

# THE NECESSITY FOR THE RESILIENCE: BUSINESS—ACADEMIA PARTNERSHIPS FOR TODAY AND THE FUTURE

24th Annual BMDA Conference

**MAY 20 - 22, 2026**

Vilnius - Kaunas - Alytus, Lithuania

BMDA

ACADEMY OF  
Management

COMMUNITY  
ACCELERATOR  
PROGRAM

host: KAUNO  
KOLEGIJA

ISM  
University of  
Management  
and Economics

Conference  
partners:



## PROGRAM

### Venue:

ISM University of Management and Economics  
Gedimino pr. 7, LT-01103 Vilnius,  
Lithuania

### PRE-CONFERENCE DAY (MAY20)

#### Catalysts of Change: Business–Science Partnerships for Tomorrow

**12:00 – 13:00**    **Welcome Coffee**

**13:00 – 13:30**    **Opening of the pre-conference**



**Prof. Iryna Tykhomyrova**, President of BMDA, President of MIM-Kyiv (Ukraine)



**Prof. Dalius Misiūnas**, President of ISM University of Management and Economics (Lithuania)



**Ms. Irina Burns**, Global Manager, Community Accelerator Program; Senior Managing Editor at Academy of Management (USA)

**13:30 – 14:00**    **Keynote speech “ Redefining Scholarly Impact in Business Research: Combining Rigor with Relevance”**



**Prof. Peter Bamberger**, Chair in Organization and Management at Collier School of Management (Tel Aviv University), Director of Research at Smithers Institute (Cornell University ILR School). Past President, Academy of Management (USA).

**14:00 – 15:00 Panel discussion: “Catalysts of Change in Action: What Makes Partnerships Actually Work?”**

Moderator:



**Dr. Vita Akstinaitė**, Vice President for Studies and Research, Head of Manager Rhetoric and Communication Module, ISM University of Management and Economics (Lithuania)

Panelists:



**Dr. Olga Štangej**, Executive Master of Management Study Programme Director and Head of Organizational Resilience Module, ISM University of Management and Economics Lithuania).



**Ms. Irina Burns**, Global Manager, Community Accelerator Program; Senior Managing Editor at Academy of Management (USA)



**Dr. Virginijus Kundrotas**, Managing director of Adizes Institute Lithuania and Dean of Adizes Academy for Organizational Health, USA (Lithuania/ USA)



**Dr. Ralf Dillerup**, Head of Department at Heilbronn University Graduate School (Germany)

**15:00 – 15:30 Coffee break**

**15:30 – 17:00 Hands-on experience**

Stream 1

Publications for impact



**Dr. Matthew Cronin**, Professor of Management at George Mason University (USA)

Stream 2

Academia and business partnerships



**Assoc. prof. Dr. Laima Jesevičiūtė-Ufartienė**  
Associate professor of the Business faculty, Business department, Kauno kolegija higher education institution (Lithuania)

**17:00 - 18:30 Wrap -up of PRE-CONFERENCE DAY  
Closing event & Snacks.  
Bus to Kaunas**

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host: KAUNO KOLEGIJA

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## PROGRAM

Venue:

Kauno Kolegija  
Pramonės pr. 20, LT-50468 Kaunas,  
Lithuania

### DIALOGUE & DISCOVERY

(MAY 21)

**9:00 – 9:30**

**Registration**

**9:30 – 9:45**

**Conference opening**



**Prof. Iryna Tykhomyrova**, President of BMDA, President of MIM-Kyiv (Ukraine)



**Dr. Andrius Brusokas**, Director at Kauno Kolegija, Higher Education Institution (Lithuania)

**9:45 – 10:00**

**Opening words from the Chairman of the Conference**



**Prof. Sherif H. Kamel**, Dean of the Onsi Sawiris School of Business at The American University in Cairo (Egypt)

**10:00 – 11:00**

**Keynote speech “The Necessity for Resilience: Why Collaboration is our Only Path Forward”**



**Prof. Irene Henriques** – Professor of Business Economics & Policy and Area Coordinator of Business Economics and Policy at the Schulich School of Business, York University (Canada)

**11:00 – 11:15**      **Networking break**

**11:15 – 12:45**      **Panel discussion 1: What Businesses Expect from Academia (Executives insights)**

Moderator:



**Dr. Virginijus Kundrotas**, Managing director of Adizes Institute Lithuania and Dean of Adizes Academy for Organizational Health, USA (Lithuania/ USA)

Panelists:



**Mr. Tautvydas Cinelis**, CEO of „Kika Group“ (Lithuania)



**Mr. Paulius Insoda**, CEO of NFQ Technologies (Lithuania)



**Mr. Raimund Marcinkevič**, CEO at Guru Pay, Fintech (Lithuania)

**12:45 – 13:30**      **Lunch break**

**13:30 – 15:00**      **Panel Discussion 2: What Academia Needs from Business (University leaders discuss challenges and opportunities)**

Moderator:



**Dr. Andrius Brusokas**, Director at Kauno Kolegija, Higher Education Institution (Lithuania)

Panelists:



