

MANAGING INTEGRITY: THE BAD AND THE GOOD

The event is organized by the Center for Integrity in Business and Government on the occasion of the 25th Anniversary of CEU Business School

“New thinking, new practice”

The threat to conducting business with integrity is growing, and this loss of integrity could well ruin your business. You surely do not want to find out the hard way. Please join us to understand better these business risks and to discover innovative and proven solutions. You will also have the opportunity to interact with experienced panelists and your peers.

Program

- 4:30 pm** Registration
- 5:00 pm** Welcome by John Shattuck, Rector and President, CEU
- 5:10 pm** The Integrity Education Project and its Transformational Role at CEU Business School, Mel Horwitch, Dean and University Professor, CEU Business School
- 5:20 pm** Keynote speech by Gregor Medinger, Rum Hill Capital, Member of the Advisory Board, CEU Business School
- 6:00 pm** What can integrity research offer to business?
Panel discussion with Paul Heywood, University of Nottingham, Peter Hardi, CEU Business School, Davide Torsello, CEU Business School, and Noemi Alexa, CEU Business School
- 7:00 pm** Coffee break
- 7:15 pm** Miklós Marschall, Transparency International Headquarters Berlin
- 7:35 pm** How can business utilize integrity research?
Panel discussion with Dr. Judit Budai, Szecskay Attorneys at Law, Dinesh P Thampi, Tata Consultancy Services, Dr. Maximilian, Burger-Scheidlin International Chamber of Commerce Austria, and Nicholas T. Sarvari, CNS RISK and Canadian Chamber of Commerce Hungary
- 8:35 pm** Flash news: Outputs and outcomes of cooperation Laszlo Czirjak, iEurope and American Chamber of Commerce Hungary
- 8:45 pm** Reception and buffet in front of the Auditorium

Speakers and Panelists

Alexa, Noemi PhD

Noemi Alexa is an assistant professor at Center for Integrity in Business and Government of CEU Business School since June 2013. She holds a Ph.D. in Multidisciplinary Social Sciences from Corvinus University and M.A degrees in Cultural Anthropology and Humanities in Spanish from ELTE University. She attended the M.A. course of Politics and Government of the University Pompeu Fabra. She has experience in providing executive trainings, supervising and managing research projects and work in an international environment. Before joining the Business School she worked as the Executive Director of Transparency International Hungary for seven years. Besides the financial and human management of the organization she was responsible for ensuring high-quality professional content about corruption in the political and business sector in Hungary. Prior to that, she gained research and practical experience in the use of EU funds as a Ph.D. fellow and as the Deputy Head of Department of International Affairs in the Ministry of Social Affairs. After gaining practical experience in the field of corruption she focuses now on the academic background of the topic. Her current research focuses on integrity in the business sector and the impact of increased transparency and accountability of businesspeople and enterprises on competition.

Budai, Judit Dr.

Judit Budai is a Partner at Szecskay Attorneys at Law, a law firm with an international clientele and scope of activities. Her specialization is M&A, corporate and project finance transactions, capital markets and banking transactions and regulatory matters, competition law. She received her JD from Eötvös Loránd Faculty of State and Legal Science in Budapest in 1991 and an MBA from the Budapest Economic University (BEU) in 1996 in a joint BEU/London Business School program and participated in an EC Law Post Graduate Program of the Center of European Law, School of Law, King's College London in 2004. Judit has been a member of the Budapest Bar Association since 1994, Deputy Director of Seminars at UIA, Member of the Legal and Strategy Committee at HVCA, Chair of the Public Company Practice and Regulation Subcommittee - Securities Law Committee at IBA and also a member of the Corporate Governance Business Integrity and Entrepreneurship Committee at AmCham. Regularly ranked as a leading lawyer in Chambers Europe for her work in Corporate law, M&A and Dispute Resolution and in Who is Who as a Competition Lawyer. Dr. Budai has written several articles and is a frequent speaker at conferences in M&A, corporate finance, competition law and capital markets areas.

Burger-Scheidlin, Maximilian Dr.

