The 30th 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)
MONDAY, 25 JUNE 2001
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
. Miroslaw 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 Bertinetto, 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 21st 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 Löh, 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
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

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
. Zdzislaw 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

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
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, ADSGM - 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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