**Dr. Tessa Renkers**, Program Manager Dutch Innovation Factory, The Hague University of Applied Sciences -THUAS, (The Netherlands)



**Prof. Dr. Achim Förster**, Vice President of Technical University of Applied Sciences Würzburg-Schweinfurt -THWS (Germany)



**Mr. Kalle Volkov**, Head of Engineering at Iute Group, programme head at Estonian Business School -EBS, (Estonia)



**Dr. Matthew Cronin**, Professor of Management at George Mason University (USA)

**15:00 – 15:30**      **Networking break**

15:30 – 17:00

## Case Study Presentations: Success Stories from Business-Academia

Moderator:



**Prof. Kęstutis Duoba**, Dean of School of Economics and Business of Kaunas University of Technology (KTU) (Lithuania)

### Cases

**JSC “Aconitum” case** - JSC Aconitum is a Lithuanian pharmaceutical company specializing in herbal medicines and dietary supplements. Through collaboration with researchers and academic partners, the company contributes to the development of innovative, evidence-based health products.



**Ms. Vytautė Balanaškaitė-Šatė**, Chief Operating Officer Aconitum (Lithuania)



**Dr. Diana Barragan Ferrer**, Associate Professor at the Faculty of Medicine of Kauno kolegija, Higher Education Institution and the head of a research group, whose scientific work focuses on the fields of chemical engineering and cosmetology. (Lithuania)

**Almaty Management University, AlmaU case** - Almaty Management University (AlmaU) serves as a case study of how universities can foster researcher–industry collaboration through entrepreneurship education, innovation programs, and partnerships with businesses



**Mr. Ruslan Kozhakhmetov**, Vice President at Almaty Management University, Almaty (Kazakhstan)

### AACSB perspective



**Mr. Ihsan Zakri**, Vice President, EMEA Growth and Engagement, AACSB International (the Netherlands)

20:00 – 23:00

## Gala dinner & BMDA Awards Raudondvaris Manor



We are delighted to host our Gala Dinner at the historic Raudondvaris Manor, one of Lithuania's most beautiful and culturally significant estates. Surrounded by scenic parkland and rich heritage, the manor provides an elegant and memorable setting for an evening of celebration, fine dining, and meaningful connections. This unique venue blends centuries of history with refined atmosphere, creating the perfect backdrop for our special gathering.

# PROGRAM

**Venue:**  
Kauno Kolegija  
Seirijų g 2, Alytus,  
Lituania

## IMMERSION & INSPIRATION: REAL-WORLD COLLABORATION IN ACTION (MAY 22)

- 8:15** Leaving by bus to Alytus
- 9:15 - 9:45** Welcome coffee
- 9:45 – 9:55** Welcome word by representative of Municipality of Alytus
- 10:00 – 10:45** Inspiring Keynote Speech. “What a real world collaboration means”



**Prof. Dipak Chand Jain**, President Emeritus, Professor of Marketing at CEIBS, Co-Director of CEIBS Social Security and Aging Finance Institute, (USA)

- 10:45 – 11:45** Experiences from International Management Associations on Business–Academia Partnerships For Today And The Future

Moderator:



**Prof. Iryna Tykhomyrova**, President of BMDA, President of MIM-Kyiv (Ukraine)

Speakers:



**Prof. Metka Tekavčič**, Vice-Chair of the EFMD Advisory Board for Central and Eastern Europe, strategic ambassador of AOM (Slovenia)



**Ms. Irina Burns**, Global Manager, Community Accelerator Program; Senior Managing Editor at Academy of Management (USA)



**Dr. Irina Sennikova**, Rector of RISEBA, Vice President of CEEMAN, (Latvia)

- 11:45 – 12:45** Lunch break

12:45 – 13:15

## Visiting Alytus innovation hub-real example of Business-academia partnership

13:30 – 13:55

## Debrief & Reflection Session:

Key learnings and takeaways, suggestions for future collaboration, summary of both days



**Prof. Sherif H. Kamel**, Dean of the Onsi Sawiris School of Business at The American University in Cairo (Egypt)

14:00 – 17:00

## Guided visits to Business organizations – examples of Business & Academia cooperation



**JS “Astra”** - one of the oldest Lithuanian companies in the metalworking sector, the most widely known in the region and Europe as a producer/exporter of black and stainless-steel tanks and pressure vessels to many European and worldwide countries



**JS “Alita”**, established in 1963, is one of Lithuania’s earliest alcoholic beverage manufacturers, producing sparkling wines, brandies, cocktails, and other spirits. The company uniquely manufactures traditional high-proof grain moonshine and launched the first Lithuanian whiskey in 2017. An experiential visit with guided tasting would connect sensory evaluation to production stages, from raw material selection and fermentation control to distillation, maturation, and quality assurance. The visit aims to foster business and research collaboration by demonstrating how academic findings in microbiology, analytical chemistry, process engineering, and sustainability can be implemented in daily operations, supporting innovation, efficiency, compliance, and product development and training.

17:00- 18:00

## Departure by bus to Kaunas

