

Monthly newsletter

Baltic Management Development Association

Volume 4, Issue 2, 2015



13th Annual BMDA Conference

“Regional Innovations for Global Competitiveness”

May 6-8, 2015 in Vilnius, Lithuania

The latest news about 13th Annual BMDA Conference

SC “LINAS” AND EMERALD GROUP PUBLISHING BECAME THE OFFICIAL SPONSORS OF THE BMDA CONFERENCE

Following the long term collaboration, SC “Linus” and Emerald Group Publishing became the official sponsors of the 13th Annual BMDA Conference.



national enterprise “Linus” was reorganized into stock company “Linus”. For more information about SC “Linus”, please visit <http://www.linus.lt>

SC “Linus” is the largest linen textiles producer in Lithuania and the Baltic States. Deep traditions and long-lived work experience are upheld since 1957 when Panevezys linen company was established. In 1993 Panevezys



Emerald is a global publisher linking research and practice to the benefit of society. The company manages a portfolio of over 295 journals and over 2,500 books and

book series volumes. It also provides an extensive range of value-added products, resources and services to support its customers' needs. For more information about Emerald Group Publishing, please visit <http://www.emeraldgroupublishing.com/>

Conference Host:



ISM University of Management and Economics

Hurry up for the reduced special Conference fee as the deadline is approaching!

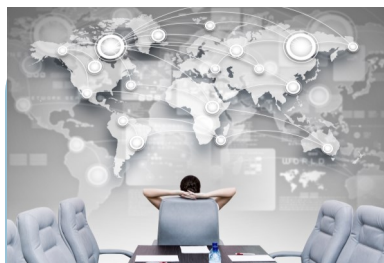
REGULAR PRICING

BMDA members: 390 EUR until April 15, 2014; later 490 EUR

Non-BMDA members: 490 EUR until April 15, 2014; later 590 EUR

REGISTRATION FORM

For registration and more information, please contact BMDA Program manager Ms. Milda Talalaite
e-mail: projects@bmda.net
phone: +370 37 302206
mobile: +370 698 54438



13th Annual BMDA Conference

“Regional Innovations for Global Competitiveness”

May 6-8, 2015 in Vilnius, Lithuania

FEATURED BMDA CONFERENCE SPEAKERS

You are welcome to join the featured BMDA Conference speakers:



Professor Dipak C. Jain, Ph.D. Director of Sasin. The INSEAD Chaired Professor of Marketing.

Prof. Dipak C. Jain is a globally recognized marketing and innovation expert whose insights have inspired a generation of business leaders to pursue success with significance. As Director of the Sasin Graduate Institute of Business Administration of Chulalongkorn University in Bangkok, Dr. Jain is advancing the strategic goals of this school that has long benefited from his affiliation as a visiting professor and member of the Sasin Executive Council.

Prof. Leonidas Donskis, vice-President for Research at ISM University of Management and Economics.

Prof. Leonidas Donskis is a Lithuanian philosopher and writer, and a public persona. A former Member of the European Parliament (2009–2014). Donskis has written and edited over forty books, seventeen of them in English. He combines political theory, history of ideas, philosophy of culture, philosophy of literature, and essayistic style. Donskis acts as Professor and Vice-President for Research at ISM University of Management and Economics, Lithuania. Donskis holds an Honorary Degree of Doctor of Letters from the University of Bradford, the UK, and an Honorary Degree of Doctor Honoris Causa from Valahia University in Târgoviște, Romania. He also serves as Honorary Consul of Finland in Kaunas, Lithuania.



Prof. Thami Ghorfi, president of ESCA Ecole de Management.

Prof. Thami Ghorfi is Founder and President of ESCA Ecole de Management, listed in 2013 First Business School in Morocco and French-speaking African countries. Prof. Thami Ghorfi has developed expertise on entrepreneurship, change management and management practices in Morocco and the MENA region. As an advisor to several institutions in strategic areas, he regularly appears as speaker at major economic events.

Dr. Assylbek Kozhakhmetov, president of Almaty Management University, DBA.

