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Business and Economics Journal

Open Access, Peer-reviewed



Škudienė Vida

Professor of Marketing
Lithuania



BRIEF BIOGRAPHY :

- Professor Vida Škudienė, Head of General University Education Subject Group, is teaching graduate and bachelor courses in Relationship Marketing and Organizational Behavior at Nagoya University of Commerce and Business, Japan and ISM University of Management and Economics.
- Professor worked ten years as economist in Radio plant, Kaunas. During the period of 1992-2002 professor worked at Vytautas Magnus University as lecturer and 2000-2008 she worked as a sales executive responsible for Lithuania at international company Macmillan Education, Oxford, UK.
- Main fields of interest are relationship marketing, organizational behavior, leadership and entrepreneurship.



EDUCATION:

- ✓ Professor Vida studied at South Carolina University, USA; Latvia State University; Vytautas Magnus University and Kaunas Technological University, Lithuania.



RESEARCH INTERESTS :

- Relationship marketing
- Organizational behavior
- Leadership
- Entrepreneurship



ACHIEVEMENTS:

- Prof. Vida Skudiene has presented her research at international conferences in France, Japan, Israel, US (Hawaii, Chicago), Greece, Croatia, France, Spain, Norway, Jamaica, Sweden, Italy (Boccioni), and published over 30 articles.
- In 2008 she won the best paper Award from the US Marketing Management Association. Prof. Vida Skudiene is a member of editorial advisory board of international journals: “Baltic Journal of Management”, “Business and Economics Journal” and “Pecunia”.
- Prof. Vida Skudiene participates in the EU projects on Case Writing in HR Management, as an author, and Fostering Entrepreneurship in Higher Education, as a researcher.

Business and Economics Related Journals

- Arabian Journal of Business and Management Review
- Business and Economics Journal
- International Journal of Economics and Management Sciences
- Journal of Public Affairs

Business and Economics Related Conferences

- ✓ International conference on Business, Economics and Management
- ✓ International Conference on Advertising and Marketing Expo



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