

Research Conference on Business and Management in Central & Eastern Europe

March 30, 2012, at WU Vienna, Austria

BUSINESS AND MANAGEMENT IN CENTRAL AND EASTERN EUROPE: A CHANGING RESEARCH AGENDA?

THE CONFERENCE THEME

During two decades after the fall of the Iron Curtain the societies and economies of CEE have undergone fundamental changes. The transition process from a centrally planned economy to a liberal market system has been a focal point of international business research in the region. The analysis of the continuous transformation of business environment and its impacts on industries, markets, businesses, managers and consumers form the core of this wide body of knowledge. The considerable progress of the CEE countries in this transition towards a market economy and their rapid economic and political integration into the EU differentiate CEE from other emerging market economies such as BRIC countries where economic and institutional changes have followed a different evolutionary path. This Conference is organized by the Competence Center for Central and Eastern Europe at WU Vienna in association with Erste Group Bank and will bring together academics and practitioners focused on management and business issues in the countries of CEE in a comprehensive discussion of the future agenda of CEE business research. More specifically, the Conference will address the following questions:

- Do the specific historic, political and geographic characteristics of CEE and the transition process in these reforming countries still have merits for a special focus in terms of international business research?
- Is the transition process still the main heuristic lens within the CEE business research?
- What are the new and emerging topics that should attract more attention by researchers?
- How can research on CEE management and business add value to international business theory?

THE PROGRAM AND THE ACADEMIC SPEAKERS

The program includes a combination of key note speeches, overview presentations and panel discussions. The following researchers will speak at the Conference:

- Keith Brouters, North Carolina State University, Raleigh, USA
- Sonia Ferencikova, University of Economics, Bratislava, Slovakia
- Marin Marinov, University of Gloucestershire, U.K.
- Krzysztof Obloj, University of Warsaw, Poland
- Mike Peng, University of Texas, Dallas, USA

THE CONFERENCE ORGANIZERS

Desislava Dikova and Igor Filatotchev, Institute for International Business, and Arnold Schuh, Competence Center for CEE, WU Vienna

THE CONFERENCE VENUE

Vienna University of Economics and Business (WU Vienna)
Augasse 2-6, 1090 Vienna – Austria

REGISTRATION AND INFORMATION

For more information please visit our website at <http://www.wu.ac.at/cee/en> or send an email to andrea.scheichl@wu.ac.at
