

CALL FOR TWO APPLICATIONS FOR THE POSITION OF Associate Professor (Consumer behavior)

Faculty of Economics and Business Administration.

The date of the call for applications: 7 January 2026.

The deadline for document submission: 6 February 2026 (local time zone UTC+2).

A Vilnius University Associate Professor is a researcher carrying out independent scientific research and/or experimental development activities who is capable of publishing their outcomes in national and/or international level scientific publications and is able to competently supervise the activities of students and junior staff, as well as teach students of all cycles and lead these studies.

Description and responsibilities of the position:

It is expected that the Associate Professor will independently (and/or in collaboration with other researchers) conduct high-quality national and international research in management field and will publish the results of their research in internationally recognised publications. They will seek to attract external funding for study and/or research activities being implemented, as well as submit the applications for and implement the funded projects. They will convene teams of researchers in management field and lead them. They will teach students consumer decision-making based on experiments or other to consumer behavior related subjects in Lithuanian or English and prepare methodological study materials. They will supervise students' final theses and (if necessary) dissertations, as well as the activities of junior staff. As an expert in their field, they will provide insights and recommendations to the public when necessary. They will foster professional relations with their colleagues abroad. They will promote the speciality of management and management and business administration, business process management studies. They will implement other functions assigned to an associate professor related to studies, research, methodological, and organisational activity, as provided for in the legal acts of Vilnius University.

Qualification Requirements:

A doctoral degree in the field of social sciences.

Publications in AJG journals.

Capability to teach in Lithuanian or English.

Experience in participating in national and international projects.

Description of Mandatory Competences for the Career Stages of Researchers at Higher Education and Research Institutions [HERE](#).

Description of other required qualifications is available [HERE](#).

In case the candidates are of equal standing, the following will be considered an advantage:

The number and quality of publications in journals listed in the Academic Journal Guide.

Experience in leading international research projects.

The selection of candidates will be held on the basis of qualitative expert evaluation and, when necessary, in other ways. A more detailed description of the procedure for holding recruiting competitions is available [HERE](#).

Start of work: 1 September 2026, the contest is held for a five-year term of office.

Workload: Half-time position.

Official monthly salary (gross): EUR 1674,8 (before tax).

Candidates shall submit the following documents:

[Description of academic activities in English](#) together with a list of publications (when completing the **Pedagogical Competencies** section, please refer to the [Guidelines for Evaluating the Pedagogical Competencies](#). When completing the **Activity Plan** section, please prepare an activity plan that would be aligned with the priorities of the [Vilnius University Strategic Plan](#) and the [action plan](#) of the faculty of Economics and Business Administration).
Curriculum Vitae.

Certified copies of qualification documents and diplomas (not applicable to current Vilnius University employees).

Student feedback data (can be submitted in various forms) (not applicable for Vilnius University employees).

All documents shall be submitted to karjera.evaf.vu.lt, with “**Associate Professor (Consumer behavior)**” in the subject line.