



Aalto University School of Business

# **16th Ceremonial Conferment of Degrees**



## Greetings from the Conferrer of Degrees

The Sixteenth Ceremonial Conferment of Aalto University School of Business was celebrated on 12–14 May 2022.

136 Masters, ten Jubilee Masters, 35 Doctors, and ten Honorary Doctors were awarded their academic titles at the ceremony. Following tradition, the Conferment was a three-day gala that included such events as the Laurel Wreath Weaving, the Act of Conferment, the Conferment Banquet and the Gratista's Herring Luncheon. In addition, the ceremony included two alternative events, Ecumenic church Service and the Non-denominational event.

The conferment was originally planned to be held in spring 2021, but the onset of the Covid-19 pandemic forced the organizers to postpone the event by one year. Although the conferment ceremonies ultimately went smoothly and there were few cancelations, the pandemic increased uncertainty at the planning phase and forced the organizers to communicate with the graduands more intensively than usual.

It has been an honor to serve as the Conferrer of Degrees. The task would have been overwhelming had it not been for the work of the Conferment Committee. I thank the officianti, including Master of Ceremonies Nina Granqvist, Head Marshal Matti Sarvimäki and Gratista Nina Palm, as well as Conferment Committee members and the School of Business personnel who assisted, and the members of the Promovendi Committee for their efforts in the arrangements. Special thanks go to Conferment Coordinator Anni Enkkelä, whose generous contribution of time and energy was of great help. Appreciation is also due to Elina Mäkelä, who performed her duties as the Spirit of Mercury with great finesse. In conclusion, I wish to express my gratitude to the HSE Support Foundation for its sponsorship.

Conferrer of Degrees

*Matti Keloharju*



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# Entreating the Spirit of Mercury

*The Mäkelä residence, Espoo, 6 March 2022*

On Sunday, March 6th the officianti called on Aalto University Provost Kristiina Mäkelä and Mr. Ari Mäkelä at their home to invite daughter Elina Mäkelä to be the Spirit of Mercury in the 16h Conferment of School of Business.

In the ceremony, the Spirit of Mercury symbolises youth as well as generational continuity. The tasks include conducting the symbolic weaving of the laurels and pinning the wreaths on the chests of promovendi at the culminating Act of Conferment.





## To the parents of the Spirit of Mercury

**Matti Keloharju**

Arvoisat provosti Kristiina Mäkelä  
ja herra Ari Mäkelä,

Minulla on ilo ja kunnia esittää teille Aalto-yliopiston kauppakorkeakoulun promootiokunnan tervehdys tänä kevättä lupailevana sunnuntaina ja pyytää tytärtänne, Elinaa, promootiomme Merkuriuksen airueksi.

Merkuriuksen airut -sanan ensimmäinen osa tulee roomalaisesta Merkurius-jumalasta. Hän oli kauppiaiden suojelija ja näin ollen myös kauppateiden ja siihen läheisesti liittyvien ammattien kuten konsulttien suojelija. Airut-sana puolestaan tarkoittaa lähettä tai sanansaattajaa; edelläkävijää tai edeltäjää; tai juhlamenoissa toimivaa avustajaa. Merkuriuksen airuen tehtäväkenttä on siis moninainen ja haastava. Promootiojuhla alkaa vapaamuotoisilla lehvänsitojaisilla. Tätä juhlaa emännöivät Merkuriuksen airuen vanhemmat. Merkuriuksen airut toimii lehvänsitojana ja opastaa promovendejä ja heidän seuralaisiaan laakerinlehtien sitomisessa.

Antiikin Kreikassa laakeriseppelä oli pyhitetty Apollolle, valon jumalalle. Jo näistä ajoista lähtien laakeriseppelettä on pidetty voiton, tiedon ja runouden vertauskuvana. Erinomaisen maun lisäksi laakerinlehden väitetään vahvistavan hermoja ja parantavan ajattelukykyä. Promootiossa laakerinlehdet symbolisoivat promovendien valtavaa tietomäärää ja voittoa vaativista akateemisista uurastuksista.