Dr. Assylbek Kozhakhmetov is one of the founders of the first business school in Kazakhstan - Almaty Management University (ALMA University). In 2011 he has obtained the degree of Doctor of Business Administration (DBA) in Graduate School of Management of the National Research University “Higher School of Economics” (Moscow, Russia). Dr. Assylbek Kozhakhmetov is also a member of the working group on amendments to the Law of the Republic of Kazakhstan “On Education”; a member of the Expert Council of the Agency for Civil Service Affairs of the Republic of Kazakhstan and a member of the Council on combating corruption in higher education institutions of the Republic of Kazakhstan.



Dr. Ivo Matser, CEO of ISM University of Management and Economics.

Dr. Ivo Matser is CEO at ISM University of Management and Economics as well as Dean of the Executive School of ISM in Lithuania from February 2015. Before, he served TSM Business School in The Netherlands for twelve years as Chief Executive. He is an economist, marketing professional and President of the Dutch Marketing Association.

Apart from his role as Chief Executive in higher education, Dr. Ivo Matser is chairman or member of many companies and accreditation bodies in Lithuania, Estonia, The Netherlands, Germany, Switzerland, Spain and Austria.

BMDA WELCOMES NEW MEMBER

Baltic Management Development Association welcomes International Management Institute (MIM-Kyiv) on becoming our new institutional member.

International Management Institute (MIM-Kyiv) is Ukraine's and former Soviet Union first business school. It was created on a bold initiative in 1989 as a joint venture of IMI Geneva and Institute for Economics at the Academy of Science of Ukraine, nearly two years before the Soviet Union disintegrated and Ukraine became an independent country state. Since that time MIM-Kyiv has been an ultimate leader of Ukrainian business education. MIM-Kyiv's prominent status is confirmed by Eduniversal's Rankings. Ukraine was rated the premier business school for the third time and its MBA program was recognized #1 nationwide.



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NEWS FROM BMDA MEMBERS



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FIRST SCIENTIFIC AND PRACTICAL
CONFERENCE "SOCIAL
ENTREPRENEURSHIP IN THE REPUBLIC

National Chamber of Entrepreneurs of Kazakhstan and Almaty Management University organized a scientific and practical conference "Social Entrepreneurship in the Republic of Kazakhstan."

The Conference held on February 27, 2015 at Almaty Management University. The Conference programme includes summary reports on the development of social entrepreneurship in Kazakhstan, legal aspects, as well as the problematic issues in this sphere.

In the conference attended 100 people from universities, government agencies, businesses, NGOs, social enterprises and the media. The main speakers were the experts in the field of social entrepreneurship.

Conference languages were Kazakh, Russian and English, the conference proceedings will be published soon.

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BUSINESS IN THE USA: THE EXPERIENCE
OF LEARNING AND DEVELOPMENT

Partner, Deputy Director of Consulting Group "Zdes I Seichas", business-trainer of business school "Zdes I Seichas" Irina Sotnikova took part in the project of the international public organization "World Learning" and studied the experience of business education and economic development in the USA.

The project "Education in the sphere of Business and Economic Development" is held by international public organization "World Learning" in the framework of the International Visitor Leadership Program. From the 9th to 27th of February 2015, participants from Belarus visited several US states, had a number of interesting meetings with representatives of governmental and non-governmental organizations, business schools and universities, college students and schoolchildren.

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IRON ENTREPRENEUR

On 28 February Almaty Management University in conjunction with Business incubator of National Research University "High School of Economics" held the game "Iron Entrepreneur".

Iron entrepreneur –a business game, where team of 4-5 people come up with a business-idea based on innovative technologies, then develop a business model for this idea and prepare three minute presentation of their product (slides + text). And everything must be done in one hour! Then teams in turns, in elevator pitch format present their product to judges. Winners go to the final, which will be held in May 2015 in Moscow.

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NEOMA BUSINESS SCHOOL STUDENTS AT FME

Traditionally, at the beginning of the Summer semester, students from NEOMA Business School in Rouen, France, have visited Gdansk University of Technology, Faculty of Management and Economics. It is the 10th time, when the international group of students from France, China, Morocco, Italy, Nepal etc. come to Poland to take part in the project "Msc in international project development".

Their stay has begun with the lecture about Polish economy.

Next, they were divided into small groups and worked on projects given by different companies.

After three days of work in companies, students have presented their solutions at FME.

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ALMA UNIVERSITY WON EUROBAK CSR AWARD!

