

16TH ANNUAL BMDA CONFERENCE

HOW TO MAKE CONVENTIONAL BUSINESS UNCONVENTIONAL

APRIL 18TH-20TH, 2018 | PORTO, PORTUGAL

We are proud to invite you to **the 16th Annual BMDA Conference in Porto** (Portugal) on the extremely interesting topic "**How to make Conventional Business Unconventional**", which proposes **3 unforgettable days** dedicated both for Business Schools and Business Companies representatives.

The title of the first day -"**Can conventional Business Schools provide unconventional programs?**"

What innovations could be used in Business schools in order to succeed in fast changing World (in terms of programs, in terms of faculty/staff, in terms of relevant research as well as in terms of processes)?

During the second day we are going to **explore, to discuss and share what does it make to be innovative even in traditional business sectors and industries?** How do we need to change our strategy and re-arrange our processes to enable innovativeness and entrepreneurship within traditional organizations? How to attract and keep talents within your organization and empower them to create?

And the conference will end by the day 3, **where we all have a chance to visit various Portuguese innovative companies and organizations** in Porto area in order to have evidence how the previous ideas have been practically implemented.

Looking forward to meeting You in Porto!



Preliminary Agenda April the 18th, 19th and 20th

Day 1 - Welcome

ACADEMIC SOLUTIONS AND INSIGHTS

13.30 – 13.35h *Introduction of the first day. Dr. Virginijus Kundrotas, President of BMDA*

13.35 – 14.00h *Introduction to the Porto Business School – “Unique DNA” of PBS. Prof. Ramon O’Calloghan, Dean of PBS*

A word from Chairperson of the Day – Prof. Paula Marques

14.00 – 15.30h *How to create unconventional Programs at the Business School*

- Paula Marques, Professor at PBS (Portugal)
- *How to Create Unconventional Programmes at a Business School* Andrew Wilson, CEO of AMBA (UK)

15.30h - 16.00h *Networking Coffee Break*

16.00h -17.30h *Unconventional Learning Methods*

- Prof. Sherif Kamel, Dean of Business School, The American University in Cairo (Egypt)
- *New Digital World initiative. Global accreditation of business schools based on the Big Data & Blockchain technologies.-* Andrey Kolyada, Dean of Eurasian Management and Administration School (EMAS Business School (Russia))
- *Unconventional Modes for Business Schools’ Support to Technology Based Start-ups* Jose Paulo Esperanca, Dean of ISCTE Business school (Portugal)

17.30h – 19.00h *Welcome Cocktail and Finger Food at Porto Business School*

Day 2 – Solutions for Business

9.00h -9.30h Official Conference Opening

Welcome words

Dean Prof. **Ramon O’Calloghan**

BMDA President **Dr. Virginijus Kundrotas**

A word from Chairperson of the Day – Prof. Ramon O’Calloghan

10.00 h – 11.30h – Panel 1 – What products do we need to create to be innovative even in traditional business sectors and industries?

- André Fonseca Ferreira , PBS (Portugal)
- *Message in a bottle- Innovating for survival and growth* - Prof. Soumodip Sarkar, University of Évora (Portugal)

12.00 – 13.30h – Panel 2 - The Future Talent in Business Highlight

- Paula Marques, PBS (Portugal)
- *Talent Management - Some principles and measures to promote innovation!* - Prof. Andreas Altmann, Rector of MCI Innsbruck (Austria)

13.30 – 14.30h Lunch

14.30 – 16.00h – Panel 3- How do we need to arrange our processes to enable innovativeness and entrepreneurship within traditional organizations?

- *How the entrepreneurial mindset can help organizations to achieve greater innovation”* - Paul Coyle, Founder and Director of the Entrepreneurial Mindset Network (France and United Kingdom)
- *How the organizational structure might enhance or kill innovations within any organization* – Dr. Virginijus Kundrotas, Dean of AGS (USA)

17.00h – Departure for the Reception in the Center of Porto

<https://www.pestana.com/en/hotel/pestana-porto/dining>



Day 3 - Company Visits

9.00h-12.00h – Company visits

***Companies subject to confirmation**

The participants will be offered to choose visit to one of the companies bellow and discuss the issues, based on the topic of the Conference



Santander Bank was considered by the Great Place to Work Institute de 2017 one of the best organizations to work in Portugal.



Second largest luxury retail company known by having successful strategies to attract retain and motivate talent.



The Bosch Group is a leading global supplier of technology and services with leading talent strategies.



Cisco is a multinational technology conglomerate with talento successful strategies.



Blip is a software engineering company with differentiating strategies to nurture talent.



BA Vidros distributes glass packaging around the world and is known by its successful talent development programmes.

Free afternoon for sightseeing and cultural activities

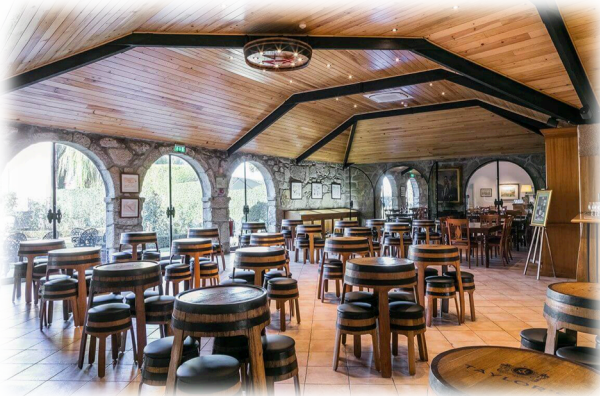




18.30 -19.30h Visit the TAYLOR'S® wine cellars

For many, Taylor's is the archetypal Port house and its wines the quintessential Ports. Established over three centuries ago in 1692, Taylor's is one of the oldest of the founding Port houses. It is dedicated entirely to the production of Port wine and in particular to its

<https://www.taylor.pt/en/visit-taylors/port-cellar>



19.30h - Gala Dinner at Baron Fladgate restaurant at Taylor's



<https://www.taylor.pt/en/visit-taylors/barao-fladgate-restaurant>