

2022-2023 Academic year

PhD. Ornella Ramašauskaitė



Ornella Ramašauskaitė is a PhD in Management and a seasoned marketing, communication and cultural economy expert. Her professional journey spans over 15 years, marked by her significant contributions to education, pharmaceutical, and cultural sectors. She has attained the pinnacle of professional certification as a Senior Marketing Professional (SMP) from the European Marketing Confederation (EMC), which is recognized as the highest international rank for a Chief Marketing Officer (CMO). Her leadership extends to serving as a Board Member of the Lithuanian Marketing Association, where she contributes to the strategic direction and advancement of marketing practices within the country. Her previous roles have placed her at the nexus of significant networks and decision-making processes, including serving as a public advisor to the Prime Minister of Lithuania, an expert for the Compendium of Cultural Policies and Trends in Europe (The Council of Europe), a Board Member of Lithuania's Sustainable Business Association, and as Director of Corporate Relations at Kaunas University of Technology (KTU). Her

involvement in global initiatives is further exemplified through her consultancy roles in international programs and accelerators, such as CultTech, where she applies her strategic acumen to the intersection of culture and technology. Ramašauskaitė's scholarly output includes research presentations delivered on international stages, including notable conferences at Stanford University and teaching roles at universities in Lithuania and Azerbaijan. Ramašauskaitė's research endeavours are deeply embedded in the analysis and counteraction of disinformation within conflict zones and misinformation's impact on the cultural economy. Her work critically examines the mechanisms of fake news dissemination, seeking effective strategies for collaborative resistance among stakeholders in various sectors. Ramašauskaitė's expertise extends to the creative industries, where she explores the complexities of the art market ecosystems. Her investigative scope addresses the challenges faced by the art market in the digital age, including verifying information and maintaining authenticity. Through her research, she aims to bolster society's resilience against the pervasive threat of misinformation, advocating for a well-informed public discourse and the importance of Artificial Intelligence (AI) ethics.

Ornella Ramašauskaitė delivered courses: "Marketing Management" at the UNEC Business School of the Azerbaijan State University of Economics.

PhD. Behnam Kiani



PhD. Behnam Kiani graduated from Peyame-Noor University of the Ministry of Science, Research and Technology of the Islamic Republic of Iran with a Bachelor's degree in Computer Engineering in 2013. He received a Master's degree in Computer Engineering-Software from Tabriz University in 2015 and his PhD from Khazar University at The Republic of Azerbaijan in 2022. He has 9 scientific articles in the SCOPUS and 12 in the Web of Science scientific database and is H-9.

PhD. Behnam Kiani delivered courses: "Human-Computer Interaction", "Digital Image Processing", "Machine Learning", "Deep Learning", "Internet of Things (IoT)", "Fundamentals of Artificial Intelligence", "Network and Communication Security" and "Introduction to Cybersecurity" at the UNEC Business School of the Azerbaijan State University of Economics.