share insights and exchange ideas on how Business and Academic communities can cooperate in order to fully benefit from each other's knowledge and experience.

### RESEARCH PART OF THE CONFERENCE

The conference will start with the **Research part** which will invite Academic community and researchers to present their papers written in line with the Conference main theme.

### SCIENTIFIC COMMITTEE

**Prof. Ruth Alas**, Estonian Business School, Estonia

**Prof. Piotr Dominiak**, Faculty of Management and Economics, Gdansk University of Technology, Poland

**Prof. Myles Gartland**, Helzberg School of Management, Rockhurst University, United States of America

**Dr. Marcin Geryk**, Gdansk Management College, Poland

**Dr. Virginijus Kundrotas**, Adizes Graduate School, United States of America

**Dr. Martyn Lawrence**, Emerald Publishing Group, United Kingdom

**Prof. Elena Lobanova**, The Higher School of Finance and Management of the Russian Presidential Academy of National Economy and Public Administration, Russian Federation

**Prof. Antti Paasio**, University of Turku, Finland

**Prof. Monika Petraitė**, Kaunas University of Technology, Lithuania

**Prof. Asta Pundzienė**, Kaunas University of Technology, Lithuania

**Prof. Wojciech Rybowski**, Gdansk Foundation for Management Development, Poland

**Prof. Tatjana Volkova**, BA School of Business and Finance, Latvia

**Prof. Julita Wasilczuk**, Faculty of Management and Economics, Gdansk University of Technology, Poland

This year the 10th  
BMDA Conference  
“Winning strategies  
in Challenging  
times” will have the  
**RESEARCH PART!**



Moment of the previous BMDA conference

## THE RESEARCH PART OF THE CONFERENCE WILL BE DIVIDED INTO THE FOLLOWING TRACKS

- Successful Leadership in Turbulent Times
- Finance Management and Risk Taking
- Human Resource Management
- Strategic Management in Uncertain/Changing Environment
- Entrepreneurship and Enterprise on Global Market
- Cooperation of Business and Academia in Challenging Times
- Managing Innovations



Workshop during the BMDA Conference

## CONFERENCE JOURNALS

The **best selected papers** will be considered for publication in the **Baltic Journal of Management** (Emerald Publishing Group, UK) or scientific journal **Social Sciences** (Kaunas University of Technology, Lithuania) **subject to peer review**.



[More information about the journal](#)



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## GUIDELINES FOR THE RESEARCHERS

[Confirmed conference ABSTRACT FORM](#)

[Guidelines for full papers submission for the BALTIC JOURNAL OF MANAGEMENT](#)

[Guidelines for full papers submission for the SOCIAL SCIENCES](#)

All papers must be based on original material, and must be not under consideration by any other journal or conference.

The abstracts should be submitted by email: [ugne@bmda.net](mailto:ugne@bmda.net) or [info@bmda.net](mailto:info@bmda.net).

If the abstract be selected for presentation, during the Research part of the conference Researcher will get **200 EUR scholarship!**

### The most important dates

- **until 23 03 2012** Abstract submission (indicating the track chosen)
- **until 01 04 2012** Authors notifications of abstract acceptance
- **until 01 05 2012** Full paper submission



Beautiful Gdansk

THE CONFERENCE WEBPAGE:

[www.bmda.net](http://www.bmda.net)