

PROFESSOR DANICA PURG

“Unethical managers destroy the high expectations of young people”

Professor Danica Purg is the founder and director of the IEDC-Bled School of Management in Bled, Slovenia (www.iedc.si). She is also the founding president of CEEMAN, the Central and East European Management Development Association (www.ceeman.org).



The most positive recent management development is... ...the positive response of hundreds of company leaders to the United Nations Global Compact, initiated by then UN General Secretary Kofi Annan and launched in 2000. These companies committed themselves to ten principles related to human rights, labour standards, the environment and anticorruption.

The worst recent management development has been... ...self-enrichment and other unethical behaviour by business leaders. People who have the responsibility to develop positive role models for others, particularly for new generations, have regularly been destroying the high expectations of young people. Often the same people who are enriching themselves ask their employees to be modest in their demands for higher wages. How can anyone expect them to?

The biggest challenges for managers today are... ...to function in different cultural environments and to help make a better world by, among other things, cre-

ating employment, as well as assisting people in developing economies to come up with initiatives that will make them independent. A further important challenge is to create sustainable growth.

Recently, I have been mostly occupied with... ...how to speed up leadership development in CEE countries and other developing economies. This is the reason we started CEEMAN. We want business leaders from these countries to be educated by some of the world's best professors. CEEMAN also educates professors of management through its International Management Teachers Academy. With the same mission in mind, I recently accepted an invitation to be an advisory board member of the newly established Moscow School of Management. Leadership for a better world is another issue that has my highest attention. It was the theme of the 20th anniversary of IEDC in 2006. It is also the title of a book produced for the occasion. I am also highly committed to the idea of making leaders/managers more creative by integrating arts and sciences into our management school programme.

Leadership for a Better World, a publication by IEDC-Bled School of Management, can be downloaded in PDF format from www.iedc.si/publications/brochures/lbw.pdf. For a hard copy, contact info@iedc.si.

address sth. [ə'dres]	etw. angehen
advisory board [əd'vɪzəri bɔ:d]	Beirat
business school ['bɪznəs sku:l]	betriebswirtschaftliche Hochschule oder Fakultät
CEE countries [si: i: 'i: ,kəntrɪz]	zentral- und osteuropäische Transformationsländer
clarity ['klærəti]	Klarheit
commit oneself to sth. [kə'mɪt tu]	sich zu etw. verpflichten
competition [kəmpe'tɪʃən]	Wettbewerb
contribution [kəntri'bju:ʃən]	Beitrag
decline cycle [di'klaɪn saɪkl]	Rückgangphase
editor ['edɪtə]	Chefredakteur(in)
environment [ɪn'veɪrənmənt]	hier: Umfeld
founder ['faʊndə]	Gründer(in)
Global Compact [gləʊbəl 'kɒmpækt]	Globaler Pakt der Vereinten Nationen ► page 58
modest ['mɒdɪst]	zurückhaltend
role model ['rəʊl mɒdəl]	Vorbild
self-enrichment [self'ɪn'rɪtʃmənt]	Selbstbereicherung
self-reinforcing [self,rɪ:n'fɔ:siŋ]	sich selbst verstärkend
social contract [səʊʃl 'kɒntrækt]	Gesellschaftsvertrag
success trajectory [sək'ses trə'dʒektəri]	Erfolgskurve
winning streak ['wɪnɪŋ stri:k]	Glückssträhne

★ FOR MORE INFORMATION

- Find out what experts said would be trends in 2006: *The Harvard Business Review's* "List: Breakthrough Ideas for 2006", <http://harvardbusinessonline.hbsp.harvard.edu> (search for "breakthrough ideas 2006").
- For an insight into the thinking of Tom Peters, one of today's leading management gurus, as well as tips on innovative business and other blogs, www.tompeters.com