Executive Director, International Chamber of Commerce, Austria (ICC) since 1993. He specializes in prevention of commercial crime, corruption, counterfeiting, root causes of global crime, anti-money laundering strategies, global competitive challenges to business, international business contracts, international outsourcing, reduction of commercial disputes and arbitration. Max is member of the BIAC and ICC Commissions on Anti-Corruption, Paris, Austrian Partner of ICC Commercial Crime Services, London and is a lecturer at five universities. Max has co-authored 12 books on Anti-Corruption, IT Security, Counterfeiting etc., has lectured at conferences e.g. in China, Vietnam, Hong Kong, Sri Lanka, UK, India, Syria, Czech Republic, Korea, South Africa, Turkey, Monaco, Belgium, Germany, Switzerland, Armenia, Serbia, Canada, Morocco, France, Qatar, Dubai. For some 17 years he has worked and lived in Japan, Australia, Saudi Arabia, Kuwait, Malaysia, Korea, Philippines and Sudan and had short-term assignments in Armenia, Serbia, Maldives, Philippines, etc. Max has travelled to and consulted in some 85 countries on import-export marketing, cross cultural management, international negotiations techniques and prevention of anti-corruption.

Czirják, László

Co-Founder and Co-Managing Partner of iEurope Capital, which invests in privately held innovative, fast growing SMEs in the region that have proprietary products and services and that seek capital for growth and expansion. Prior in his career, he was Managing Director at Bankers Trust London where he led investment banking activities in the region. He also held positions at the Industrial Bank of Japan and Goldman Sachs in New York. He sits on numerous Boards of Directors, including all iEurope portfolio companies, and has also been a member of the Board of Directors of MOL Zrt. (also as Chairman of the Board's Audit Committee). He is Chairman of United Way Hungary. He is also a former President of AmCham Hungary and is still active as Chairman of its Governance, Integrity and Entrepreneurship Committee, where he co-authored both a position paper entitled "Good Corporate Governance in Hungary" and a Hungarian English Glossary on relevant terminology (a 1st in Hungary).

Hardi, Peter PhD

Professor of Business Ethics and Corporate Social Responsibility, Director of the Center for Integrity in Business and Government, Director of the Center for Business and Society. Prof. Hardi's interdisciplinary background helps him combine theoretical knowledge with practical expertise. His research focuses on theoretical and methodological issues of sustainable development (SD) in business and policy-making; sustainability assessment; corporate reporting and corporate social responsibility. Prof. Hardi has managed international projects ranging from strategic environmental assessments, SD performance evaluation, sustainability indicators design to corporate governance, corporate responsibility and corporate reporting. He also has extensive experience in managing public-private partnership projects both in developed world and countries in transition. Professor Hardi has three decades of teaching experience with a number of European and North American universities and over fifteen years of experience in providing multi-stakeholder and corporate training and capacity building in culturally most diverse settings. He consults major international corporations on CSR and business sustainability. Dr. Hardi is the author of numerous papers in academic journals, monographs and books

Heywood, Paul M, PhD, FRSA, AcSS

Professor Paul Heywood is Executive Dean of the Faculty of Social Sciences and Sir Francis Hill Professor of European Politics at the University of Nottingham. He graduated with an MA in Politics (First Class) from the University of Edinburgh, then did postgraduate studies in Madrid and at the LSE, where he received his

MSc(Econ) and PhD. Before joining Nottingham, he taught at the University of Glasgow and at the University of London. He also worked for the Economist Intelligence Unit, London (1989-93). He has been a member of the ESRC Research Grants Board (2001-05) and was Dean of the University of Nottingham Graduate School from 2003-07. He is currently Director of the University of Nottingham's ESRC Doctoral Training Centre, which supports research students in the social sciences. Between 2003 and 2009 he was co-editor of the international journal *Government and Opposition*, and is currently Chair of the Board of Directors. Professor Heywood is author, co-author or editor of fourteen books and more than eighty journal articles and book chapters. His research focuses on political corruption, institutional design and state capacity in contemporary Europe. In 2006, he was appointed Adjunct Professor at the University of Hunan (China), where he is Senior Adviser to the Center for Clean Governance. He is a Fellow of the Royal Society of Arts (elected 2002), an Academician of the Academy of Social Sciences (elected 2012), and a Fellow of the Leadership Foundation for Higher Education (appointed 2013).

