

Giedre Brazdauskaite

Research Interests: Creativity and innovation management; Creative concept development; Creative brand development and branded content; Emergence of new creative and sustainable concepts and trends; Innovation-driven approach to sustainability; Virtual teamwork; Creative organization; Future foresight and strategic management.

Location:

Vilniaus Kolegija / University of Applied Sciences, Faculty of Business Management, Lithuania.
Creativity and Business Innovation Research Platform.

Additional Information:

Giedre Brazdauskaite is a researcher at Vilniaus Kolegija / University of Applied Sciences, where she conducts and supervises research under the Creativity and Business Innovation Research Platform. She holds three master degrees in Management, International Law and English Linguistics, and a PhD in Management. She has extensive academic experience in executive MBA training and university lecturing on strategic management, business sustainability management, corporate social responsibility, brand management at Vilnius University International Business School, Mykolas Romeris University and Vilniaus Kolegija / University of Applied Sciences in Lithuania. From 2004-2008 she worked as a Director of Marketing and Communication at Vilnius University International Business School. She shares her time between Lithuania and the United States.