

Curriculum Vitae

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Dovilė Ruginytė-Daveluy

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BIO

Dr. Dovilė Daveluy holds an MA in Political Science and Economy from Central European University and a PhD in Communication studies from Rutgers University. Her current research interests focus on CSR, sustainability in the fashion industry and intercultural communication. Originally from Lithuania, Dovilė did her graduate studies in the US and has been living in France for the past fifteen years.

EDUCATION

Rutgers University, New Brunswick, NJ, USA
Ph.D. in Communication, Journalism and Mass Media
Date of Graduation: January, 2011

Central European University, Budapest, Hungary
MA in Political Science and Political Economy
Date of Graduation: June, 2004

Vilnius University, Vilnius, Lithuania
BA in International Relations
Date of Graduation: June, 2003

Fellowships

Rutgers University Teaching Assistantship, 2004-2007
Central European University Fellowship and Outstanding Academic Achievement Award, 2004

TEACHING ACTIVITIES

Teaching areas:

Corporate communication
Intercultural management and communication
Corporate social responsibility
Corporate ethics
Organizational behavior
Circular economy
Qualitative research methodology

Teaching projects

Virtual intercultural collaboration project with HAN University of Applied Science: Corporate communication in the context of circular economy, Spring, 2026

Qualitative methodology educational video series, 2021

Teaching-related activities

MA thesis supervision

Teaching-related training and certifications

Teaching with AI, Spring 2024

Collaborative International Online Learning (COIL) certification, 2024

PUBLICATIONS

Case studies

Daveluy, D., & Tebourbi, N. (2026). Towards circular economy: Creation of shared value through reviving ancestral knowledge – The case study of Oasisia, *CCMP*, Paris, France.

Daveluy, D., & Tebourbi, N. (2025). An English manager in Vietnam: Reinforcing organizational commitment through societal impact in a cross-cultural context. The case of Phuc Thang Fine Furniture, *CCMP*, Paris, France.

Daveluy, D., & Tebourbi, N. (2023). Levi & Strauss Co.: Balancing short-term profits and long-term growth, *CCMP*, Paris, France.

Daveluy, D., & Tebourbi, N. (2020). A Case Study of Disability at Microsoft France: Issues in Diversity Management, *CCMP*, Paris, France.

Research articles

Greene, K., Banerjee, S. C., Krcmar, M., Bagdasarov, Z., Yanovitzky, I., & Ruginyte, D. (2011). Sexual content on reality and fictional television shows. *Journal of Mass Communication and Health*.

Bagdasarov, Z., Greene, K., Banerjee, S. C., Krcmar, M., Yanovitzky, I. & Ruginyte, D. (2010). I am what I watch: Voyeurism, sensation seeking and television viewing patterns. *Journal of Broadcasting and Electronic Media*.

Banerjee, S. C., Greene, K., Krcmar, M., Bagdasarov, Z., & Ruginyte, D. (2008). The role of gender and sensation seeking in film choice: Exploring mood and arousal. *Journal of Media Psychology: Theories, Methods, and Applications*, 20, 87-95.

CONFERENCE PRESENTATIONS

Ordinary and not so ordinary African women in *Marie Claire*, International Communication Association, 05/2007, USA

The invisible African women - as survivors and victims - in *The New York Times'* narratives of Darfurian rapes, National Communication Association, 11/2006, USA

The mediated politics of human rights – the case study of Amnesty International U.S., National Communication Association, 11/2006, USA

The New York Times narratives of Darfurian rapes, Conference on Media and Social Change in Africa, organized by the Communication and Media Research Institute (CAMRI) at the University of Westminster, London, UK, 04/2006