

## Minsk - the capital of the Belarusian cultural heritage

Minsk, the capital of Belarus and its geographical heart, is situated in a picturesque place on the banks of the Svisloch river which in old days used to be one of the busiest trade routes connecting the Baltic Sea. Minsk of today is the city of wide streets, modern and old architectural ensembles, fountains, shady parks and green boulevards well deserving the opinion of being one of the best cities of the former Soviet Union. Foreign visitors are attracted to this city by its surprisingly clean, beautiful, calm, optimistic and hospitable atmosphere just to see with their own eyes life, history, culture and traditions of the Belarusian people.

## Baltic Management Development Association (BMDA)

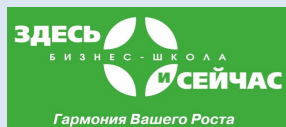


The **Baltic Management Development Association (BMDA)** was founded at the end of 2002. From the very beginning, the Association started to induce the quality of management development in the Baltic region and beyond through promoting research, offering educational services and networking opportunities for management development institutions and business enterprises.

"Bridging East and West" became the main motto of BMDA.

BMDA currently unites **70 members from 24 countries** – Austria, Belarus, Belgium, Croatia, Denmark, Estonia, Finland, France, Georgia, Germany, Italy, Latvia, Lithuania, Montenegro, Norway, Poland, Republic of Kazakhstan, Russia, Slovenia, Sweden, the Netherlands, Ukraine, United Kingdom, USA.

## "Zdes I Sejchas" Business School



"Zdes I Sejchas" is a market leader in the sphere of business education and consulting in Belarus. With 20 years experience in the market, the company provides high quality services, using the best practices and proven methodologies. The main activity is providing high standard education. There are more than 100 educational programs for owners, managers and professionals in such areas as management, strategy, human resources management, finance, business processes, project management, sales and marketing, logistics and others.

## IPM Business School



IPM was established on December 15th, 1993, by the Central European University Fund (USA), the Centre for Privatisation (Poland), the Ministry for Economics (Belarus) and the International Association for the Support of Privatisation (IASP) (USA) as a Joint Venture partnership. At present the IPM Business School is the first business school of practical management in Belarus, the place where the world experience and the local one are combined together. The knowledge and skills IPM teach follow the leading world practice in the field of business education.



14<sup>th</sup> Annual BMDA Conference

## "Contemporary technologies for Success in fast changing environment"

April 20-22, 2016 in Minsk, Belarus

**BMDA is inviting the international academic community and researchers to present their research outcomes during the Research Part of the 14th Annual BMDA Conference with the opportunity to publish their articles**

### PUBLICATION

- All authors are invited to extend and submit their papers to the one of the journals:
- "Baltic Journal of Management" (Emerald Publishing Group, UK, Thomson Reuters SSCI Impact Factor 0.26)
  - Journal "Engineering Economics" (Kaunas University of Technology, Lithuania, Thomson Reuters SSCI Impact Factor 0.87)
  - Journal "Economics and Management" (Kaunas University of Technology, Lithuania, indexed in EBSCO, etc.)
  - "Economics and Business" (Riga Technical University, Latvia, indexed in EBSCO, etc.)
  - Journal "Trends Economics and Management" (Brno University of Technology, Czech Republic, indexed in EBSCO, etc.)

### SUBMISSION PROCEDURE

- Abstracts has to be submitted by filling the **Abstract form (in English or Russian)**, which can be found by pressing [here](#). All the abstracts has to be sent to [projects@bmda.net](mailto:projects@bmda.net).
- After receiving positive feedback from Scientific committee, the Researchers are invited to deliver presentation during the Research part of the Conference.
- After the Conference Researchers are invited to prepare a full paper and to publish it in one of the five journals of the conference.

