

22nd Annual BMDA Conference, Gdansk, Poland, April 25-26, 2024

Mastering the Future: AI Impact on Business Models and Practice

Dear BMDA Members and Friends,

The widespread adoption of **artificial intelligence** algorithms is **revolutionizing the way business is conducted** across all industries before our eyes. For managers, this presents a challenge to develop and refine **new skills**, while business schools are tasked with creating **new education programs** and **teaching methods**.

The 22nd Annual BMDA Conference “Mastering the Future: AI Impact on Business Models and Practice” in Gdańsk is the place where **both managers and business school representatives** will share their **experiences from the first year** of the AI revolution in the **practical aspects** of business management and education about business.

We invite you to participate – **SAVE THE DATE** – Gdańsk, Poland, **April 25-26 2024**.

The tentative conference agenda includes:

- April 24: Arrival
- April 25: Check-in, Keynotes, Company Visit, Reception Party
- April 26: Panels, Business School Forum, Gala Dinner and BMDA Awards
- April 27: Gdansk Sightseeing Tour

You are also warmly welcome to participate as speakers – please submit your proposals by February 15. You can speak in the form of a keynote (20 min.) or join a panel discussion (10 min.).

Keynote topics:

1. Examples of key changes in business models and operational aspects related to the widespread availability of AI and trends in this area
2. New managerial skills resulting from the emergence of AI tools
3. Practical managerial solutions improving business operations with the use of AI

4. Modifications to MBA programs and other managerial courses considering changes due to the emergence and prevalence of AI tools
5. Examples of teaching methods developing new managerial skills
6. Examples of AI application in business education

Panel topics (each panel 3 x 10 min. – practitioner, academic, discussion):

1. AI and business strategy
2. AI and modification and improvement of processes
3. AI and marketing
4. AI and human resources
5. AI change management

Other managerial challenges related to AI (according to proposals submitted by participants and presenters).

Information about the conference can be found on the website:
www.prometricum.pl/BMDA.

We look forward to seeing you in April, and we welcome your suggestions and expectations regarding the program details! Please **SAVE THE DATE, April 25-26, 2024**.

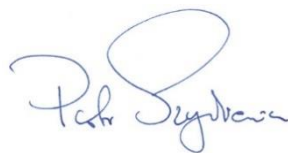
Stay tuned. Join us in this inspiring event. Share the invitation with others.

With warm regards,



prof. Edita Gimzauskiene

BMDA
President



dr. Piotr Szykiewicz

Collegium Prometricum
President



dr. Virginijus Kundrotas

BMDA
Honorary President