Aalto-yliopiston kauppakorkeakoulussa ei sidota seppeleitä, vaan laakeripuun lehviä. Maisteripromovendit saavat yhden lehvän, tohtoripromovendit kaksi ja kunniatohtorit kolme lehvää. Lehvien

sitominen tapahtuu Merkuriuksen airuen johdolla. Hän kiinnittää ne seuraavan päivän promootioaktissa promovendien rintaan.

Akateemiset perinteet ovat tärkeässä osassa promootion juhlamenoja. Niistä näkyy koulutuksen arvostus. Nuori Merkuriuksen airut siirtää akateemisia perinteitä tuleviin promootioihin, yhdeltä kauppateieteelliseltä sukupolvelta toiselle. Promootiokulkueseen kutsutaankin aina myös edellisten promootioiden Merkuriuksen airueita. Kauppakorkeakoulussa promootio järjestetään joka viides vuosi. Tänä vuonna vietämme promootiojuhlaa 16. kerran.

Promootiotoimikunta, joka on edustettuna täällä tänään, valitsee Merkuriuksen airuen professorikunnan vanhimpiin tai arvostetuimpiin kuuluvien professoreiden lukuisten lasten joukosta. Olen erityisen iloinen siitä, että saan esittää pyynnön juuri teille, Kristiina ja Ari Mäkelä. On hienoa, että voimme tarjota Aalto-yliopiston johdolle mahdollisuuden osallistua Kauppakorkeakoulun promootioperinteisiin aitiopaikalta.

Merkuriuksen airuelta luonnollisesti edellytetään tehtävään soveltuvaa koulutusta. Hänellä tulee myös olla sellaisia hyveitä kuten valoisuus ja runollisuus ja kyky viestiä näitä hyveitä promovendeille ja heidän seuralaisilleen. Merkuriuksen airuen tehtävät edellyttävät paitsi sorminäppäryyttä ja taiteellista silmää lehvien sitomisessa ja kiinnittämisessä, myös kielitaitoa ja kykyä kommunikoida eri ikäisten ja eri kansallisuutta edustavien promovendien kanssa. Tässä kaikessa mitä moninaisimmissa tehtävissä kouluutuneet organisointi- ja kommunikaatiokyvyt ja kansainvälisyys ovat suureksi eduksi.

Juuri näitä ominaisuuksia on tyttärellänne, Elina Mäkelällä. Promootiotoimikunnan puolesta pyydän Teiltä, provosti Kristiina Mäkelä, lupaa saada kutsua tyttärenne, Elina, Aalto-yliopiston kauppakorkeakoulun 16. promootion Merkuriuksen airueksi.



## Mother's response

### Kristiina Mäkelä

Arvoisa Promoottori, juhlamenojen ohjaaja, muut promootiotoimikunnan jäsenet, KY:n kvartetti,

Eipä ole perheeni aiemmin ottanut vastaan näin kunnianarvoisia vieraita, ja siksi onkin ilo toivottaa teidät lämpimästi tervetulleiksi kotiimme. Kun kuulin, että perheelläni olisi mahdollisuus aktiivisesti osallistua tämän vuoden promootioon ja jatkaa upeaa promootioperinnettä hyvinkin konkreettisella tavalla, en hetkeäkään epäillyt, ettemme haluaisi olla mukana. Ja mikä hienointa, osaksemme – tai tyttäreemme Elinan osaksi – tulisi Merkuriuksen airuen keskeinen rooli.

Tätä tilaisuutta onkin odotettu pitkään. Itse asiassa, kun ensimmäisen kerran keskustelimme Merkuriuksen airut -asiasta, elettiin vuoden 2019 marraskuuta – ja se tuntuu kyllä paljon pidemmältä ajalta kuin tuo noin 2,5 vuotta, jota kronologista aikaa on kulunut. Tuntuu pikemminkin siltä, että tuo keskustelu tapahtui ennen ajanlaskun alkua – koronasta ei silloin ollut tietoaakaan, saati sitten maailmanrauhan dramaattisesta ja traagisesta rikkoutumisesta.

