



*The 30<sup>th</sup> efmd Annual Conference*

*One Europe? One World?*

**Warsaw, 24-26 June 2001**

## **PROGRAMME**

- as of 12 June 2001 -

### **Chairmen**

**Andrzej Kozminski**, Rector, Leon Kozminski Academy of Entrepreneurship and Management, Poland

**Bruno Dufour**, Chief Training Officer, Top Executive Education, Auchan, France

### **SUNDAY, 24 JUNE 2001**

Location: Sofitel-Victoria Hotel

- 12:00-18:00 Registration at the Sofitel-Victoria Hotel
- 16:00 Welcome address from **efmd** President, **Gerard van Schaik**  
Welcome to Warsaw from the conference host, **Andrzej Kozminski**
- 16:30 Opening remarks and introduction about the main conference theme by the Chairmen **Andrzej Kozminski** and **Bruno Dufour**
- 16:45 OPENING PLENARY SESSION
- Keynote addresses
- The *raison d'être* for European enlargement**  
. Financial and monetary perspective  
. Requirements and recommendations  
**Willy De Clercq**, Minister of State, Member of the European Parliament & former EU Commissioner - External Relations and Commercial Policy
- Poland in a European context: A historical perspective**  
. Achievements and expectations  
**Bronislaw Geremek**, Former Polish Minister of Foreign Affairs & President, Union for Freedom, Poland
- 17:45-18:15 Questions from the audience to the above three personalities
- 18:45 Leaving the hotels for the Welcome Reception
- 19:00 Welcome Reception at the Kazimierz Palace  
Welcome address by the **Mayor of Warsaw** (tbc)

21:00

Chopin recital at the Concert Hall

<b>MONDAY, 25 JUNE 2001</b>
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Location: Sofitel-Victoria Hotel

09:00 Introductory remarks by the Chairmen **Andrzej Kozminski** and **Bruno Dufour**

09:30

PLENARY SESSION

**New political, socio-economic developments in Poland  
Strategies and action plans at short and longer term**

- . Cooperation requirements and partnerships
- . Management development needs for integration in the EU
- . What are the major challenges in the context of a single European market and worldwide globalisation?

**Aleksander Kwasniewski**, President of Poland

10:30

Coffee break

10:45

PLENARY SESSION

**Europe - An outside perspective**

- . Historical, economic, political and cultural dimensions of Europe - Non European perspectives
- . Is there a "European concept" of management articulated by academics and practitioners?

Panelists

- . **Mary Jo Hatch**, Professor of Commerce, McIntire School of Commerce, University of Virginia, USA
- . **Bruce McKern**, President & Chief Executive, Mt Eliza Business School, Australia
- . **Eon Smit**, Director, University of Stellenbosch, Graduate School of Business, South Africa

Moderator: **José de la Torre**, Professor of International Business Strategy, The Anderson School at UCLA, USA

Coordinator: **Zbigniew Turowski**, Director, Warsaw University of Technology Business School, Poland

12:00

PLENARY SESSION

**Financial and monetary issues inherent to the European enlargement**

- . Social and economic challenges before European integration
- . At what term will the introduction of the Euro be beneficiary for Central and East European countries?

Panelists

- . **Mirosław Gronicki**, Chief Economist, BIG Bank Gdanski S.A., Poland
- . **Hanna Gronkiewicz-Waltz**, Vice President, Department of Personnel and Administration, EBRD - European Bank for Reconstruction and Development, United Kingdom
- . **Johannes Linn**, Vice President, Europe and Central Asia, World Bank, USA

Moderator: **Marek Belka**, former Polish Minister of Finance & Economic Adviser to the President of the Republic of Poland

Coordinator: **Andrzej Kozminski**, Rector, Leon Kozminski Academy of Entrepreneurship and Management, Poland

13:15

Lunch-buffet

14:30

PLENARY SESSION

**Eurotechnology**

- . How can Eurotechnology favourably influence the competitiveness of European organisations whether these are corporate, academic or public sector?
- . Will European technology reinforce the scope of a European landscape of services and management solutions?
- . Convergence or not?

Keynote address

- . **Jean-Marc Dupuis**, Vice President Sales and Marketing, Creative Labs Europe

Panelists

- . **Wladyslaw Bartoszewicz**, General Manager & Chief of the Board, Polkomtel S.A., Poland
- . **Michel Bertinnetto**, Executive Vice President, France Telecom Centre Europe
- . **George Makowski**, Chief Executive Officer, Energis, Poland

Moderator: **Jan Kluk**, Management and Training Consultant in Central and Eastern Europe, Poland

Coordinator: **Jacques Perrin**, Director, CERAM Sophia Antipolis, France

16:00

Coffee break

16:30

PLENARY SESSION

**Eurobusiness**

- . What will be the consequences at mid and longer term of the introduction of the Euro and the development of Eurotechnology – combined in practice with transformed systems and processes within corporate and academic organisations – for European business and European competitiveness?