Almaty Management University, formerly IAB, won EUROBAK CSRAward for social project "Organization of New Year holidays for orphans and children with disabilities". On the eve of new 2015 year, New Year tree of ALMA U visited 68 children from 2 orphanages and children with disabilities.

European Business Association of Kazakhstan (EUROBAK) awarded companies, leading active in the area of corporate social responsibility. Names of company-participants were announced at the award ceremony on 21 February in Almaty.

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ALMAU STUDENTS WINNING MEDALS

Student of ALMA University won the silver medal at International Students Symposium in Moscow.

Anel Karimova, third year student of "Law" under a supervision of PhD, associated professor Tleuzhanova A.I took a second place in the contest work on international law under the "Students symposium 2015", which was conducted by the Faculty of International Law Diplomatic Academy of MFR of Russia and chair of international law of Law institute of the Russian People's Friendship University.

Themes of "Student Symposium 2015" was devoted to the value and role of international law in diplomacy, international relations and world economy.

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CONFERENCE AT LCC: KEYNOTE SPEAKERS DISCUSS ECONOMIC FREEDOM AND GROWTH

On March 4, LCC International University hosted a conference dedicated to trends in economics titled "Economy in 2015 – Lithuania's Economic Freedom and Economic Growth in Perspective". This academic event is sponsored by LCC's M.A. in International Management / M.B.A. program and featured addresses by two keynote speakers.

Presentations were given by the Chair of LCC's International Business Administration Department, Dr. Jekabs Bikis, who holds a Ph.D. in Public Policy and Political Economy, and Dr. Robert Lawson, Jerome M. Fullinwider Endowed Centennial Chair in Economic Freedom at Southern Methodist University in Dallas, USA.

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ALMA U - NUCB PARTNERSHIP

Professor of Nagoya University read a lecture on Critical thinking. As part of the internationalization at the first weeks of February Jonathan Damiani, visiting professor of Nagoya University of Commerce and Business (NUCB), Japan read an intensive course of a lecture in Alma U for undergraduate students on the theme "Critical Thinking" and "Leadership" for graduates.

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ALMAU AMBASSADORIAL HOUR

On February 23 within the program “Ambassadorial hour” Almaty Management University visited Ambassador Aurélie Bouchez, Head of the European Union Delegation to the Republic of Kazakhstan. “Ambassadorial hour” included Mrs. Bouchez’s meeting with management of ALMA University, visit to the innovative museum, as well as a lecture for the students and staff on the theme “European Union-Kazakhstan: overview of successful cooperation”. Important part of “Ambassadorial hour” was Aurelia Bouchez’s lecture to the students and staff of ALMA U, where everyone was able to ask a question to honorable guest. After the lecture Mr. Kozhakhmetov and Mrs. Bouchez exchanged gifts and photographed with students and staff of ALMA U.

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CEEMAN

THE USE OF TECHNOLOGY IN MANAGEMENT EDUCATION – INSIGHTS FROM THE CEEMAN NETWORK

The survey, conducted in 2014, explores the use of technology among the CEEMAN members in their programs, marketing, and operations. The survey looks, among other things, at the share of CEEMAN member institutions that include technology-facilitated content delivery in their programs (either in fully online or blended format), management subjects that are more often covered with the help of technology, use of technology tools to enhance teaching-learning experiences, extent of use and perceived effectiveness of various online marketing tools and social media, the use of massive open online courses (MOOCs), as well as the use of technology tools and systems in the institution’s operations or administration.

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THE USE OF TECHNOLOGY IN MANAGEMENT EDUCATION

INSIGHTS FROM CEEMAN NETWORK



GOOD GOVERNANCE: SOCIAL CAPITAL IN RK

In Almaty Management University held a round table in business breakfast format «Good Governance: formation of national social capital in Kazakhstan», initiated by School of Public and Social Policy of Almaty Management University, formerly IAB.

The roundtable was attended by prominent political scientists and sociologists, economists and public figures of Kazakhstan, NGO representatives, as well as ALMA U representatives. This is the second meeting in such format, recently School of Public and Social Policy of the university organized a round table on the theme “Good Governance: geopolitical positioning of the Republic of Kazakhstan in the modern world”.

