

**11<sup>th</sup> Annual BMDA Conference**  
**“THE ROLE OF MANAGEMENT EMPOWERING INNOVATIONS  
AND CREATIVITY”**

**May 9<sup>th</sup> – 10<sup>th</sup> 2013, Kaunas, Lithuania**  
**Hosted by: Kaunas University of Technology**



**CONFERENCE FOCUS AND OBJECTIVES**

Business Organizations and Academic Institutions are constantly operating in fast changing and highly competitive environment. In the twenty-first century the traditional way of acting and doing business do not guarantee success neither for business corporations nor education institutions. The success of any organization is determined by its ability to activate inner intellectual capital within organization and constantly come up with the new ideas and innovative approaches.

Nowadays creativity, innovations and effective use of knowledge are vitally important success factors to succeed and prosper in any field of activities. It does not matter what size company is and what sector of industry it operates. The most significant task for any of them –awakening of creative and innovative potential with organization. Awakening and developing it in sustainable way. For that clear procedures and mechanism that assure the transformation of individual creativity into a corporate asset should be allocated. The Conference is going to approach those and other challenges and look for the solutions.

As every year, this BMDA Annual Conference is focusing on the partnership and cooperation of business organizations and academic institutions, believing that such cooperation will enable to fill in the gap between theory and practice of organizing creativity and innovations to be useful for any type of organisation.

The Conference objective is to bring together representatives from the Corporate world and Academia to share insights and exchange ideas on how creativity and innovations could be initiated, developed and nurtured in order to assure sustainability of organisation. The participants of the Conference are going to analyze those issues from the four perspectives – individual (the role of a leader), group (the role of management team), inter institutional (the role of cooperation and sharing) and education impact. We look forward to welcome everybody, who has the ideas and ready to share them!

Host Institution:



**TENTATIVE PROGRAM of the 11<sup>th</sup> Annual BMDA Conference**  
**„The Role of Management Empowering Innovations and Creativity”**  
**May 9-10, 2013**  
**Kaunas, Lithuania**

**RESEARCH PART OF THE CONFERENCE**

(KTU III building, Laisves ave. 13, Kaunas)

**Thursday, May 9<sup>th</sup>, 2013**

<b>09:00 – 09:15</b>	<b>Opening of Research Conference</b>
<b>09:15 – 10:45</b>	Research papers presentations in the following tracks: <ul style="list-style-type: none"><li>● The Role of Management Assuring Sustainable Implementation of Creative and Innovative Ideas</li><li>● The Role of Leader Empowering Creativity and Innovations</li><li>● Cooperation (International and Local) and Networking for Innovative Ideas</li><li>● The Role and Impact of Higher Educational Institutions in Fostering Creativity and Innovations</li><li>● Creativity Assuring Socially Inclusive Business Models</li></ul>
<b>10:45 – 11:00</b>	<i>Coffee break &amp; Networking</i>
<b>11:00 – 13:00</b>	Research Papers presentations (continuation)
<b>13:00 – 14:00</b>	<i>Lunch for Participants of Research session</i>

**MAIN PART OF THE CONFERENCE**

<b>14:00 – 14:20</b>	<b>Welcome to the 11<sup>th</sup> Annual BMDA Conference</b> Dr. Vydas Gedvilas, Speaker of the Republic of Lithuania Parliament Dr. Virginijus Kundrotas, Dean of Adizes Graduate School, USA, President of BMDA, Lithuania Prof. Petras Baršauskas, Rector of Kaunas University of Technology, Lithuania
<b>14:20 – 14:25</b>	<b>Introduction of the Conference Chairman</b> Prof. Rolf D. Cremer, Dean Emeritus of CEIBS, China, Former President of EBS University for Business and Law, Germany
<b>14:25 – 15:15</b>	<b>7 Key Factors of Innovative Companies</b> Dr. Soumodip Sarkar, Dean of Institute for Advanced Studies and Research, Evora University, Portugal
<b>15:15 – 15:45</b>	<i>Coffee Break &amp; Networking</i>
<b>15:45 – 16:25</b>	<b>The Role of Management and Leadership Empowering Sustainable Innovations</b> Lauri Koponen, Sales Director, JSC ACME Europe, Finland
<b>16:25 – 17:05</b>	<b>How Innovative Business School Should Look Like?</b> Prof. Peter Lorange, President/CEO, Lorange Institute of Business Zurich, Switzerland
<b>17:05 – 17:35</b>	<i>Coffee Break &amp; Networking</i>
<b>17:35 – 18:35</b>	<b>“World cafe” discussion “Why We Crave Creativity, but Reject Creative Ideas?”</b> Moderated by Prof. Monika Petraitė, Dean, Faculty of Social Sciences, Kaunas University of Technology, Lithuania
<b>18:40 – 21:00</b>	<b>Welcome Reception</b>