Panelists

- . **Christopher de Beck**, Vice Chairman, Banco Comercial Portugues, Portugal
- . **Christophe Dubrulle**, Chief Executive Officer, Auchan Group
- . **Piotr Kozlowski**, President Central and Eastern Europe, IFS - Industrial and Financial Systems, Poland

Moderator: **Thomas Sattelberger**, Executive Vice President Product and Service, Deutsche Lufthansa A.G., Germany (tbc)

Coordinator: **Bruno Dufour**, Chief Training Officer, Top Executive Education, Auchan, France

17:30

PARALLEL WORKSHOPS

Locations:

- Workshops I, II, III, IV, V: Sofitel-Victoria Hotel
- Workshop VI: Warsaw University of Technology Business School

## **I. Strategy in action**

*Transformation processes and competitive strategic approaches for the 21<sup>st</sup> century*

**Ondrej Landa**, President, Inventa Group, Czech Republic  
**Thomas Sattelberger**, Executive Vice President Product and Service, Deutsche Lufthansa A.G., Germany  
**Howard Thomas**, Dean, Warwick Business School, University of Warwick, United Kingdom

Moderator: **George Yip**, Professor of Strategic and International Management, London Business School, United Kingdom

## **II. Mobility and students' values**

*Analysis of values inherent to career management – perspectives of young doctoral students and researchers in management*

**Dorota Dobija**, Director of International Programmes, Leon Kozminski Academy of Entrepreneurship and Management, Poland  
**Christopher Hossfeld**, Affiliated Professor, and **Maria Oliva**, Visiting Professor, ESCP-EAP, European School of Management, France

Moderator: **Alain Chevalier**, Dean of Faculty, ESCP - EAP, European School of Management, France

## **III. Intellectual entrepreneurship**

*Creating and managing academic/corporate organisations for development and growth within the new economy – assessing the values of entrepreneurship*

**Bengt Johannisson**, Professor of Entrepreneurship and Business Development, Växjö University & Director, SIRE - Scandinavian Institute for Research in Entrepreneurship, Sweden  
**Krzysztof Pawlowski**, Rector, Higher School of Business - National Louis University, Poland  
**Charles Stowe**, Professor & Director, Office of International Programmes, College of Business Administration, Sam Houston State University, USA

Moderator: **Stefan Kwiatkowski**, Chairman of the Board, Leon Kozminski Academy of Entrepreneurship and Management, Poland

## **IV. Accreditation systems**

*Differentiation and convergence; competition and cooperation*

**Carlos Cavallé**, Dean, IESE Business School, Spain & Chairman, EQUIS Awarding Body  
**Mike Jones**, Director General, The Association of MBAs, United Kingdom

**John Kraft**, Dean, University of Florida, Warrington College of Business, USA  
& Chair of AACSB (2001-2002) & Chair of the Business Accreditation  
Committee (1999-2001)

Moderator: **Gordon Shenton**, Director, EQUIS, **efmd**

**V. Union is Strength! – Building on efmd’s intrinsic advantages**

*A major efmd initiative has begun working on ways in which the network of business schools and corporations can best contribute to joint activities to enhance management development*

**Stephen Watson**, Principal, Henley Management College, United Kingdom  
**Hans Löhr**, Programme Director, Ericsson Management Institute, Sweden

Moderators: **Nicola Hijlkema**, Director, Management Education Services,  
**efmd** & **Tim Phillips**, Director, Corporate & Public Sector Services, **efmd**

**VI. Entrepreneurship – Explosion of start-ups?**

*National conditions for entrepreneurship development*

**Gilles Copin**, Director, Entrepreneurship Centre, E.M. Lyon, France  
**Michael Diedring**, Director General, Baltic Management Institute, Lithuania  
**Jerzy Kalinowski**, Chief Executive Officer, i-start.pl, Poland

& through Warsaw-Paris video-conferencing:  
**Jean-Paul Larçon**, Professor of Strategy, HEC School of Management,  
France  
**Pierre Morlière**, Chief Executive Officer, By-Way, France

Moderator: **Philippe Albert**, President of **efmd** Chapter “Entrepreneurship,  
Innovation and Small Business” & Director for Development, CERAM Sophia  
Antipolis, France

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18:45 Chairmen’s conclusions  
19:00 **efmd** Annual General Assembly  
20:30 Buses departure for the Gala Dinner at the Palace of Culture and Science  
Guest speakers  
**Gerard van Schaik**, President, **efmd**  
& **Boguslaw Kott**, Chairman of the Board & Chief Executive Officer, BIG Bank  
Gdanski S.A., Poland