Myös paljon pienemmässä mittakaavassa on tuon vuoden 2019 jälkeen tapahtunut paljon. Ensinnäkin promootiota siirrettiin koronan takia vuodelle. Toisaalta, pienemmällä mittakaavalla tarkoitan tässä myös rakkaan tyttäreemme Elinan – Merkuriuksen airuen – elämää. Syksyllä 2019 Elina oli juuri aloittanut CEMS Global Management -maisteriopiskelijana Aalto-yliopiston kauppakorkeakoulussa. Nyt maaliskuussa 2022 hän onkin jo vastavalmistunut työssäkäyvä kauppätieteen maisteri. Tämä ei liene huono asia – kontribuoihan Merkuriuksen airuemme tavoiteaikataulussa valmistumisellaan,

Dean's-listan arvoisilla hyvillä arvosanoillaan, ja hyväpalkkaisella konsulttityöpaikallaan merkittäväällä henkilökohtaisella tavalla kauppakorkeakoulun KPI-tavoitteiden saavuttamiseen ja ministeriön meille antamaan rahoitukseen. Näin Aallon provostina olen kiitollinen näistä saavutuksista – mutta totean kuitenkin että minulla ei niihin ole minkäänlaista ansiota, vaan meidän Elinamme on hyvin itsenäinen ja ”self-sufficient” nuori henkilö, jonka mielestä – terveen nuoren tapaan – hänen vanhempansa ovat aika LOL boomereita.

Boomereista puheenollen, en voi vastustaa kiusausta muistella hiukan omaa promootiouraa. Olemme mieheni Arin kanssa Alma Materistamme ylpeitä Kauppakorkeakoulun kasvatteja, ja ensimmäinen promootio kokemuksemme olikin jo vuonna 1996, jolloin meidät promovoitin kauppätieteen maistereiksi. Silloin nuorina ammattilaisina arvelimme, että tuo 1996 promootio olisi ollut ainutkertainen elämys – mutta elämällä on taipumus järjestää yllätyksiä, ja niin kävikin, että palasin 2000-luvulla akateemiseen maailmaan ja tohtoriopintoihin. Näin ollen seuraava promootiomme oli vuonna 2011, jolloin olin promootiourallani edennyt tohtoripromovoitavaksi.

Seuraavassa promootiossa vuonna 2016 olinkin jo osa professorikulkuetta. Ja nyt 2022 promootiossa olen urani huipulla, Merkuriuksen airuen vanhempana. Ja mieheni Ari entisenä KY:n ja SYL:n puheenjohtajana on aina ollut valmis sonnustautumaan frakkiin ja heittäytymään täysin rinnoin akateemisiin juhlatilaisuuksiin.

Merkuriuksen airuen tehtävä on moninainen, opastaa lehvien sitomisessa promovoitavia, seurustella hyvin monenlaisten ja erittäin ansioituneiden kunniatohtoreiden ja tohtoreiden kanssa, ja lopulta promootion viimeisenä päivänä silliksellä pitämään puheen promovoiduille.

Menestyksekkäs suoriutuminen edellyttää moninaisia laadullisia

ominaisuuksia, kriittisiä menestystekijöitä. Näitähän ovat erityisesti Merkuriuksen airuen ulospäinsuuntautuneisuus, esiintymiskyky ja kielitaitoisuus – sekä erittäin tärkeinä myös sormi- ja jalkanäppäryys, (niitä hattuja on parempi olla lavalla pudottelematta, ja kompastuminenkaan ei edesauta asioita), tanssitaito ja yleinen turnauskestävyys. Lisäksi on otettava huomioon Merkuriuksen airuen liittyvät rajoittavat ominaisuudet – Kauppakorkeakoulun opettajakuntaan kuuluvan lapsi, joka on ylioppilas.

