



CURRICULUM VITAE

Name: Kristina Zikienė

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Date of Birth 31 03 1980

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EDUCATION / ACADEMIC DEGREE

2005 09 – 2009 09	Ph.D. of Social sciences (Management and Administration), Vytautas Magnus University, Lithuania
2002 09 - 2004 06	Master of Business Administration (Marketing and International Commerce), Vytautas Magnus University, Lithuania
1998 09 - 2002 06	Bachelor of Business Administration, Vytautas Magnus University, Lithuania

ACADEMIC TITLES

2011 09- now	Associate Professor
2009 06 - now	PhD of Social Sciences (Management and Administration)

LANGUAGE SKILLS

Language	Reading	Speaking	Writing
Lithuanian	native	native	native
English	C1	C1	C1
Russian	B1	B1	B1

WORK EXPERIENCE

Since 2011 09- now	Associate Professor , Department of Management, Faculty of Economics and Management, Vytautas Magnus University
Since 2009.09 - 2011.08	Lecturer , Department of Management, Faculty of Economics and Management, Vytautas Magnus University
Since 2007.04- 2009.08	Assistant , Department of Management, Faculty of Economics and Management, Vytautas Magnus University

TEACHING EXPERIENCE

Doctoral studies	
Master studies	Advertising theory , (since 2011), MA level programme in Advertising Management

	Advertising Communication Strategies , (since 2012) MA level programme in Advertising Management Integrated Marketing Communication , (since 2021) MA level programme in Marketing and Sales Loyalty Development and Management , (since 2022) MA level programme in Advertising Management, International Marketing and Commerce, Strategic Organisational Management
<i>Bachelor studies</i>	Sales Management Classical and Modern Marketing Marketing Research Customer Behaviour Advertising principles
<i>Executive training</i>	

RESEARCH INTERESTS

Research area	Specialist fields
Customer loyalty management	
Customer Switching behaviour	

SELECTED PUBLICATIONS

1. Zikienė, Kristina, Pilelienė, Lina (2019). *Research of factors influencing different generations customers' switching behaviour in farmers' markets in Lithuania. Economic science for rural development 2019: proceedings of the 20th international scientific conference, Jelgava, 9-10 May 2019. No. 51: Integrated and sustainable regional development marketing p. 323-329.*
2. Kyguolienė, Asta, Zikienė, Kristina, Kamandulienė, Asta (2017). *Global loyalty challenge: generational perceptions of the influence of perceived benefits on satisfaction with loyalty programs. Globalization and its socio-economic consequences 2017: 17th international scientific conference, 4th – 5th October 2017, Rajecké Teplice, Slovak Republic: proceedings (part III) / editor Tomas p. 1267-1274.*
3. Kyguolienė, Asta, Zikienė, Kristina, Grigaliūnaitė, Viktorija (2017). *The influence of perceived benefits on the satisfaction with the loyalty program. Inžinerinė ekonomika = Engineering economics. Kaunas: KTU. ISSN 1392-2785. 2017, vol. 28, iss. 1, p. 101-109.*
4. Zikienė, Kristina, Pilelienė, Lina (2017). *Customer loyalty to a grocery retailer: differences between urban and rural areas of Lithuania. Research for rural development 2017: annual 23rd international scientific conference proceedings. Jelgava: Latvia University of Agriculture. ISSN 1691-4031. 2017, Vol. 2, p. 203-209.*
5. Zikienė, Kristina, Kalmakhelidze, Levan (2016). *Types of digital consumers: peculiarities in the context of online sales promotion. Taikomoji ekonomika: sisteminiai tyrimai = Applied economics: systematic research. Kaunas: Vytauto Didžiojo universitetas. ISSN 1822-7996. 2016, T. 10, nr. 2, p. 47-57.*

SELECTED CONFERENCES

- 1.** Pilelienė, Lina, Zikienė, Kristina. *Research of factors influencing different generations customers' switching behaviour in farmers' markets in Lithuania. Economic science for rural development 2019: proceedings of the 20th international scientific conference, Jelgava, 9-10 May 2019. No. 51: Integrated and sustainable regional development marketing p. 323-329.*
- 2.** Pilelienė, Lina, Zikienė, Kristina. *Customer loyalty to a grocery retailer: differences between urban and rural areas of Lithuania. Research for rural development 2017: annual 23rd international scientific conference proceedings. Jelgava: Latvia University of Agriculture. ISSN 1691-4031. 2017, Vol. 2, p. 203-209.*
- 3.** Kalmakhelidze, Levan, Zikienė, Kristina. *Digital consumer types in Lithuania and Georgia: peculiarities in the context of sales promotion. Economy without borders: integration, innovation, cross-border cooperation: international scientific conference, August 26th, 2016, Kaunas: conference proceedings. Kaunas: Baltija publishing, 20 p. 139-142.*