Horwitsch, Mel MBA, DBA

Mel Horwitsch is Dean and University Professor at CEU Business School. He is an acknowledged expert on entrepreneurship and innovation strategy. He most recently focused on cleantech and sustainability management, innovation in emerging economies, the professionalization and globalization of entrepreneurship and nurturing innovation ecosystems. He has written several books, articles and case studies. At the Polytechnic Institute of NYU he served as Professor of Technology Management and Chair of the Department of Technology Management. He was Visiting Professor at London Business School, Professor and Founding Dean of Management at Theseus Institute in Sophia Antipolis, France, the John M. Olin Distinguished Fellow at Templeton College, Oxford and Visiting Professor at the University of Paris-Dauphine. He served on the MIT-Sloan School and Harvard Business School faculties. He received his AB from Princeton University and MBA and Doctorate from Harvard Business School. He was a Peace Corps Volunteer in Thailand.

Marschall, Miklos

Deputy Managing Director of Transparency International Headquarters, Berlin. Miklos joined Transparency International in 1999. He was appointed to his present role in 2011, which sees him lead on internal governance at the international secretariat, oversee special initiatives and supervise the International Anti-corruption Conference and the EU Liaison Office. He also leads on strategic interventions in response to international events and emerging situations relevant to the anti-corruption movement. Prior to joining Transparency International, Miklos was founding Executive Director of the global civil society alliance CIVICUS and has served as Deputy Mayor of Budapest, Hungary. He was a Fulbright Visiting Fellow at Yale University in 1988-1989. Miklos holds a doctorate in Economics from the Karl Marx University of Economic Sciences in Budapest.

Medinger, Gregor

Founder and Partner at Rum Hill Capital LLC. New York and Montevideo and Member of the Advisory Board, CEU Business School. Gregor Medinger is a former President of HVB Capital. As head of investment banking for HVB Group (and its predecessor Bayerische Vereinsbank) in the United States his responsibilities included the securities business, asset management, municipal and corporate finance, private equity, M&A and real estate advisory. He was born in Vienna and graduated with a doctorate of law from the University of Vienna. A citizen of both the United States and Austria, he has lived and worked in New York for over thirty years. He also serves on several corporate and investment company boards.

Sarvari, Nicholas, MA

The managing partner of a now London based risk consultancy, CNS Risk, Nicholas is a corporate risk and intelligence advisor that has been providing support for international companies throughout CEE & FSU for nearly fifteen years. His contribution to learning involves teaching managers and business owners the importance of corporate intelligence as a tool in mitigating risk, forming strategy and defending business integrity. He is a contributor to the CEU business school curriculum through the Siemens AG grant to the CEU Business Schools' Department of Integrity in Government and Business and has been President of the Canadian Chamber of Commerce in Hungary since 2009.

Shattuck, John MA, JD

John Shattuck is President and Rector of CEU. Previously, he was CEO of the JFK Library Foundation and Senior Fellow at Tufts University. He served as Assistant Secretary of State for Democracy, Human Rights and Labor under President Clinton and subsequently US Ambassador to the Czech Republic. He received the International Human Rights Award from the United Nations Association of Boston, the Ambassador's Award from the American Bar Association CEE Law Initiative and the Tufts University Jean Mayer Global Citizenship Award. He was Vice-President at Harvard and taught at the Harvard Law School. His career began at the American Civil Liberties Union. President Shattuck has authored three books, including *Freedom on Fire*, published by Harvard University Press, and more than 50 articles. He received a JD from Yale Law School, an MA from Clare College, Cambridge University and a BA from Yale College.

Thampi, Dinesh P

Vice President and Delivery Center Head at Tata Consultancy Services. Dinesh, an electrical engineering graduate, also received a PG Diploma in Computer Software and Applications. He started his career with Seahorse Systems in Mumbai in May 1989 and joined TCS Mumbai in Dec 1992. During his 22+ years of industry experience, he has held various roles from a Project Leader to Global Relationship Manager before assuming his current role as the GM & Delivery Centre Head of TCS Hungary. Dinesh was earlier involved in various strategic and mission critical engagements in banking and financial services sector across the globe (US, UK, Europe, Australia and Uruguay). Prior to assuming his current role, he was heading the operations and center of TCS in Kochi, Kerala which is in the southwestern part of India. Dinesh took over the role as the GM & Delivery Centre Head in the TCS Budapest GDC in August 2009.

Torsello, Davide PhD

Davide Torsello is an Associate Professor at CEU Business School. He was trained in socio-cultural anthropology at academic institutions in Italy, Japan, UK, Germany, and Hungary, and has incorporated a variety of theoretical and methodological perspectives in his scholarly work. Possessing over ten years of ethnographic fieldwork and research experience, mostly in the CEE, Italy and Japan, he has developed a special sensitivity for investigating trust, corruption, the informal economy, interpersonal and power relationships, and performance of governmental institutions and organizations. He has developed case studies based on the use of different research methodologies. He also has extensive teaching experience at BA, MA, MBA and PhD levels. Previously Professor at the University of Bergamo, he has also taught also at University of Milan-Bicocca, University of Roma-Tre, Charles University in Prague, Comenius University in Bratislava, the American University of Richmond, UK and University of Hirosaki, Japan.