Olen vakuuttunut siitä, että tehtävään vaadittavat kriittiset menestystekijät ja tyttäreni laadulliset ominaisuudet kohtaavat luontevasti toisensa. Esiintymiskyvyn ja kielitaidon osalta Elina on saanut erinomaisen hyvät geenit, ja kauppakorkeakoulun opiskelijaelämä on antanut vahvan turnauskestävyyspohjan. Sormi- ja jalkanäppäryyden osalta Elina on ollut näin etukäteen kaikkein eniten hermostunut – mutta eiköhän sekin tule sujumaan kommelluksitta. Ja jos ei suju, niin siitähän saa erinomaista materiaalia silliksen puheeseen.

Totuudenhetki siis lähestyy – kykeneekö tyttäreemme Elina täyttämään Merkuriuksen airuen vaativan ja monipuolisen tehtävän, vai joutuuko äiti tilille suurista lupauksistaan. Aika näyttää, ja se aika on meidän yhteisten riemukkaiden promootiojuhlallisuuksien.

On siis aika tehdä päätös. Olen valmis ottamaan riskin ja annan myöntävän vastauksen siihen, sallisinko tyttäreni Elinan toimia Aalto-yliopiston kauppakorkeakoulun 16. promootion Merkuriuksen airuena.

Haluan vielä kiittää tästä kunniaista sekä itseni että ylpeän isän puolesta, ja toivon, että viihdytte hetken meillä Tapiolassa, aivan kivenheiton päässä Otaniemestä ja Ekonominaukiosta.

1. After the official invitation, coffee was served during more casual conversation
2. Spirit of Mercury, Elina Mäkelä



# Laying a wreath on the Heroes' cross

*Hietaniemi Cemetery, 12 May 2022*

While doctoral promovendi rehearsed the Act of Conferment, Masters promovendi directed their procession towards Hietaniemi Cemetery for the traditional wreath-laying ceremony at the Heroes' cross.

1. The procession of Master promovendis heading to Hietaniemi Cemetery for the traditional wreath-laying at the Heroe's cross.
2. Master promovendis sing Finlandia hymn and Lippulaulu at the Heroe's cross.



# Laurel Wreath Weaving

*Aalto University Töölö, 12 May 2022*

## Program

Welcoming address  
*Provost Kristiina Mäkelä*

Presenting the Spirit of Mercury  
*Master of Ceremonies Nina Granqvist*

Binding of leaves  
*The Spirits of Mercury*

Music  
*Female Choir KYN*

Speech of the host of the evening  
*Provost Kristiina Mäkelä*

Speech of thanks to the host  
*Doctoral Graduand Paul Savage*





## Presenting the Spirit of Mercury Nina Granqvist

Distinguished Conferrer of the of degrees,  
Distinguished Spirits of Mercury,  
Honorary Doctors, Graduants, Ladies and  
Gentlemen,

Warm welcome to the Laurel Wreath Weaving that begins our conferment ceremonies. During the next three days, we celebrate academia in a ceremony that has its' root in a medieval tradition. Now more than ever it is a time to celebrate academia, spring - and the opportunity to come together again.

I am Professor Nina Granqvist and I act as the Master of Ceremonies during the next days. Let me take an opportunity to introduce the fellow officiants of this 16th degree conferment ceremony. Professor Matti Keloharju will serve as Conferrer in the ceremony. Professor Matti Sarvimäki will serve as Head Marshal and Niina Palm is Gratista.

But the most important person today is the Spirit of Mercury Elina Mäkelä. The Spirit of Mercury title comes from Roman mythology, in which Mercury was the god of trade and profit as well as being the messenger of the gods. The Spirit of Mercury symbolises youth and the continuity of generations at the conferral ceremony. The role of the Spirit of Mercury is to guide the symbolic laurel wreath weaving and pin the laurels on the chests of promovendi at the conferment act.