*\*All abstracts, related to the Conference topic "Contemporary technologies for Success in fast changing environment" are suitable.*

### IMPORTANT DATES

**Submission for abstracts is extended until April 1st, 2016.**

Notification of acceptance: **up to 10 days after receiving the Abstract**  
Invitations from journals: **from 22 April (after the Conference)**

- **Official conference languages: English and Russian.**

## Conference fees

### Early bird fee:

Early bird fee for BMDA members (until April 1st, 2016) – 350 EUR for whole 3 days package

Early bird fee for non BMDA members (until April 1st, 2016) – 450 EUR for whole 3 days package

### Ordinary fee:

Ordinary fee for BMDA members (after April 1st, 2016) – 450 EUR

Ordinary fee for non BMDA members (after April 1st, 2016) – 550 EUR

## Conference Registration

For registration to the conference, please contact BMDA project manager Rasa Aksamitauskaite by e-mail [projects@bmda.net](mailto:projects@bmda.net) or mobile +370 698 54438.



14<sup>th</sup> Annual BMDA Conference

# "CONTEMPORARY TECHNOLOGIES FOR SUCCESS IN FAST CHANGING ENVIRONMENT"



April 20-22 in Minsk, Belarus

2016

Host Institutions





### April 20

#### Academic Solutions and Insights

During “**Academic Solutions and Insights**” day, the international and local representatives of academic community are going to present their research papers on variety of topics related to “Contemporary technologies for Success in fast changing environment”.

After lunch the sessions will be dedicated for Leaders of the Business Schools and Corporate Universities. During it experienced leaders from all around the world will share their successful cases of Customer Needs Satisfaction. The second session will focus on how to evaluate and measure the outcome of Business Schools Services.

#### Preliminary program of the Day

- 09:00-09:10** **OPENING** of the research part (*Chairperson – Edita Gimzauskiene, Dean of the School of Economics and Business, Kaunas University of Technology, Lithuania*)
- 09:10-10:30** **Presentations of research papers by International and local representatives of academic community**
- 10:30-11:00 Networking coffee
- 11:00-12:30** **Presentations of research papers by International and local representatives of academic community** (continued)
- 12:30-13:30 LUNCH
- 13:30-15:00** **From “supply” approach to “demand” approach - what is the most effective and efficient form to find out and satisfy the customer needs**  
*Workshop led by Ivo Matser, CEO of ISM University of Management and Economics (Lithuania)*  
**Speaker:**  
-Veselin Vukotic, Rector of University of Donja Gorica (Montenegro)  
-Nehme Azoury, Dean of the Faculty of Business and Commercial Sciences at Holy Spirit University of Kaslik (Lebanon)  
-Almagul Kanagatova, Rector of Alma University (Kazakhstan)
- 15:00-15:30 Networking coffee
- 15:30-17:00** **How to evaluate and measure the outcome of Business Schools services**  
*Workshop led by Virginijus Kundrotas, President of BMDA*  
**Speakers:**  
-Timothy Mescon, Senior Vice President and Chief Officer of the Europe, Middle East, and Africa Headquarters for AACSB International(USA/Holland)  
-Alenka Bracek Lalic, Director of CEEMAN IQA – International Quality Accreditation (Slovenia)
- 17:00** **Coffee, wine, snacks**
- 18:00** **CEEMAN Event**



### April 21

#### Business Solutions FOR Leading Organizations

The “**Business Solutions FOR leading organizations**” day is dedicated mainly to international and local business and non-profit organizations leaders and managers.

The day is divided into 4 parts, during which the experienced international and local experts and consultants will be presenting Business solutions for the Companies.