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CEEMAN EXECUTIVE EDUCATION FORUM 2015

CEEMAN

The 2015 CEEMAN Executive Education (ExEd) Forum will be held on 5-6 November 2015 in the beautiful Mediterranean city of Izmir, Turkey. It will be hosted by Izmir University of Economics.

This year the ExEd Forum will discuss current and emerging business challenges in Turkey and Southeast Europe as well as executive education responses to it. The forum is intended for:

- deans and directors of business schools universities and executive education centers
- corporate leaders and entrepreneurs interested in executive education development
- entrepreneurship and business development centers
- chambers of commerce
- management trainers and consultants

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7 PROFESSORS OF KAZAKHSTAN HONORED «FOR ACADEMIC HONESTY» AWARD

February 17 2015 Almaty Management University (Alma University), formerly IAB, honored 7 Kazakhstan professors, who won award “For Academic Honesty” established by ALMA University.

ALMA U advocating high level of scientific ethics and effectiveness of national science, established a special annual award “For Academic Honesty” for professors of Kazakhstan, which received their academic rank in 2014 in full compliance with MES criteria.

It should be noticed, that only one third of scientists, who became a professor last year meets the MES criteria, all of them awarded honorary award established by ALMA U.

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ISM

SOCIAL RESEARCH METHODOLOGY COURSE BY PROF. PHILIP BENSON

March 23-27, 2015 a course for doctoral students Social Research Development and Methodology II will be held at ISM University of Management and Economics.

The course will introduce research design options, the logical assessment of research conclusions, sampling procedures, and the general methods of conducting research. Methods of sampling, approaches to data collection, the ethics of research, publication of research findings and other issues will be covered.

Course lecturer: prof. Philip Benson, New Mexico State University (USA).

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APPLICATIONS STILL OPEN FOR CEEMAN INTERNATIONAL MANAGEMENT TEACHERS ACADEMY PROGRAM

CEEMAN is very proud of its International Management Teachers Academy (IMTA), which provides a faculty development program of the highest international standard. With over 500 enthusiastic graduates from 43 countries around the world, IMTA has made a big impact on many teaching careers, the quality of educational programs, and the institutional development of business schools and universities across the world. The highly interactive format and practical content is what IMTA is well known for. This year, we have made the program more compact and introduced more joint teaching by faculty. This has allowed us to slightly reduce the total duration of the program, which will take place on 9-18 June 2015 in Bled, Slovenia.

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MCI EXECUTIVE CERTIFICATE COURSE IN PATENT & LICENSE MANAGEMENT

The systematic acquisition, protection and exploitation of patents, licenses and other sole and exclusive rights are decisive for the success or failure of innovative companies, universities and non-university R&D organizations. The MCI is therefore offering an Executive Certificate course that takes an in-depth look at exploitation and protection strategies offering a competitive advantage.

The course starts on April 24, 2015.

More information: <https://www.mci.edu/en/executive-certificate-courses/certificate-courses/patent-license-management>

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IPM BUSINESS SCHOOL. GREAT PLACE TO WORK IN

On March 06, 2015 IPM celebrated the International Women's Day, and the beautiful female-part of IPM Business School team received an extraordinary present from our male-colleagues. It was a lovely song with specially created and dedicated lyrics, performed by the male –in-white-shirts choir and accompanied by a creative presentation. It's a real pleasure to work in such a great place and team! So we wish you to enjoy your work-place and team as well and let your spring be wonderful and successful.

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THE CASE CENTRE AWARD AND COMPETITION WINNERS 2015

The Case Centre's annual Awards and Competitions, now in their 25th year, celebrate excellence in case writing and teaching in business education worldwide.

Overall Case Award Winner *Cola Wars Continue: Coke and Pepsi in 2010* David B. Yoffie and Renee Kim, Harvard Business School

The full list of winners can be found at

<http://www.thecasecentre.org/Connect14>

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MARSHALL PLAN SCHOLARSHIPS FOR MCI STUDENTS

Prestigious US scholarships awarded to outstanding MCI students for a research semester in technical disciplines.

Thanks to their academic achievements and the quality of their project proposals, two MCI students have this year been awarded one of the much sought-after Marshall Plan Scholarships and will be spending a research semester at elite universities in the United States.