The Spirit of Mercury must be a young high school graduate, and according to guidelines, with a sense of luminosity about this person. Ms. Elina Mäkelä, a recent alumnus of the CEMS masters programme and someone who has just had a strong start for her professional career is our guiding star today and throughout the ceremonies. She is

the next link in this academic continuum.

At this point, I also have the great pleasure of welcoming the former Spirits of Mercury who have joined us tonight: Villiina Ikäheimo, Riika Kotka, Mirja Tapanainen, Johanna Wallenius, Sissi Korhonen and Ilona Ilmakunnas.



1. Spirit of Mercury Elina Mäkelä and former Spirits of Mercurys at Laurel Wreath Weaving. From Left to right: Johanna Wallenius, Villiina Ikäheimo, Sissi Korhonen, Elina Mäkelä, Ilona Ilmakunnas, Mirja Tapanainen.



## Speech of the host of the evening

### Kristiina Mäkelä

Kollegani arvon promoottori, arvoisat promovendit, Merkuriuksen Airut Elina ja aikaisemmat Merkuriuksen Airuet, hyvät ystävät,

I would like to welcome all of you to the first event of the 16. Conferment of Kauppakorkeakoulu. My name is Kristiina Mäkelä, I am Professor of International Business at the Department of Management, Provost of Aalto University, and most importantly, the Mother of Merkuriuksen Airut, the Spirit of Mercury – that sounds fancy. I'll get back to the last aspect later – but before that, I would like to start with a couple of words about the conferment and today's wreath weaving activities – Lehväsitojaiset.

Ensimmäinen Kauppakorkeakoulun promoottio pidettiin heti sotien jälkeen vuonna 1946, heti sen jälkeen kun valtioneuvosto oli antanut meille promoottio-oikeuden. Ennen sitä vietettiin jo 20-luvulta alkaen sormusjuhlia. Sodan jälkeen varmasti kaivattiin irtautumista hyvin vaikeasta henkisestä ja materiaalisesta tilasta, juhlalliselle promoottiolle oli paikkansa – frakkeineen ja iltapukuineen.

The Conferment is a traditional, festive and dignified event, and increasingly rare internationally. For our international honorary doctors, doctors and masters our ceremonies seem probably quite exotic, as they were abolished from most countries during the radical period of 60's and 70's – but here in Finland we like to maintain our traditions. Hope you will enjoy the fine traditions and the glamour – we certainly will.

Today's wreath weaving – Lehväsitojaiset – is a transition ritual from

everyday life and work to the Conferment festivities. The laurel leaves and their quantity are symbols – one leaf is a symbol for masters, two for doctors and three for honored doctors. The laurel leaves or more accurately laurel wreath, at least in Ancient Greece, symbolize the god of light, Apollon, who also had a capability to see the future. This future-focus is well in line with Aalto's purpose of "Shaping a Sustainable Future", and the Business School motto "Better Business, Better Society". And we certainly have many challenges to tackle in the future: economic, political, environmental.

Dear Promovends, you have now passed the transition ritual and have successfully been able to weave the laurels of your academic achievements. In and out, as you were instructed with the professional help of the freshly minted Spirit of Mercury and her experienced colleagues. Well done everyone!

I am very proud and glad that the Spirit of Mercury of this Conferment is my daughter Elina. She is perfectly equipped to serve in this important role: she is a freshly graduated Kauppi and CEMS alumna, and proudly so. She would have been a Kauppi student last year at the original timing of the Conferment last year, and now a year later she's already an alumna who has graduated on time, which Timo as the Dean and I as the Provost are of course very thankful for from the business school's financial point of view.

