

Podgorica- the capital of the Montenegro cultural heritage

Podgorica, the capital and the largest city of Montenegro. Podgorica is situated at the North part of Zeta valley, at the center of Montenegro, at the crossroad of several important road directions that lead from the sea towards the continental part of the country.



Fertile plain of Zeta, composition of the River Zeta and Ribnica with Morača, immediate vicinity of Skadar Lake and

Adriatic Sea, favourable climate, communication and strategic position, made it possible Podgorica to become the biggest urban agglomeration of Montenegro. Large number of subterranean waters makes this area known by healthy drinking water. River Morača and River Ribnica have a special value and a natural beauty and they cross the City North-South and East-West. It is not only a modern city, but the city which represents administrativ, political, economic, traffic, scientific and educational-cultural center of Montenegro. The Adriatic Sea makes an influence on the climate of Podgorica, along the vale of River Bojana, through the Lake of Scadar. Under the influence of surrounding mountains, Mediterranean climate is changing, so that Podgorica has Mediterranean – changed climate, which is characterized by warm and hot summers and mild and rainy winters.

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.

UDG



The Host of the Conference is **University of Donja Gorica** known as simply UDG is a private university located in Donja Gorica, a suburb of Podgorica, Montenegro. UDG mission is to create conditions for studying upon principles of high quality European education. That it is possible to achieve shows several

generations of graduates who have successfully continued their master's and doctoral studies in the West or are already very successful in companies and institutions where they found employment soon after graduation. One of the important advantages of UDG is that it is developing multidisciplinary.



15th Annual BMDA Conference

"You don't have to be BIG to be Successful"

April 26-28, 2017 in Donja Gorica, Montenegro

BMDA is inviting the international academic community and researchers to send their research papers on the topic of the 15th Annual BMDA Conference. The selected papers will have the opportunity to be published in one of the BMDA partners journals

Areas of research will include (but it is not limited to):

- Entrepreneurship
- Innovations
- Strategy
- SME activities
- Etc.

SUBMISSION PROCEDURE

- Abstracts on the topics has to be submitted by filling the **Abstract form (in English)**. All the abstracts has to be sent to coordinator@bmda.net.

IMPORTANT DATES

- **Submission for the abstracts is until April 17th, 2017.**
The notification on acceptance will be released during **the Conference**

Official conference language is English

Conference fees

For the first 50 registered conference participants, special conference price is only 270 EUR

Early bird registration fee until April 1, 2017 for BMDA members – 390 EUR
Early bird registration fee until April 1, 2017 for other participants – 490 EUR
Late bird registration fee after April 1, 2017 for BMDA members – 490 EUR
Late bird registration fee until April 1, 2017 for other participants – 590 EUR

Conference Registration

For registration to the conference, please contact BMDA by e-mail coordinator@bmda.net or mobile +370 686 26942.

Accommodation

The **Verde complex hotel** (<http://verdecomplex.com>) will be the main hotel of **15th Annual BMDA conference**. And it is situated very close to UDG University, where the Conference will take place). The reservation can be made by sending mail to reception@verdecomplex.com or calling the number 0038220440000. It is important that participants state that it is for the **"conference organized by UDG,"** in order to obtain rate from the special BMDA Conference offer. **The rates are:**

- Standard room, double/twin bed, single use – **45 EUR per night;**
- Standard room, double/twin bed, double use – **35 EUR per person/night;**

Accommodation price includes VAT, buffet breakfast and dinner, use of Wellness & Spa center (swimming pool, saunas, steam bath, gym), open or garage parking, wireless internet in all rooms and public areas. Tourist tax and insurance are charged additional EUR 1,10 per person per night.



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April 26

Academic Solutions and Insights

In the morning of “Academic Solutions and Insights” day, two parallel tracks of activities will be organized. In one- the students from various countries and Institutions are going to discuss their ideas, suggestions, concepts on the topic “Youth view on Entrepreneurship and Innovations as a road to success”. The overall goal of the discussion- to create an **BMDA network of students** to permanently share ideas on development, innovations and creativity.

The second - an Assessment and Mentoring System for Business Schools—EDAF, will be presented. This is the EFMD program, which will be supported and partnered by BMDA in the region. The session is dedicated for Leaders of the Business Schools and faculty members.

Program of the Day

The student’s Ideas, suggestions, concepts on the topic “Youth view on Entrepreneurship and Innovations as a road to success”

9:00-9:10 OPENING

9:10-10:30 First part of the discussion

10:30-11:00 Networking coffee

11:00-12:30 Second part of the discussion

An Assessment and Mentoring System for Business Schools—EDAF

11:00-12:30 What EDAF is about? Goals and benefits for the Schools.

Prof. Alfons Sauquet, Associate Director, EFMD, Belgium.

“Life case” of EDAF presentation. Project at KTU.

Prof. Edita Gimžauskienė, Dean, School of Economics and Business, KTU, Lithuania.

Thoughts for the future

12:30-13:30 LUNCH

How to lead Business Schools successfully?