Benedek Szulyovszky will be writing his final Master's thesis at the Robotics Institute of the famous Carnegie Mellon University, Pittsburgh, which has 19 Nobel Prize winners among its former staff and students. For his Master's thesis, Martin Lehmeier is going to the legendary Embry -Riddle Aeronautical University in Daytona Beach, Florida, the world's biggest university for aviation and aerospace.

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ALMAU OPENS UP NEW HORIZONS OF COOPERATION WITH UK UNIVERSITIES

From 21 to 30 January 2015 director of the Department of International Development of Almaty Management University, formerly IAB, PhD Kairzhan Abdykhalykov visited 9 leading UK universities and major international education company «International House London».

During the meetings with representatives of British universities, including: University of Cambridge, Middlesex University, University of Buckingham, University of Northampton, Coventry University, London South Bank (Enterprise) University, University of Surrey, University of Warwick, University of Nottingham, - held negotiations about cooperation and signing an agreement.

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JUBILEE EVENT AT THE MCI'S ALUMNI CLUB

250th platform session with leading speakers at the Entrepreneurial School® - The MCI success story with its academic lecture series continues.

[MCI Alumni & Friends](#) recently celebrated a special jubilee: The talk given by H.E. Sergey Nechayev, the Russian Federation's Ambassador to Austria, was the 250th platform event – with international speakers from the worlds of business, academia, politics and the arts – organized by the Entrepreneurial School®.

These unique events deliver a useful stimulus, promote the exchange of knowledge and experience and help students, faculty, partners and visitors to the MCI build up their networks.

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INNOVATIVE STRATEGIC PARTNERSHIP FOR EUROPEAN HIGHER EDUCATION STARTS AT RTU FEEM

New project "Innovative strategic partnership for European higher education" (ISPEHE) financed and supported by the European Commission Erasmus + Programme Key Action 2 – Strategic Partnership has been started at Institute of Quality Engineering and Institute of Business Engineering and Management of Faculty Engineering Economics and Management at Riga Technical University.

The overall objective of the project is to support the development of an innovative pathway by improving long-term strategic collaboration between Higher Education Institutions and enterprises and enhancing the development of sustainable learning advancements in HEIs.

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FACULTY OF ENGINEERING ECONOMICS AND MANAGEMENT



THE ANNUAL CONVENTION EVENT OF ESTONIA 2014 WAS JOINTLY ORGANISED BY TARTU UNIVERSITY AND EBS



The members of the Estonian Convention Bureau (ECB) elected the Annual Convention Event of 2014, the 37th Annual Congress of the European Accounting Association (EAA) and a Doctoral Colloquium which was jointly organised by Tartu University and EBS, and visited by over 1,200 delegates in Tartu and Tallinn at the end of May 2014.

The congress took place on three days in 25 parallel sessions at the Convention Centre of the Olympia Hotel and on the premises of EBS. There were participants from 48 countries and 725 oral presentations which makes it the biggest convention that has ever taken place in Estonia.

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LVBS COMMUNITY'S 7TH ANNIVERSARY

On February 13, students, graduates, faculty and friends of Lviv Business School of the Ukrainian Catholic University met on the occasion of the 7th anniversary of LvBS Community and worked together for the benefit of the Anti-Terrorist Operation (ATO).

The school set up volunteer workrooms, and all the guests contributed through their labor. Together we managed to produce 150 face masks, 100 guardian angel amulets, 10 kg of energy bars and 12 m of camouflage net. All these items will be transferred to soldiers in the ATO area.

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X ASFOR LEARNING SURVEY: ITALIAN EDUCATION AFTER THE RECESSION

ASFOR (Italian Association for Management Education Development) has recently presented the results of the tenth Learning Survey. The Survey represents a reference point for understanding the evolution of education in response to changes of training needs expressed by companies, by the government and by citizens in general.

The ASFOR survey focuses on large and medium-size companies that have a solid organizational and management structure; they use training as a competitive tool to gain and consolidate competitive advantages; and, last but not the least, devote tangible and intangible resources to organizational units that design and deliver training programs.

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Baltic Management Development Association (BMDA)

E. Ožėškienė str. 18
LT-44254 Kaunas,
Lithuania

Tel: +370 37 302206
Fax: +370 37205676
E-mail: info@bmda.net

BMDA online:
www.bmda.net