The role of the Spirit of Mercury is given to the child of a professor of senior tenure, which this year is in fact breaking a glass ceiling. Previously the senior professors have been fathers of the Spirit of Mercury, now for the first time the professor is the mother of the Spirit of Mercury. This of course also raises the question of whether the Spirit of Mercury is always a daughter – traditionally this has been the case, as is now, but in fact in the latest Conferment of the School of Arts the Spirit of Mercury was a professor's son.

En voi vastustaa kiusausta muistella tässä samalla myöskin hiukan

omaa promootiouraani. Olemme mieheni Arin kanssa Alma Materistamme ylpeitä Kauppakorkeakoulun kasvatteja, ja ensimmäinen promootiokokemuksemme olikin jo vuonna 1996, jolloin meidät promovoitiin kauppatieteen maistereiksi. Silloin nuorina vastavalmistuneina ammattilaisina arvelimme, että tuo 1996 promootio olisi ollut ainutkertainen elämys – mutta elämällä on taipumus järjestää yllätyksiä, ja niin kävikin, että palasin 2000-luvulla akateemiseen maailmaan ja tohtoriopintoihin. Näin ollen seuraava promootiomme oli vuonna 2011, jolloin olin promootiourallani edennyt tohtoripromovoitavaksi. Seuraavassa promootiossa vuonna 2016 olinkin jo osa professorikulkuetta. Ja nyt 2022 promootiossa olen urani huipulla, Merkuriuksen airuen vanhempana. Ja mieheni Ari entisenä KY:n ja SYL:n puheenjohtajana on aina ollut valmis sonnustautumaan frakkiin ja heittäytymään täysin rinnoin akateemisiin juhlatilaisuuksiin.

Our dear guests, on behalf of myself and my husband Ari, I'm honored to host you during this evening. We will honour your achievements with dignity, joy and laughter – one party is never enough for us Finns, we rather choose to go all out across three days. During this weekend, you are at the center of everything, and you have earned it with your capabilities, hard work for our academic community, and commitment to our business school.

Ja sama suomeksi: Arvoisa promovendi, voit nyt unohtaa arjen murheet ja heittäytyä matkustajan rooliin. Iloita siitä, että kellut keitaassa, jossa aika on pysähtynyt ja tapahtumat lipuvat eteenpäin pakottamatta, ja sinä olet kaiken aikaa sen keskiössä.

Kauppakorkeakoululle!  
For Aalto University and the School of Business!





## Compliments to the hosts

**Paul Savage**

Good evening everyone,

On behalf of those having their degrees conferred and all of those present I would like to thank the hosts of the evening, Provost Kristiina Mäkelä and Ari Mäkelä, the parents of the Spirit of Mercury.

What is it that we are trying to achieve with this evening? We are, after all, graduates of a business school and in some way or another have been touched by the angels of strategy. So what is the strategy, the plan the perspective as Henri Mintzberg might ask?

The first thing that comes to mind, for me, is that we are here to re-enact, to make real again, a celebration that has a long tradition. Some parts only a few decades old. Other parts go back thousands of years. Wreaths and Mercury, for example.

The wreaths traditionally had 3 leaves, symbolizing the mind, the spirit, and the body. For many of us, the last two years of video calls, work-from-home, and hybrid learning have demonstrated, being detached from our bodies has not been great for our minds or our spirits. So one achievement this evening is that we have reunited the mind and the spirit with the body.

The Roman god Mercury was the patron of merchants, business and trade. The Temple of Mercury in Rome, built more than two thousand years ago was appropriately located at the Circus Maximus – a huge stadium and shopping centre – think Hartwall Arena meets Espoo’s Iso Omena. Then put a church in there. In some sense, the business