About Central European University Business School

CEU Business School focuses on business and society, leadership and strategy, innovation and entrepreneurship, and finance, especially with regard to transitional and emerging regions. The School is the CEE's leading business school. CEU Business School is celebrating its 25th Anniversary and was founded in 1988 in Budapest, Hungary by a group of visionary leaders headed by legendary investor and philanthropist George Soros. The School has a special commitment to developing curricula and conducting research that emphasize integrity education in order to reduce corruption, which is a major obstacle for building an efficient and robust business sector. The School's graduates are sought after by such global firms such as Citibank, Cisco, Ernst & Young, IBM, KPMG, Microsoft, and Procter and Gamble, as well as by dynamic SMEs and entrepreneurial start-ups.

About the Center for Integrity in Business and Government (CIBG) and the Integrity Education Project of CEU Business School

Within the framework of its Integrity Initiative, Siemens AG is providing CEU a USD 3 million grant, thereby creating the following program at CEU Business School: the Integrity Education Project. This project is the largest that Siemens selected for the first round of its education initiative. CIBG was launched in 2011 to serve as a regional center of excellence in integrity education. The main area of the Center's activities is the development of innovative curriculum for MBA and executive students, which offers practical insights, skills and tools required to operate with integrity particularly in transition and emerging markets. The Center works closely with business executives and integrity educators worldwide in order to provide a practical, hands-on learning experience. CIBG organizes international workshops in the CEE and former Soviet Union countries, conducts research, prepares case studies, runs global surveys, and collects and develops a broad range of relevant teaching materials and supporting tools covering all major aspects of business integrity.

CEU Business School's 25th Anniversary Celebration in 2014 Scheduled and Planned Events

Dates*	Events**
January 09, 2014 Thursday, 5:45 – 10:00 pm	Celebrating the Launch of CEU Business School's 25 th Anniversary
March 13, 2014 Thursday, 4:30 – 9:00 pm	<i>Managing Integrity – The Bad and the Good: State of the art discussion and review organized by CEU Business School's Center for Integrity in Business and Government</i> Keynote Speaker: Gregor Medinger, Rum Hill Capital, Member, Advisory Board, CEU Business School Hosted by the School's Center for Integrity in Business and Government and the Siemens Integrity Education Project
May 15, 2014 Thursday, 5:30 – 8:00 pm	Roundtable: <i>Doing Business in Not-So-Open Societies: Success, with a Touch of Swindle?</i> Professor Yusaf Akbar and Professor Maciej Kisilowski
June 6, 2014 Friday New York City	3-6 PM: Workshop Hosted by the School's Center for Integrity in Business and Government and the Siemens Integrity Education Project <i>New Priorities for Management Thinking: The Growing Need for Corporate Intelligence, Business Ethnography and Integrity Education—Contributions from the CEE</i> , New York City 7 PM: US CEU Reunion & Reception, New York City
June 21, 2014 Saturday	25 th Anniversary Reunion Gala Dinner and Launch of the CEU Business School Faculty Book – <i>Free Market in Its Twenties: The Background and Future of Business Decision Making in Central and Eastern Europe</i> , Edited by Maciej Kisilowski, and published by CEU Press
October 10, 2014 Friday, 5:00 PM- 8:00 PM	Workshop: <i>The Innovation-Open Society Connection</i> Workshop organized by CEU Business School's Institute for Innovation and Entrepreneurship
November 21, 2014 Friday, 9:00 AM- 6:00 PM	<i>Jumpstarting the CEE Through Innovation and Entrepreneurship: Making the Region an Innovation Cluster and Competitive</i> , Conference organized by CEU Business School's Institute for Innovation and Entrepreneurship
Early 2015 TBC	Roundtable on the Potential and Opportunities for Women in Management in Emerging Economies

*Dates are subject to change

**Please stay tuned for other events

For further information on our series of activities associated with the 25th Anniversary of CEU Business School, please contact:
Veronika Kovacs, email: kovacsk@ceubusiness.org, Tel: + +36 1 887 5156