



**Faculty of  
Economics and  
Business Administration**

# **VU Faculty's of Economics and Business Administration Strategy**

**2026–2030**

Prepared in accordance with the Vilnius University Strategic Plan for 2026–2030.

Approved by decision No. 1.5.21 E-210000-TP1-33 of the VU FEBA Council on February 10, 2026.



## VU FEBA VISION

One of top leading schools for the economics and management in the Baltic and Nordic countries.



## VU FEBA MISSION

We build a stronger Europe by equipping the present and future generations of leaders with transformative insights through excellence in economics and management research and education.



We are part of the European university community, and so our mission is to contribute to the creation of a stronger Europe and Lithuania.



We are committed to continue conducting high-level research by advancing the fields of economics and management (academic excellence).



We nurture talent – students, PhD candidates, staff and leaders – who find the best solutions in uncertain circumstances, using scientific methods, reasoning and analysis.



We develop solutions for business and the public sector, aiming for more sustainable development and a brighter future, by applying scientific insights.

The VU FEBA strategy is broadly in line with the VU Strategic Action Plan and has been adapted to the activities carried out by the VU FEBA.

**Be among the top 50% in subject ranking positions (in at least two subject areas)**

Currently, we are ranked as follows in the QS subject rankings:

Accounting & Finance – VU not indexed (in total: 379 universities)

Business and Management Studies – 451-500 from 651

Economics and Econometrics – 351-400 from 699

Marketing – VU not indexed (in total: 101 universities)

**Be accredited by AACSB**

Our application for accreditation has been approved in the AACSB process

**Revenue structure: 50% coming from SF and 50% from other sources (NSF and project activities)**

Currently, the revenue structure is 64/36 percent

**Highest results of the comparative expert scientific evaluation**





STRATEGIC DIRECTION 2030'

# A. EMPOWERMENT OF RESEARCH



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## A. EMPOWERMENT OF RESEARCH

**Research is a distinctive feature of the university. Research is the core activity of the academic staff. The faculty places the greatest emphasis on research and provides excellent conditions for it.**

Present conditions, 2025

46 percent of the faculty's staff are employed under long-term contracts, but only a small proportion of them are top-level researchers who publish articles in AJG level 3+ journals. The number of doctoral and postdoctoral researchers is insufficient both in terms of strengthening research potential and training future top-level researchers. As research expands, there is a growing need to ensure access to high-quality data required to conduct research.

Implementation priority areas and measures

Progress indicators and goals

### 1. Personnel policy for a competitive university

|                                                                                  |                                                                                                                             |
|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| 1.1. To attract academic leaders and talents from abroad                         | Number of newly-recruited academic leaders and talents – 20 and 50<br>Number of top-level publications (FT50/AJG4+) – 34    |
| 1.2. To ensure competitive conditions for scientific activities                  | Number of employees working under long-term contracts (%) 65%<br>Number of foreign lecturers employed – 45                  |
| 1.3. To encourage academic staff participation in Horizon/ERC project activities | 16 20 30 Horizon/ERC funding for project activities – 1.000.000 per year<br>Number of Horizon/ERC project applications – 30 |

### 2. Development of doctoral and postdoctoral studies

|                                                                                        |                                                                                                                                                                                               |
|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2.1. To improve doctoral education processes                                           | Number of researchers who have participated in postdoctoral fellowships at target universities – 10 per year<br>Percentage of doctoral students continuing their scientific activities – 80%  |
| 2.2. To establish a system of internships for young researchers (postdoctoral fellows) | Number of postdoctoral fellows – 27 per year<br>Targeted external funding attracted for the implementation of individual postdoctoral internship projects, number of contracts concluded – 17 |

### 3. Inclusive environment

|                                                                    |                                                                                                                               |
|--------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| 3.1. To develop the infrastructure necessary for work and research | Number of LAB data collection flows – 6 per year<br>Data access options (contracts, arrays, etc.) – 4 contracts, arrays, etc. |
|--------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|





STRATEGIC DIRECTION 2030'

# B. EXCELLENCE IN STUDIES



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## B. EXCELLENCE IN STUDIES

**The faculty plays an exceptionally important role in the market due to the value it creates by organising study programmes and attracting students. Every first-year student is a vital part of the University's community, which will shape the future of every nation. The knowledge and experience gained at the faculty are transforming European culture.**

Present conditions, 2025

Motivated students with a solid foundation of knowledge are mostly graduates of Lithuanian schools. However, according to population growth forecasts, their numbers are set to decline significantly in the future. First-year students bring with them new habits and a fresh approach to their studies, which can pose a challenge for every lecturer; therefore, teaching methods need to be adapted and the possibility to achieve unrealised potential established in the learning process. Striving for international accreditation is a way of refining processes by adopting best practices and experience, as well as of ranking among the best universities in the Nordic countries.

