



**ISM DOCTORAL STUDIES IN MANAGEMENT ORGANIZED BY ISM UNIVERSITY OF MANAGEMENT  
AND ECONOMICS TOGETHER WITH BI NORWEGIAN BUSINESS SCHOOL, AND TARTU UNIVERSITY  
[ESTONIA]**

**POTENTIAL DOCTORAL SUPERVISORS AND RESEARCH TOPICS FOR ADMISSION TO DOCTORAL  
STUDIES 2025**

Research Topics	Potential Supervisors
Ethical leadership in the age of AI	Prof. dr. Vita Akstinaitė
The future of teams: Human-Robot teaming	Prof. dr. Vita Akstinaitė
Learning and unlearning resilience	Prof. dr. Raimonda Alonderienė
Leadership-related: Leadership and knowledge hiding/silence (and knowledge sharing). Leadership and learning. Women in leadership: identity, attitude, perception	Prof. dr. Raimonda Alonderienė
Analyzing consumer sentiment and emotions towards brand messaging on social media using machine learning	Prof. dr. Viltė Auruškevičienė
Understanding the interplay of contextual factors in digital advertising	Prof. dr. Viltė Auruškevičienė
Human sustainability and HRM management in organizations	Prof. dr. Ilona Bučiūnienė
Sustainable corporate governance and stakeholder engagement	Prof. dr. Valdonė Daršukvienė
Family ownership, governance and firm resilience	Prof. dr. Valdonė Daršukvienė
Young Leaders, Older Subordinates: Navigating Age Dynamics in Leadership	Prof. dr. Bernadeta Goštautaitė
Exploring Barriers to Retirement Financial Planning among Individuals	Prof. dr. Bernadeta Goštautaitė
In quest for sustainability: supporting employee health and wellbeing	Prof. dr. Rūta Kazlauskaitė
AI adoption and the future of work	Prof. dr. Rūta Kazlauskaitė
Entrepreneurial communication: language, persuasion, and deception	Assoc. prof. dr. Irina Liubertė
Organizational silence as a daily routine practice	Assoc. prof. dr. Irina Liubertė
More-than-human workplace – dogs at work?	Assoc. prof. dr. Irina Liubertė
Digital Transformation in Marketing and Consumer Behaviour	Prof. dr. Ali B. Mahmoud
Sustainability Management and Corporate Communication	Prof. dr. Ali B. Mahmoud
Future of Work and Organisational Behaviour in Extreme Contexts	Prof. dr. Ali B. Mahmoud
Unlocking creativity with and without of AI: Workplace Creativity Boosting Interventions	Prof. dr. Ieva Martinaitytė
Art-based interventions for team development	Prof. dr. Ieva Martinaitytė

Organisational sustainability management	Prof. dr. Virginija Poškutė
Social value / Creating shared value / Value based healthcare	Prof. dr. Virginija Poškutė
Employee-driven innovation: The role of human resource digital transformation	Prof. dr. Vida Škudienė
Sustainable innovation capability and digital transformation: A phenomenon of interaction-driven perspective	Prof. dr. Vida Škudienė
Developing Responsible Ownership in Family Business	Assoc. prof. dr. Olga Štangej
From Self-promotion to social transformation: reframing: personal branding for societal impact	Prof. dr. Dominyka Venciūtė
Co-creating the employer brand: the role of employee advocacy and personal branding in shaping organizational identity	Prof. dr. Dominyka Venciūtė