

Czech Society for Strategic Management, Innovation
and Entrepreneurship

NEW BUSINESS MODELS AND ENTREPRENEURIAL STRATEGIES

Prague Congress Centre, October 10, 2012



CZECH SOCIETY FOR
STRATEGIC MANAGEMENT,
INNOVATION
AND ENTREPRENEURSHIP



European
Management
Association

NEW BUSINESS MODELS & ENTREPRENEURIAL STRATEGIES

Wednesday, October 10, 2012
followed by EMA Assembly on Thursday,
October 11, 2012

Venue: Prague Congress Centre

Audience: 200+ CEOs, international and local business leaders,
strategic management academics and practitioners)

Partner Organizations:



CSSMIE Patrons:



Media Partners:



Ondrej Landa
Chairman,
Czech Society for Strategic Management,
Innovation and Entrepreneurship

Dear Leaders and Strategists,

We are living at the Turning Point of history, to quote Frijthof Capra. In business, the only viable response to the challenges of our transition times is to launch new business models and leverage their potential through bold entrepreneurial strategies.

Czech Society for Strategic Management, Innovation and Entrepreneurship (CSSMIE) has acted as a platform for exploring new business ideas and for sharing innovative business practices ever since its inception in 1990. It is a privilege, therefore, to announce that eminent business leaders and academics will join some 200 CEOs and senior executives next October to share their vision and pioneering experience in an intensive day of discussions at the **Prague Entrepreneurship and Innovation Forum focusing on NEW BUSINESS MODELS AND ENTREPRENEURIAL STRATEGIES (Oct 10, 2012)**.

You will enjoy special registration benefits at both events if you join us in Prague this coming October. Do start at our website www.ssrip.cz/en. We bid you a hearty welcome!

FORUM PROGRAM

Prague Congress Centre, October 10, 2012

08:15 – 09:00 Registration + refreshments

09:00 – 10:50 Opening Plenary Session:

„LEADERSHIP FOR THE CO-OPETITIVE INNOVATION ERA“

Keynote Address 1:

Petr ŠMÍDA, Chairman of the Board of Directors,
Alfa Bank (Moscow, Russia): IN SEARCH OF LEADERSHIP AND EXCELLENCE:
COPING WITH THE GENERAL ELECTRIC AND ALFA BANK CHALLENGES & OPPORTUNITIES

Keynote Address 2:

Inder SIDHU, Senior Vice President, Strategy and Planning, Worldwide Operations,
Cisco Systems (San José, US): EMERGING TECHNOLOGIES ACCELERATION STRATEGY

Keynote Address 3:

Professor Joan Enric RICART, IESE Barcelona: COMPETITIVE DYNAMICS AND BUSINESS MODELS
Session facilitated by **Ondrej LANDA**, Chairman, Czech Society for Strategic Management,
Innovation and Entrepreneurship

10:50 – 11:15 coffee break, refreshments, networking

11:15 – 12:45 Panel Discussion:

„IN SEARCH OF NEW BUSINESS MODELS“

Panelists:

Professor Jay B. BARNEY, David Eccles School of Business – University of Utah: SUSTAINING
COMPETITIVE ADVANTAGE IN TURBULENT TIMES – RESOURCE-BASED STRATEGY

Chris HARE, Founder & CEO, The nTete Group: EMERGING MOBILE APPLICATIONS & FUTURE
INNOVATION DRIVEN BUSINESS MODELS

Vladimír TOŠOVSKÝ, Chairman of the Board, ČEPS – Power Transmission Network Organisation
(CZ): INNOVATION STRATEGY FOR TURBULENT DECADES – Case European Energy Sector

Barbara VENTER, Founder, Owner, Principal, Designskola.cz:
REDESIGNING CREATIVE POTENTIAL AND LIFESTYLE THROUGH INTERIOR DESIGN PROGRAMS

Panel Chair: **Sanjiv SURI**, Owner & CEO, Zátíší Catering Group (CZ)

12:45 – 13:45 Buffet lunch

13:45 – 15:30 Session A:

„OPEN AND COLLABORATIVE INNOVATION“

Panelists:

Professor Marjorie A. LYLES, Indiana University – Kelley School of Business: PIONEERING OPEN
INNOVATIONS & THE INNOCENTIVE MODEL OF COLLABORATIVE OPEN INNOVATION

Kimberli LEWIS, CEO, Mediatel (CZ): TRANSFORMING BUSINESS MODELS THROUGH
COLLABORATIVE INNOVATION WITH CUSTOMERS – THE MEDIATEL CASE

Libor LÁZNIČKA, CEO, Barum Continental (CZ): LEVERAGING THE BATA ENTREPRENEURIAL
TRADITION – ZLIN REGION OPEN INNOVATION PLATFORM

Panel Chair: **David VRBA**, Managing Director, 3M Czech Ltd.

