

CURRICULUM VITAE

Gineikiene, Justina

EDUCATION

- 2012 **PhD**, Faculty of Economics, Marketing department, University of Vilnius, Lithuania
2002 **European Studies Master Degree**, Institute of International Relations and Political Science, University of Vilnius, Lithuania
2000 **Political Science Bachelor Degree**, Institute of International Relations and Political Science, University of Vilnius, Lithuania

CURRENT POSITIONS

Date	Company, country	Position
From Feb 2017	ISM University of Management and Economics, Lithuania	Chair of the Management Department Full Professor
From Apr 2015	ISM University of Management and Economics, Lithuania	Chair of the Management Department Associate Professor
Sep 2012 - present	University of Vilnius, Marketing Department, Lithuania	Associate Professor

PREVIOUS POSITIONS

Sep 2013 – May 2015	ISM University of Management and Economics and WU Vienna University of Economics and Business, Lithuania and Austria	Post-doctoral Research Fellow
Apr 2004 – Jun 2016	Public relations company IC BALTIC, Lithuania	Owner, Director

AWARDS/ RESEARCH GRANTS

- 2016 **Young Researcher award and fellowship** by the Academy of Sciences of Lithuania
2016 **2016 RegioStars Awards winner in Category 5 “Better Management”** by European Commission (Team leader of transparency initiative Jonvabalčiai (Fireflies), funded by Ministry of Finance, Lithuania, 750000 Euro value contract)
2016-2018 **79915 Euro Research Grant** by the Research Council of Lithuania (Principal investigator of project Functional Food: Drivers and Repulses of Consumers’ Preferences and Choices)
2013-2015 **43712 Euro Research Grant** by the Research Council of Lithuania (Post-doctoral Research Fellow)

TEACHING ACTIVITIES

Corporate Communication Management course and Marketing Introduction course (Faculty of Economics, Marketing Department, University of Vilnius, Lithuania)

INSTITUTIONAL RESPONSIBILITIES

- From 2015 **Member of the Rectorate**, ISM University of Management and Economics, Lithuania
From 2016 **Member of National Research Assessment Exercise Methodology Refinement Working Group** (organized by Ministry of Education and Science of Lithuania)
From 2015 **Member of Studies and Research Committee** (Lithuanian Business Confederation, ICC Lithuania)
From 2012 **Reviewer** for Academy of Marketing Science, European Marketing Academy, American

Marketing Association, Association for Consumer Research conferences, Organizations and
Markets in Emerging Economies Journal and Baltic Management Journal

2017-2019

Member of the Supervisory Board, Transparency International Lithuanian office

2011-2015

Member of the Board, Lithuanian Communication Agencies Association