**TUESDAY, 26 JUNE 2001**

Location: Leon Kozminski Academy of Entrepreneurship and Management

09:00 Preliminary remarks by  
**Andrzej Kozminski** and **Bruno Dufour**

09:15

PLENARY SESSION

**Future economic challenges at European and global level**

- . Consequences of the introduction of the euro in the Eurozone and worldwide
- . The impact of the European enlargement upon financial markets
- . Criteria for successful economic management strategies

Keynote address

- . **Robert Mundell**, 1999 Nobel Prize Winner in Economics

10:00

PLENARY SESSION

**Economy in transition - Challenge and opportunity**

Transition, transformation, restructuring, integration, new processes, efforts to enhance competencies, ways to reintegrate ethics and sustainable development are boiling issues in today's economy.

- . How do academic and economic organisations manage the movement ?
- . What do they aim at achieving ...with what means and in what socio-political-economic frameworks?
- . How can students, managers, professors, politicians benefit from the transition?

Panelists

- . **Cristian Baleanu**, Deputy Director, International Management Foundation (FIMAN), Romania
- . **Oleg Bogomolov**, Honorary Director, Institute for International Economic and Political Studies & Adviser, Russian Academy of Sciences, Russia
- . **Krzysztof Kielbratowski**, Managing Partner, Ernst & Young S.A., Poland
- . **Zdzisław Sadowski**, President, Polish Economic Society & Professor of Economics, University of Warsaw, Poland

Moderator: **Grzegorz W. Kolodko**, Former Polish Deputy Premier and Minister of Finance & Professor and Director, TIGER - Transformation, Integration, Globalization and Economic Research, Leon Kozminski Academy of Entrepreneurship and Management, Poland

Coordinator: **Andrzej Kozminski**, Rector, Leon Kozminski Academy of Entrepreneurship and Management, Poland

11:15

Coffee break

11:30

PLENARY SESSION

**Education for a world of convergence/divergence/diversity**

Coping with the diversity of business practices, management approaches in world markets and different cultural models are today the new challenges for business and evidently the challenges for those who are educating the business leaders of this planet.

- . Does exchange of best practices and ideas remain the common denominator?

Keynote address

- . **Bohdan Hawrylyshyn**, Chairman, International Management Institute - Kiev, Ukraine & Adviser to Prime Minister of Ukraine

Panelists

- . **Jean-Louis Scaringella**, Dean, ESCP-EAP, European School of Management, France
- . **Zbigniew Turowski**, Director, Warsaw University of Technology Business School, Poland
- . **Wilfried Vanhonacker**, Vice President & Dean, China Europe International

Business School (CEIBS), China  
. **Mahmood Zaidi**, Director International Programmes Development, The Carlson School of Management, University of Minnesota, USA

Moderator: **Danica Purg**, Dean and Director, IEDC - Bled School of Management & President, CEEMAN - Central and East European Management Development Association, Slovenia

Coordinator: **Krzysztof Pawlowski**, Rector, Higher School of Business – National Louis University, Poland

13:00

PLENARY SESSION

**Knowledge-based competition**

Management education as European competitive advantage: the bottom-up transformation of the economy.

The need to create a favourable business environment where ethics and transparency are basic elements for success and for rapidly developing common working standards while understanding and respecting the cultural differences and heritage form the fundamentals of partnerships and various cooperation agreements.

. What will be the end result at European level?

Keynote address

. **Andrzej Pelczar**, Chairman, General Council of Higher Education & Professor, Institute of Mathematics, Jagiellonian University and Head of the Chair of Differential Equations, Jagiellonian University, Poland

Panelists

. **Dennis Baltzley**, Vice President & Managing Director, PDI-Personnel Decisions International Europe

. **Bohdan Budzan**, Director General, International Management Institute - Kiev, Ukraine

. **George Por**, Senior Research Fellow, CALT - Centre for Advanced Learning Technologies, INSEAD, France

Moderator: **Eric Cornuel**, Director General, **efmd**

Coordinator: **Michael Heuser**, Head, Lufthansa School of Business, Germany

14:30

Closing remarks by the Chairmen and Introduction to the Global Forum on Management Education, June 2002, in Bangkok!

. **Fil Alfonso**, Chairman, ADSEGM - Association of Deans of Southeast Asian Graduate Schools of Management, The Philippines

. **Ashok Nath**, Executive Director & **Joe Mc Aleer**, Conference Director, Global Forum 2002

14:45

Lunch-buffet hosted by  
Leon Kozminski Academy of Entrepreneurship and Management

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