13:30-13:40 OPENING by the *Chairperson*

13:40-15:10 Panel discussion: **How small Business Schools could be competitive and successful- Portfolio transformation.**

Speakers:

Prof. Veselin Vukotic, Rector, University of Donja Gorica (Montenegro)

Prof. Ramon O’Callaghan, Dean, Porto Business School (Portugal)

Prof. Assylbek Kozhakhmetov, President, Almaty Management University (Kazakhstan)

During this session the Leaders of the Business Schools will explore their insights and ideas what services, products and approaches small business schools might use in order to be competitive internationally

15:10-15:30 Networking coffee

15:30-17:00 Panel discussion: **How small Business Schools could be competitive and successful- Structural transformations.**

Panel led by Prof. Maja Drakic, Montenegrin Academy of Science (Montenegro)

Speakers:

Prof. Enn Listra, Professor and Dean, Tallinn School of Economics & Business Administration of Tallinn University of Technology (Estonia);

Dr. Ivo Matser, CEO, ISM University of management and economics (Lithuania)

Prof. Milorad Katnic, President of the Board of Directors, Societe Generale bank (Montenegro)

During this session the Leaders of the Business Schools and Corporate Universities will explore their insights and ideas what Changes in Organizational culture and structure might be successful to increase international competitiveness and be attractive globally.



17:00-18:00 Networking Summary of the day with a glass of wine, snacks and coffee

April 27

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.

However, academic community and students also will be invited to the debates.

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

Program of the Day

9:00-9:20 Official OPENING of the Event

Welcome words:

Prof. Veselin Vukotic, Rector of UDG (Montenegro)

Dr. Virginijus Kundrotas, President of BMDA (Lithuania)

Dr. Damir Sehovic, Minister of Education (Montenegro) TBC.



9:20-9:30 Opening words from Chairperson of the Conference

9:30-11:00 Panel 1 – **How being small company to find effective ways to understand the needs of our current customers and satisfy the better, faster and in more efficient way**

Speakers:

Prof. Milica Vukotic, Dean, Faculty for Information System and Technologies at UDG (Montenegro)

Ms. Katja Kraškovic, President, Gea Colledge (Slovenia)

Prof. Dr. Ljubica Knjezević Cvelbar, Associate Professor at the Faculty of Economics, University of Ljubljana (Slovenia)

During the session various ideas how to assure permanent understanding of the customer’s needs and satisfy them in most effective way having just entrepreneurial mindset and limited resources, will be discussed and explored by international and local experts

11:00-11:30 Networking coffee

11:30-13:00 Panel 2 – **What tools are most effective for small companies to provide most efficient support for their operations.**

Panel led by Dr. Inga Lapina, professor, Vice Dean for Academic Affairs, Riga Technical University (Latvia)

Speakers:

Prof. Sanja Ivanovic, Dean of Polytechnics, UDG (Montenegro)

Ms. Jasna Pejovic, Director for Information Technologies, Crnogorski telekom (Montenegro)

Mr. Gustaf Solerød Christensen, COO, Highered (Norway)

During this session topics, various solutions how small companies could assure the efficiency in administrative processes, industrial and other processes. What software systems for increasing efficiency should be used, etc.

13:00-14:00 LUNCH

14:00-15:30 Panel 3 – **How small organizations can assure unique positioning in the market and permanent change at the same time keeping the speed and quality of changes within Organization high.**

Speakers:

Prof. Monika Petraite, Head of Department of Strategic Management, Kaunas University of Technology (Lithuania).

Dr. Andrey Kolyada, Rector, EMAS Business School (Russia);

Prof. Dragana Radevic, Director, Institute for entrepreneurship and economic development (Montenegro)

During this session various experts will propose ways how to assure innovation in the organization; how to accelerate creativity within company; developing entrepreneurial spirit within organizations and many other aspects

15:30-16:00 Networking coffee

16:00-17:30 Panel 4 – **Challenges in Leadership for small companies- how not to get into “Founder’s trap”?**

Speakers:

Mr. Ivan Jovetic, CEO, MSI INVEST (Montenegro)

Prof. Sergey Filonovich, Dean of Business School at National Research University (Russia)

Dr. Zvezdan Horvat, Managing Director, Adizes Institute (USA) in Serbia

During this session topics, related towards importance of leadership; leadership styles; team building within organizations, delegation difficulties; finding and motivating the “right” people; composing the complementary team and other aspects will be analyzed

17:45 – NETWORKING RECEPTION TO SUMMARISE THE DAY

April 28

Business Solutions FROM Leading Organizations

The “Business Solutions FROM leading organizations” day will offer the company visits in Montenegro, firstly Donja Gorica and Podgorica area, 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.

Program of the Day

9:00-12:30 Visits to the Leading Business companies

During visits to the leading companies (see the list of the companies’ bellow) the participants will experience the evidence of practical successful implementation of various technologies that made the companies even more successful.

1. Porto Montenegro— The Mediterranean’s leading luxury yacht homeport and marina village.



2. Plantaze — Leading Montenegrin Wine and Brandy Manufacturer



3. ISSP—Institute for Strategic Studies and Prognoses



4. Bild Studio — is a reliable partner in improving the business and presentation of clients from various industries.



5. Telekom— the leading telecommunications operator.



6. Fleka — Interactive design studio specialized in web and mobile.



12:30-14:00 LUNCH (including Company visits review)

14:00-15:30 Success stories from Business Leaders

Mr. Eugenijus Kurtinaitis, Director, Altechna R&D. (Lithuania) TBC

Mr. Jovan Lekic, Owner, Nall international (Montenegro) TBC.

During this session the Leaders of various organizations will share their experiences on how being small managed to become unique and successful (could be the following areas):

15:30-16:00 Networking coffee

16:00-17:30 International Keynote speaker on the topic of the conference

17:30-18:00 Closing remarks of the Conference

19:30 GALA DINNER at Unique Winery Cellar