### Implementation priority areas and measures

### Progress indicators and goals

#### 4. Attracting motivated students

4.1. To improve attraction, admission, and marketing measures

Total number of students admitted – 1.100 per year  
Percentage of students enrolled after getting highest scores in national exams (%) – 20 %  
The proportion of those who chose FEBA studies as their first priority (%) – 30 %  
SNF student proportion (%) – 50 %  
Number of foreign students admitted as a percentage of total student population (%) – 20 %

#### 5. Study development / quality

5.1. To improve bachelor's and master's degree programmes

Percentage of students who completed their studies on time (%) 80 %  
Student satisfaction with studies (%) 80 %

5.2. To create or develop study programmes and partnerships with FEBAs strategically important partners (universities ranked no lower than QS 200 in subject rankings or universities accredited by AACSB, EFMD)

Number of contracts with such partners – 5 contracts

5.3. To implement international quality standards in science and study processes

AACSB accreditation

5.4. To involve students in project activities

Number of students (bachelor's and master's) participating in project activities per year – 25

5.5. Develop a value-based master's degree model

Percentage of master's students from EU countries – 10 %

#### 6. Strengthening international and interdisciplinary activities

6.1. To expand the international experience of students and staff (Erasmus+ opportunities, ACCA, CFA, etc.)

Percentage of those who gained international experience (%):  
Students – 40 %, faculty staff – 30 %, administrative staff – 30 %

6.2. To promote interdisciplinary studies

Percentage of students who studied interdisciplinary subjects/programmes (%) – 150 %

#### 7. Individualised studies and mentoring

7.1. To improve counseling processes and establish mentoring

Percentage of students participating in the mentoring programme out of all students (%) 10 %  
Number of staff members mentoring students – 40  
Student counseling AI tool – 5





STRATEGIC DIRECTION 2030'

# C. LEADERSHIP IN THE FIELDS OF MANAGEMENT AND ECONOMICS



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## C. LEADERSHIP IN THE FIELDS OF MANAGEMENT AND ECONOMICS

**The fields of management and economics are the driving force behind this faculty. They are also fundamental characteristics that form the core of society at large. For the community of the faculty, this is not only an opportunity but also a responsibility.**

Present conditions, 2025

The faculty community's participation in public education activities remains insufficient, and the initiatives being carried out are not widely known and receive too little recognition from partners. The evolving internal organizational culture is open to innovation and can therefore create favorable conditions for the development of new business ideas, AI solutions, and technologies, as well as strengthen cooperation with the business sector and the public sector.

Implementation priority areas and measures

Progress indicators and goals

### 8. The university as a Think Tank for the resilience of Lithuanian society

8.1. To focus existing expertise on an interdisciplinary Think Tank and ensure its effectiveness

Percentage of experts from the Think Tank involved in working groups/consultations of state institutions – 50 %  
Number of events, policy proposals, workshops – 5

8.2. To develop partnerships with businesses and state-owned enterprises

Number of researchers participating in working groups or commissions established by international and national government institutions, state and municipal agencies and organizations, and business entities – 98 %

### 9. Creating science and innovation ecosystem

9.1. To expand innovation services by developing the University's activities in the fields of studies, application of scientific knowledge in business and the public sector

Revenue from cooperation with businesses in the field of R&D, EUR, 50.000 Eur  
Number of startups established – 19  
Project financing income, (EUR) – 4.050.000 Eur  
Number of international top-level conferences – 5

### 10. Effective organisation

10.1. To develop cooperation with FEBA's strategically important partners

Number of strategic partnerships directly contributing to the faculty's objectives – 7  
Amount of support provided by partners – 157.500 Eur per year  
Number of scholarship partners – 7  
Number of scholarships established – 18

10.2. To implement and develop artificial intelligence solutions in study and administration processes

Number of tools – 3

10.3. To establish an inclusive community culture

Percentage of employees who participated in faculty events (%) – 70 %  
Community satisfaction with the services provided by the University, administrative processes (%), 85 %  
Number of alumni involved in university activities – 50

### 11. Responsible role in education

11.1. To foster cooperation with teachers and schools

Number of teachers who participated in qualification improvement activities organized by Vilnius University – 120  
Number of school textbooks reviewed per year – 2

11.2. To strengthen cooperation with the LJA

Number of joint activities with Junior Achievement Lithuania and other youth organizations per year – 12