



Faculty of  
Economics and  
Business Administration

# Opening of the Research Labs

MARCH 28th, 2024

- 15:00-15:10**  
TechHub, room 40
- Welcome**  
*Prof. Dr. Aida Mačerinskienė, Dean at Vilnius University Faculty of Economics and Business Administration*  
*Dr. Ignas Zimaitis, Vice-Dean for Research at Vilnius University Faculty of Economics and Business Administration*
- 15:10-15:20**
- Introducing the Consumer Decision Making Lab**  
*Dr. Justina Baršytė, Head of the Consumer Decision Making Lab at Vilnius University, Faculty of Economics and Business Administration*
- 15:20-15:30**
- Introducing the Lab for Behavioural Economics**  
*Dr. Andrius Kažukauskas, Head of the Vilnius University Lab for Behavioural Economics, Vilnius university, Faculty of Economics and Business Administration*
- 15:40-16:10**  
Lab BE, room 304
- Opening and demonstration of Lab for Behavioural Economics facilities**
- 16:10-16:40**  
CDM Lab
- Opening and demonstration of Consumer Decision Making Lab facilities**
- 16:40-18:30**  
TechHub, room 35
- Parallel session I**  
**Exchanging best practices on how to manage behavioral labs**  
*Round table discussion*  
*Siegfried Dewitte, Professor at Department of Marketing, Behavioral Engineering Group, KU Leuven, Belgium*  
*Bob M. Fennis, Professor of Consumer Behaviour at the University of Groningen, the Netherlands*  
*Reinder Dallinga, Business Research Lab manager at the University of Groningen FEBA, the Netherlands*  
*Michail Kokkoris, Associate Professor of Marketing at Vrije Universiteit Amsterdam, the Netherlands*
- TechHub, room 40
- Parallel session II**  
**Advantages & Possibilities of Experimental Economics Laboratory**  
*Research seminar*  
*Rimvydas Baltaduonis, co-director of Gettysburg Lab for Experimental Economics, Gettysburg College; scientist at SLAC National Accelerator Laboratory, Stanford University*