## Friday, May 10<sup>th</sup>, 2013

09:00 – 09:10	<b>Introduction to the program of the day</b> by the Conference Chairman
09:10 – 09:20	Boarding to the buses for the Company visits
10:20 – 13:00	<b>Company visits:</b> The participants will choose one of the innovative companies based on their area of interest to visit and to learn what and how management performed, in order to assure creativity and innovative solutions there. <ol style="list-style-type: none"><li>1. <b>“Customer involvement in product innovation”</b>. Visit to JSC “ACME Europe”. Electronics, small home appliances, lighting.</li><li>2. <b>“The role of cultural heritage in developing new products”</b>. Visit to SC “Stumbras”. Drinks. <i>(To be confirmed)</i></li><li>3. <b>“Research and new pharmaceutical product development”</b>. Visit to JSC “Aconitum”. Pharmaceutical products and services. <i>(To be confirmed)</i></li><li>4. <b>“How to facilitate entrepreneurship and innovations within University”</b>. Visit to “KTU Start up Space”.</li></ol>
13:00 – 13:30	<i>Coffee break &amp; Networking</i>
13:30 – 14:10	Discussing and sharing <b>outcomes from the Company visits</b>
14:10 – 15:30	<b>CEO and Deans Panel</b> (CEOs And Deans from various innovative companies and Institutions will share their insights and ideas) <b>moderated</b> by Prof. Sergey Myasoedov, President of RABE, Vice Rector and Dean of Russian Presidential Academy, IBS-Moscow, Russia <b>Participants:</b> Algimantas Markauskas, Director of “Thermo Scientific Fisher” (Vilnius division), Lithuania Linas Čereška, Director of “BIOK laboratory”, Lithuania <i>(Invited)</i> Yerkin Tatishev, Chairman of the Board of Directors, Kusto group, Kazakhstan <i>(Invited)</i>
15:30 – 16:00	<i>Coffee Break &amp; Networking</i>
16:00 – 16:30	<b>The newest activities and ideas from BMDA (Annual meeting)</b> Dr. Virginijus Kundrotas, Dean of Adizes Graduate School, USA, President of BMDA, Lithuania
16:30 – 17:15	<b>The New Ecology of Leadership</b> Prof. David K. Hurst, writer, consultant and Adjunct Professor at Columbia University, USA
17:15 – 17:20	Presentation on the next year’s venue
17:20 – 17:30	Summary of the Conference Chairman Prof. Rolf D. Cremer
17:30 – 17:40	Closing the Conference
19:30	<b>GALA DINNER (Restaurant 1410)</b>

## 11<sup>th</sup> Annual BMDA Conference

### „The Role of Management Empowering Innovations and Creativity“

May 9–10, 2013

#### WORKING LANGUAGE

Conference language is English (no translation will be provided)

#### REGISTRATION

Fill in the [registration form](#) and return to BMDA coordinator Goda Sadzeviciute by **the dates stated below**.

E mail: [coordinator@bmda.net](mailto:coordinator@bmda.net)

The confirmation will be sent to you after getting completed registration form.

#### REGISTRATION FEE

EARLY BIRD FEE	PARTICIPATION FEE	LATE FEE
UNTIL FEBRUARY 26 <sup>th</sup> , 2013 390 EUR for BMDA members 490EUR for NON BMDA members	UNTIL APRIL 15 <sup>th</sup> , 2013 490EUR for BMDA members 590EUR for Non-BMDA members	AFTER APRIL 15 <sup>th</sup> , 2013 590EUR for BMDA members 690EUR for Non-BMDA members

**Registration fee covers** attendance of all conference events, conference materials, refreshments, coffee breaks, Welcome reception and Gala dinner. Registration fee DOES NOT cover hotel accommodation.

Registration fee DOES NOT cover VAT, if it is applicable, it will be added to the fee.

#### HOTEL ACCOMMODATION

Two hotels have been chosen for the 11<sup>th</sup> Annual BMDA Conference, and buses will take participants to the Conference and social events only from chosen hotels.

More information about the hotels and hotel reservations forms you will find by pressing the link:

<http://www.bmda.net/BMDA/events/Hotel%20accommodation.pdf>

#### CANCELLATION

Only cancellations in written received before **April 27<sup>th</sup>, 2013** will be refunded (a cancellation administration fee of 10% will be charged). Thereafter, unfortunately, we are not able to refund any fees. If you are not able to attend, you are always welcome to send a replacement. However, prior notification is required.

#### CONTACT INFORMATION

##### Coordinator

**Ms. Goda Sadzeviciute**

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