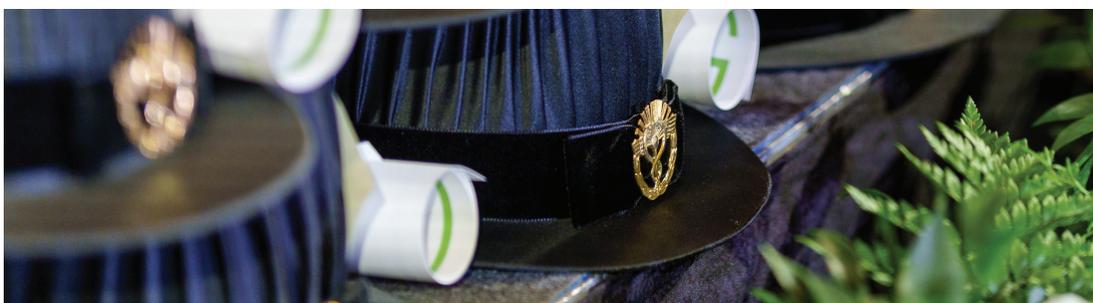
school is a temple in a shopping centre.

The strategy, the plan, the perspective of the evening? I feel that traditions a decade old, or thousands of years old, nonetheless all had their first day. The day when someone said to a friend, “Hey, we should do this again.” The first day, when it wasn’t a tradition – it was just a good party.

So what we are re-enacting or making real again through, the events, the clothes, the dances, not only to honour and pay our respects to those who have gone before us, but also to bring what is in our minds and in our spirits to our bodies, in a good party. To quote Tove Jansson, the Finnish writer and illustrator, “Oh, what a wonderful feeling when you have eaten up everything, drunk everything, talked of everything and danced your feet off, to go home in the quiet hour before the dawn to sleep” (Finn Family Moomintroll). What a wonderful feeling.

Eating, drinking, talking, dancing and sleeping. That’s a good strategy. That’s a good strategy for this evening and that can be our strategy for the next few days.

Thank you again to Provost Kristiina Mäkelä and Ari Mäkelä, for hosting this tradition.



1. Female Choir's KYN quartet performed at the event.
2. A promovenda has bound the laurel leaf.
3. Wreath were given to promovendi by the Marshals.
4. Buffet dinner was served after the wreath weaving.

# Diploma Award Ceremony for Masters

*Aalto University Töölö, 13 May 2022*

The Diploma Award Ceremony for Master Graduates preceded the Act of Conferment. Masters received their diplomas and a laurel wreath were awarded.

## Program

**Procession to Festival hall**  
*Jean Sibelius – Andante Festivo*

**Welcoming address**  
Dean Timo Korkeamäki

**To Master Graduates**  
Conferrer Matti Keloharju

**Awarding of Diplomas and Laurels**

**Procession**





## Welcoming address

**Timo Korkeamäki**

Dear Masters to be conferred, Ladies and Gentlemen.

Minulla on ilo ja kunnia toivottaa teidät tervetulleiksi Kauppakorkeakoulun kuudenteentoista promootioon. Promootio on akateemisista juhlista juhlallisiin ja arvokkain, ja sillä on vuosisatojen perinteet.

It is a great pleasure to welcome you to the 16<sup>th</sup> conferment of academic degrees at Aalto University School of Business. With the conferment of degrees ceremony, we follow traditions that go back centuries, with the first conferment in Finland taking place in Turku in 1643. Our school received the right to arrange conferment ceremonies in 1945, and the first conferment was held in 1946.

I congratulate you promovendi for your accomplishments, for which you are invited today to be included in the academic community. As members of this community, you have rights and privileges, but there are also obligations and responsibilities. Most importantly, you are expected to seek the truth and act in the best interest of the society, much in the spirit of our school's motto of Better Business – Better Society.

While Aalto University School of Business has proud traditions and deep roots in the Finnish society, we are also increasingly international. The last ten years have seen our school leap to international rankings, and today, we compete for both student and faculty talent with the top business schools in Europe and the world. Our graduates are also sought after well beyond the borders of Finland.

With over 150 exchange partners, and the resulting flows of incoming and outgoing exchange students, along with increasingly international faculty, we expose our students to a multicultural study experience that makes them ready for the world. You, today's promovendi, are world citizens to a much greater degree than students who went through their conferment 10 or 20 years ago.