13:45 – 15:30 Session B:

„DEVELOPING INNOVATION LEADERSHIP POTENTIAL“

Panelists:

Professor Björn AMBOS, Universität St. Gallen, Institute for Management (CH): LEVERAGING
GLOBAL INNOVATION POTENTIAL FOR STRATEGIC LEADERSHIP

Professor Margaret A. PETERAF, Dartmouth College – Tuck School of Business: DYNAMIC
CAPABILITIES – HOW TO SECURE THE NEXT GENERATION COMPETITIVE ADVANTAGE

Professor Danica PURG, President, IEDC–Bled School of Management (SL) & President,
Central and East European Management Development Association (CEEMAN):
BREAKTHROUGH LEADERSHIP DEVELOPMENT

Panel Chair: **Jiří PAVLÍČEK**, Owner & Principal, Bright Element, CEO, Aspironix CZ,
Managing Director, Johnson & Johnson CR & SR (2000–2011)

16:00 – 17:00 Closing Plenary Session:

„THE ENTREPRENEURSHIP RESPONSE“

Keynote Address 1: **Keith ATTWOOD**, Chief Executive, E2V Technologies Plc:
INSPIRATIONAL HIGH TECHNOLOGY SOLUTIONS FOR THE NEW FRONTIER INDUSTRIES

Keynote Address 2: **Professor Hein SCHREUDER**, Distinguished Visiting Professor,
China Europe International Business School, Shanghai, Executive Vice President, Corporate
Strategy & Acquisitions at Royal DSM N.V. (1996–2011): STRATEGIC VALUE CONTRACTS
– ENTREPRENEURSHIP ENHANCEMENT & INNOVATION PERFORMANCE AT ROYAL DSM

Keynote Address 3: **Pavel JUŘÍČEK**, Owner and Chairman of the Board, Brano Group (CZ),
Vice President, Czech Confederation of Industry: ENTREPRENEURIAL LEADERSHIP FOR THE
TRANSITION ERA

17:00 Closing Address by the President of the European Management Association

More information available at www.ssrip.cz/en

SPEAKERS AND PANELISTS

Keynote speakers



Keith D. ATTWOOD

Chief Executive, Executive Director of E2V Technologies



Pavel JUŘÍČEK

Owner, CEO and Chairman of the Board, Brano Group
Vice President, Czech Confederation of Industry and Transportation
Vice President, Automotive Industry Association



Joan Enric RICART

Professor of economics and strategic management,
Carl Schroeder Chair of Strategic Management, IESE, Barcelona



Inder SIDHU

Senior Vice President of Strategy and Planning for Worldwide Operations,
Cisco Systems, Inc.



Hein SCHREUDER

Distinguished Visiting Professor, China Europe International Business School, Shanghai,
Executive Vice President, Corporate Strategy & Acquisitions at Royal DSM N.V. (1996–2011)



Petr ŠMÍDA

Chairman of the Board of Directors, Alfa Bank, Russia

Panelists

Björn AMBOS

Professor of Strategy, International Management
and Marketing, Universität St. Gallen, Institute for
Management

Jay B. BARNEY

Professor of Strategic Management, David Eccles
School of Business, University of Utah

Chris HARE

Founder and Chief Executive Officer,
The nTete Group; Partner, MoveableCode

Ondřej LANDA

Founder and President, Inventa Group
Chairman, Czech Society for Strategic
Management, Innovation and Entrepreneurship

Libor LÁZNIČKA

Chairman of the Executive Board,
Barum Continental Otrokovice

Kimberli LEWIS

CEO, Mediateel

Marjorie A. LYLES

Professor of International Strategic Management,
OneAmerica Chair in Business Administration,
Kelley School of Business, Indiana University,
Indianapolis

Jiří PAVLÍČEK

Founder and CEO, Bright Element - market
research and analysis agency;
CEO, Aspironix Czech Republic

Margaret A. PETERAF

Leon E. Williams Professor of Management,
Tuck School of Business, Dartmouth College,
Hanover (NH)

Danica PURG

President & professor of leadership and effective
management, IEDC-Bled School of Management,
Slovenia
Founding President, Central and East European
Management Development Association (CEEMAN)
Chairperson and Director, European Leadership
Centre (ELC)

Sanjiv SURI

Founder, Owner & CEO, Zátiší Catering Group
Chairman of the Board, Prague Convention Bureau
Member of the Board, ČIN – Česká inovace

Vladimír TOŠOVSKÝ

Chairman of the Board of Directors, ČEPS – Czech
national transmission system operator (TSO)

Barbara VENTER

Founder, Owner and CEO, DesignSkola – Czech
Interior Design Institute

David VRBA

Managing Director, 3M Česko
Chairman of the Board, ČIN – Česká inovace

CONFERENCE FEES

NEW BUSINESS MODELS AND ENTREPRENEURIAL STRATEGIES

PRAGUE CONGRESS CENTRE OCTOBER 10, 2012

Entrepreneurship & Innovation Forum fees

Early Bird Fee (payment before September 5, 2012)	CZK 9,000	USD 450	EUR 360
Regular Catalogue Fee	CZK 10,000	USD 500	EUR 400

Special rates and Discounts – applicable if paid before September 5, 2012:

CSSMIE full members	CZK 7 500		
CSSMIE associate members	CZK 8 500		
Academics	CZK 7,500	USD 375	EUR 300
Business - Partner org-s [CEEMAN, EMA, SMS &&]	CZK 8,500	USD 425	EUR 340

FOR ELECTRONIC REGISTRATION AND PARTNER DEFINITION START AT
WWW.SSRIP.CZ/EN

As CSSMIE Partner, you will enjoy special registration benefits if you join us in Prague this coming October.

Registration, contact address and additional information:

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