

**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 2026**

Research Topics	Potential Supervisors
Entrepreneurial leadership: competencies required to build a unicorn company	Prof. dr. Vita Akstinaitė
The impact of LLM (large language models) use on employees' cognition in a work context	Prof. dr. Vita Akstinaitė
Business transformation strategies in the context of armed conflict and AI threats: leadership decisions, operational resilience and continuity management	Prof. dr. Vita Akstinaitė
Leadership Competencies Required in the Context of Industry 5.0	Prof. dr. Raimonda Alonderienė
Leadership in the AI Context	Prof. dr. Raimonda Alonderienė
Consumer Behaviour in AI-Mediated Market Environments	Prof. dr. Viltė Auruškevičienė
Value Co-Creation and Stakeholder Engagement in Digital Service Ecosystems	Prof. dr. Viltė Auruškevičienė
Balancing Employee and Organizational Interests in AI-Driven Work Ecosystems	Prof. dr. Ilona Bučiūnienė
Strategic HRM in AI-Driven Ecosystems	Prof. dr. Ilona Bučiūnienė
HR Ecosystems in Contemporary Organizations: An Entrepreneurial Perspective	Prof. dr. Ilona Bučiūnienė
Family Succession, Governance and Gender Diversity as Drivers of Firm Resilience and Sustainable Growth	Prof. dr. Valdonė Darškuvienė
Young Leaders, Older Subordinates: Navigating Age Dynamics in Leadership	Prof. dr. Bernadeta Goštautaitė
Why Do We Anthropomorphize AI?	Prof. dr. Bernadeta Goštautaitė
Exploring Barriers to Retirement Financial Planning among Individuals	Prof. dr. Bernadeta Goštautaitė
Cross-Cultural and Transcultural Management in Lithuania and the Baltics – Practices, Challenges, and Pathways for Sustainable Growth (Areas: Future of work and organizations and sustainable business growth)	Assoc. prof. dr. Tobias Grünfelder
Leadership, Promotion, and Sustainable Organisational Growth (Area: Leadership and sustainable business growth)	Assoc. prof. dr. Tobias Grünfelder
The Future of Work and Organisations – Towards Meaningful Work in a Transformed Global Economy	Assoc. prof. dr. Tobias Grünfelder

In quest for human sustainability: supporting employee health and wellbeing	Prof. dr. Rūta Kazlauskaitė
AI adoption and the future of work	Prof. dr. Rūta Kazlauskaitė
“Fake it until you make it” and deception in entrepreneurial communication	Assoc. prof. dr. Irina Liubertė
Organizational silence – an “Elephant in the room”: positive and negative effects on employee well-being, inclusivity, and organizational performance	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
Entrepreneurship & (Family) Business / Emerging technologies and digitalisation: Digitalisation and Small B2B Enterprises	Prof. dr. Ali B. Mahmoud
Marketing and consumer behaviour: Political Communication and Consumer Spending in Extreme Contexts	Prof. dr. Ali B. Mahmoud
People & Organisations / Leadership and sustainable business growth: AI Governance, Ethics, and Corporate Strategy.	Prof. dr. Ali B. Mahmoud
Managing projectification of workplaces: from threats to opportunities	Prof. dr. Inga Minelgaitė-Antanavičienė
Organizational and leader resilience for sustainable growth	Prof. dr. Inga Minelgaitė-Antanavičienė
Leadership and sustainable business growth	Prof. dr. Virginija Poškutė
Future of work and organizations (Human Resource Management, Organizational Behaviour, and Strategy)	Prof. dr. Virginija Poškutė
Sustainable innovation capability and digital transformation: A phenomenon of interaction-driven perspective	Prof. dr. Vida Škudienė
Employee-driven innovation: The role of human resource digital transformation	Prof. dr. Vida Škudienė
Developing Responsible Ownership in Family Business	Assoc. prof. dr. Olga Štangej
From Self-Presentation to Social Impact: How Personal Branding Builds Trust in Disinformation-Rich Environments	Prof. dr. Dominyka Venciūtė
Influencers as Changemakers: The Role of Digital Opinion Leaders in Driving Social Impact	Prof. dr. Dominyka Venciūtė