#### Preliminary program of the Day

- 10:00-10:10** **OPENING**  
-Virginijus Kundrotas, BMDA President  
-Pavel Daneyko, General Director of IPM Business School (Belarus)  
-Alexander Pankov, Director of Business School “Zdes i Sejchas” (Belarus)
- 10:10-10:15** **Opening words from Chairperson of the Conference, Irina Sennikova, Rector of RISEBA (Latvia)**
- 10:15-11:45** **PART 1 - Technologies for understanding our current customers and their needs better, faster and in more efficient way**  
-Andrew Crisp, Co-owner of CarringtonCrisp (UK)  
-Juste Pinkeviciene, Founder of JP Marketing Consulting (Lithuania)  
-Rimantas Gatautis, Director of Electronic Business Research Center at Economics and Business faculty, Kaunas University of Technology (Lithuania)
- 11:45-12:15** **Networking coffee**
- 12:15-13:45** **PART 2 – Technologies to support managerial processes**  
-Imants Meiers-Meiris (Chief Internal Audit and Compliance Director (Latvia)  
-Georgy Memetov, CEO Ugis group (Belarus)  
-Edita Urboniene, Professional Consultant at Lean.It, Honsha Partners (Lithuania)
- 13:45-14:45** **LUNCH**
- 14:45-16:15** **PART 3 – Technologies to increase the speed and quality of changes within Organization**  
-Virginijus Kundrotas, Dean of Adizes Graduate School (USA)  
-Alexander Pankov, Director of Business School “Zdes i Sejchas” (Belarus)
- 16:15-16:45** **Networking coffee**
- 16:45-18:15** **PART 4 – Leadership technologies for keeping the best people and make them to be the team**  
-Neda Songin, General Manager for Baltic countries at Hay Group (Russia)  
-Rita Bendaraviciene, Dean at Vytautas Magnus University (Lithuania)  
-Natalia Makayeva, Executive MBA program Director of IPM Business School (Belarus)  
-Darya Zhuk, Managing Partner, COBALT (Belarus)
- 18:15** **WELCOME RECEPTION**



### April 22

#### Business Solutions FROM Leading Organizations

The “**Business Solutions FROM leading organizations**” day will offer the company visits in Minsk, where participants will be able not only to hear, but also to see the results of the successful management.

After lunch the presentations will be followed by the Success stories from International and local business leaders on concrete successful implementation of managerial tools and concepts in their organization.

The official part of the day will end up by the presentation of International Keynote speaker on the topic of the Conference.

The Conference will end by Gala dinner.

#### Preliminary program of the Day

- 9:00-12:30** **Visits to the Leading Business companies**
- ALUTECH** (<http://www.alutech-group.com/en>)  
ALUTECH Group of Companies holds the leading position on the roller shutter systems market and is the leading manufacturer of aluminum profile systems and sectional doors in Eastern Europe.
- ADANI** (<http://www.adanisystems.com/>)  
ADANI is a highly innovative science-based industrial enterprise where innovations and technologies are converted into unique technical solutions and world-class products.
- VONDEL/HEPTA** (<http://eng.vondel.by/>)  
VONDEL is a creative marketing and communications consultancy, specialized in creating strong brands and developing advertising campaigns.
- WARGAMING** (<https://wargaming.com/en/>)  
WARGAMING is an award-winning online game developer and publisher and one of the leaders in the free-to-play MMO market across PC, console, and mobile.
- ENCATA** (<http://www.encata.net>)  
ENCATA - Engineering Catalyst, is a design development and prototyping center. This unique company delivers full cycle product development from idea to serial products. As a catalyst for innovation, the company offers a professional approach in solving the most complex clients’ tasks.
- 12:30-14:00** **LUNCH (with Company visits review)**
- 14:00-15:30** **Success stories from Business Leaders**  
*During this session, Business Leaders are going to share their successful implementation of various managerial tools within their organizations.*  
-Yerkin Tatishev, Chairman of the Board of Directors at Kusto Group holding (Kazakhstan)  
-Dmitry Kazachkov, CEO and Founder, 1C-Rarus Group of Companies (Russia)  
-Evgeniy Demin, CEO of SPLAT (Russia)  
Questions and answers (30min)
- 15:30-16:00** **Networking coffee**
- 16:00-18:00** **Keynote speech “Personal Technologies for Success in a Changing World”**  
-Jagdish Parikh, Professor, PhD from Harvard University and author of many books on Leadership and Management, Managing Director of the Lemuir Group of Companies (India)
- 18:00-18:15** **Closing remarks of the Conference**
- 19:00** **GALA DINNER**

