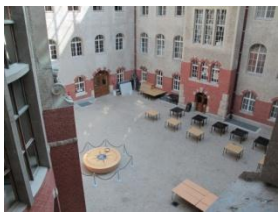


Event: **“WINNING STRATEGIES IN CHALLENGING TIMES”**

The 10th Annual International BMDA conference

Date: **10-11 May, 2012**

Place: **Gdansk University of Technology, Gdansk, Poland**



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

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

The Researchers wanting to submit the abstracts for the Research part of the 10th Annual BMDA conference “Winning Strategies in Challenging times” have to **fill in the conference ABSTRACT FORM**, which can be found [pressing here](#).

Please prepare your **full paper** before submission, using the following guidelines. [Guidelines for paper submission](#).

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

IMPORTANT DATES:

Abstract submission (indicating the track chosen) **until 18 02 2012**

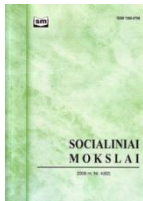
Authors notifications of abstract acceptance **until 01 03 2012**

Full paper submission **until 01 05 2012**

The abstracts should be submitted by email: ugne@bmda.net or info@bmda.net.

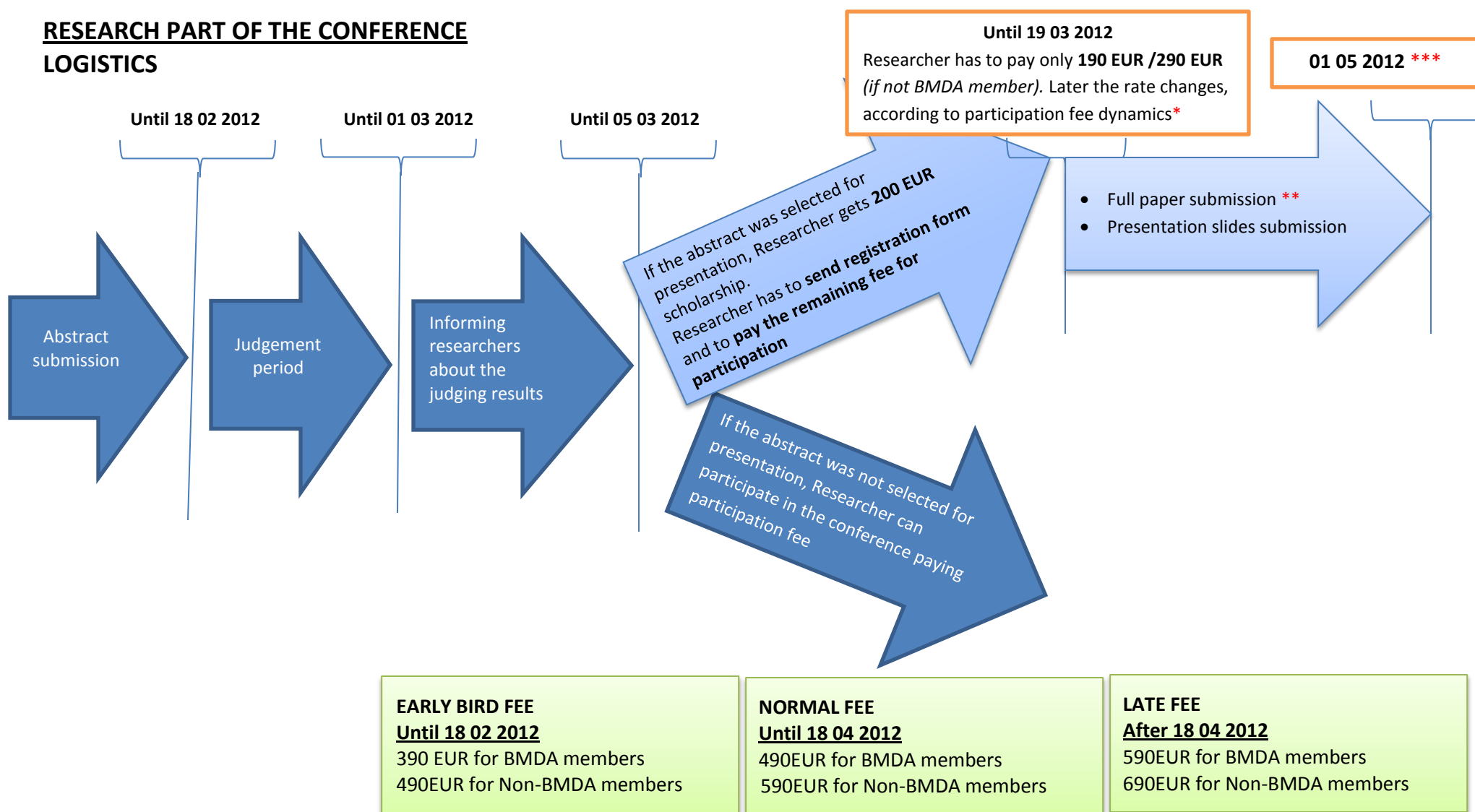
CONFERENCE JOURNALS

The **best selected papers** will be considered for publication in the “**Baltic Journal of Management**” (Emerald Publishing Group, UK), **subject to peer review**. More information about the journal you can find by visiting: <http://www.emeraldinsight.com/products/journals/journals.htm?id=bjm> or in the scientific journal “**Social Sciences**” (Kaunas University of Technology, Lithuania). More information about the journal you can find visiting: <http://www.socmokslai.ktu.lt/en/>



RESEARCH PART OF THE CONFERENCE

LOGISTICS



* Researcher can use the provided **200 EUR scholarship** until **01 05 2012**. Until 19 03 2012 participation fee would be **190/290 EUR**, until 18 04 2012 – **290/390 EUR**, until 01 05 2012 – **390/490 EUR**. After 01 05 2012 participation fee - **590/690 EUR**.

** After the full paper submission the Researcher gets the possibility to deliver presentation during the Research part of the conference as well as possibility to be printed in the *“Baltic Journal of Management”* (Emerald Publishing Group, UK) or *“Social Sciences”* (Kaunas University of Technology, Lithuania) **subject to peer review**.

*** If the full paper was not submitted, Researcher loses the possibility to make the presentation during the Conference as well possibility to be printed.

