



CEEMAN and Responsible Management Development

Danica Purg

President of CEEMAN and IEDC-Bled School of Management

AABS Conference 2011

Cape Town, South Africa, 15 April 2011

Content

- Principle 1: **Purpose**
- Principle 2: **Values**
- Principle 3: **Methods**
- Principle 4: **Research**
- Principle 5: **Partnerships**
- Principle 6: **Dialogue**

PRME
Principles for Responsible
Management Education

Purpose

- Established in 1993 to accelerate the quality of management development and its contribution to huge economic restructuring and social transformation processes in transition economies
- Helping schools develop a new generation of business leaders capable of leading their organizations on “triple-bottom-line” principles



Values

- **CEEMAN Value Platform (2006)**
 - Celebrates diversity, respect for culture and values
 - Fosters creativity and innovation
 - Promotes context and environment driven mission, results achieved and impact made



Values

- **Involvement in PRME**

- Task Force on PRME formulation
- CEEMAN schools among first PRME signatories
- CEEMAN in PRME Steering Committee
- Working Group on Poverty as a Challenge to Management Education



Values: Walking the Talk



- **CEEMAN International Quality Accreditation**

- Focus on mission relevant to specific environment and context
- Abilities and resources to pursue and achieve school's mission and focus
- Results achieved, innovations and impact made
- PRME integrated into accreditation criteria



Values: Walking the Talk

- **CEEMAN Champion Awards**
Outstanding achievements in:
 - Research
 - Teaching
 - Institution management
 - **Responsible management education**



Method: Faculty Development



- **IMTA - International Management Teachers Academy**
- **A new generation of management educators for the new generation of business leaders**
- **A major European faculty development program**
- **Social responsibility of faculty**
- **IMTA Alumni Association**
 - 383 participants
 - 120 institutions
 - 33 countries



Method: Educational Material Development



- **IMTA Module on Case Writing**

- Instructional seminar
- Fieldwork with individual coaching
- Finalizing cases and preparing them for classroom use and publishing



- **IMTA Module on Research & Publishing**

- **CEEMAN Case Writing Competition**

- 17 Case Writing Competitions since 1995
- New partnership with Emerald – global reach with focus on emerging economies



Research

- **Relevant for business schools**
 - **Assessing management training needs at the achieved transition**
 - Do they need what they want?
 - Do they want what they need?
 - **Hidden Champions in CEE**
 - Who are they?
 - What can we learn from them?



Research

- **Relevant for broader issues and concerns**

- Poverty reduction and the role of management education (2008)
- Business schools responses to global crisis (2009)
- Poverty as a Challenge to Management Education (2010)
- **PRME Working Group on Poverty**
 - **PRME Global Forum 2010 in New York**
 - **PRME Global Forum 2012 in Rio**
 - **PRME 2013 Summit in Bled**



Partnerships

- **CEEMAN as a global association:**
 - 185 institutional, corporate, individual, exchange members from 43 countries
 - A network of networks
- **CEEMAN Sustainability Working Group**
- **UN Global Compact establishments**
 - IEDC and UN Global Compact Slovenia

Partnerships: Challenge:Future

- **Global youth think tank: ideas, talent, and leadership for designing and implementing a better future**
 - CEEMAN – founding partner (with IEDC-Bled School of Management and TMK Lab)
 - Focus on innovation and sustainability
 - Over 17,000 members in 200 countries since 2009
 - Faculty members as mentors and judges
 - Integration in educational curriculum
 - University-based chapters in 14 countries
 - Multiple levels and possibilities for youth and university engagement



Dialogue: CEEMAN Annual Conferences

- Emerging business issues
- Leadership challenges
- Implications for management development
- Reference to responsible management development



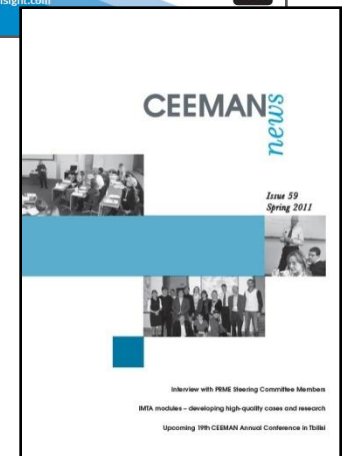
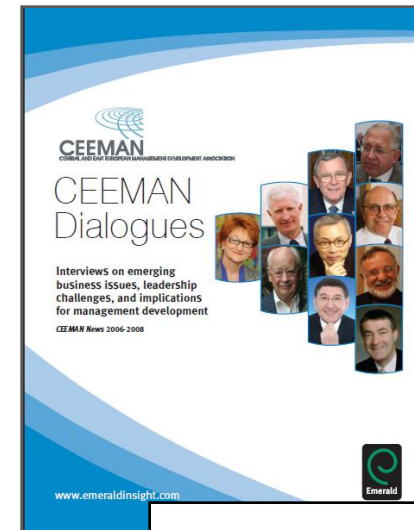
Dialogue: CEEMAN ExEd Forums

- New ExEd partnerships, Tallinn 2007
- Changing pattern of ExEd competition and the role of corporate universities, Moscow 2008
- Executive Education for Entrepreneurship Development, Trieste 2009



Dialogue: Publications

- **CEEMAN Dialogues:**
 - Management gurus and thinkers on the present and future of management development
 - PRME leaders on strategic directions in implementing PRME and the role of international associations and signatory schools



Three Ongoing Stages in CEEMAN History

- Learning from others
- Learning from each other
- **Sharing with others**



Welcome to CEEMAN!

- **Your Window into Management Development in the World in Transition**
- **Growing together by learning together about and for a better world**

danica.purg@iedc.si

info@ceeman.org

www.ceeman.org