The ways in which business is conducted are changing fast. Even in high-level managerial positions, repetitive and mundane tasks are automated, and many of the skills that used to be crucial for business people are becoming obsolete. This does not mean that studying business is going out of style. Science-based education with strong links to theory is more future proof than education that solely focusses on the tools of today. Theories that link human behavior to business practice are sure remain relevant also in future, be it in marketing, finance, organizational behavior, or any other field of business and economic studies. At the same time, being part of Aalto University also has distinct benefits in preparing students for today's business environment, where combinations between technology, creativity, and business skills form an attractive package for the job market.

Aalto-yliopiston kauppakorkeakoululla on läpi koulumme 111-vuotisen historian ollut äärimmäisen tärkeä rooli suomalaisen liike-elämän tutkimuksellisenä tukena ja lukuisten yhteiskuntamme avainhenkilöiden opinahjona. Otamme sen vastuun, mikä tällaisesta roolista tulee, ilolla vastaan. Tutkimuksemme, opetuksemme ja erityisesti alumnikuntamme kautta meillä on ainutlaatuinen mahdollisuus parantaa maailmaa.

Lämpimät onnittelut teille promovendit, warm congratulations to you promovendi.



## To Master Graduates

### Matti Keloharju

Arvoisat maisteripromovendit, hyvät naiset ja herrat, Promovendi Masters, Ladies and Gentlemen,

Aalto-yliopiston kauppakorkeakoulun puolesta toivotan teidät tervetulleeksi Kauppakorkeakoulun 16. promootion juhlallisuuksiin. Olen hyvin iloinen, että osoitatte läsnäolollanne kunnioitusta opinahjoanne ja sen perinteitä kohtaan ja tuotte olemuksellanne nuoruuden iloa tähän korkeakoulun arvokkaimpaan juhlaan.

We are celebrating today your graduation from the Aalto University School of Business. The graduation day is a happy day. Hard work has paid off. I have high hopes for your future. I believe that the lessons you learned at our school will help carry you far.

Nevertheless, a word of caution is in order. The world, including the business world, is changing at an ever-increasing pace. As a result of these changes, many firms, job descriptions, and even industries that thrive today will not exist after a few decades. At the same time, new firms, new job descriptions, and new industries will emerge. Your education gives an excellent combination of generalized and specialized tools to navigate through this creative destruction, and seize the opportunities it offers for the prepared mind.

Nämä mahdollisuudet eivät kuitenkaan synny tyhjästä. Louis Pasteurin sanoin: onni suosii valmistautunutta mieltä. Valmistautuminen on kunkin omalla vastuulla.

Valmistautuminen voi ilmetä monella eri tavalla. Ensinnäkin, teidän kannattaa seurata, mitä yhteiskunnassa, talouselämässä ja

teidän kannaltanne relevanteilla toimialoilla tapahtuu. Toiseksi, teidän kannattaa vaalia ja kehittää suhdeverkostoaanne, joka voi paitsi antaa teille mahdollisuuksia niin myös turvaa työelämän takaiskuja vastaan. Ja kolmanneksi, teidän kannattaa pitää yllä ja kehittää ammattitaitonne. Tämä voi toteutua työelämässä tapahtuvan, epämuodollisen mutta päämäärätietoisen itseoppimisen avulla. Jos teidän kohtaamanne muutokset ovat haasteellisempia tai haluatte suuntautua kokonaan uusille alueille, muodollisempi täydennysopiskelu voi olla tarpeen.

Aalto University School of Business can help you in achieving all these goals. Many of our faculty members have specialized in tailoring their message to the business community at large, and it makes sense to check out periodically what our faculty has to say. The school has a well-functioning alumni network. Some disciplines even have their own discipline-specific networks with strong ties to student networks. And finally, our school offers tools for future career development. Aalto Executive Education has many educational products that help not only to keep you tuned but also gear your expertise to new areas.

Latinankielinen sanonta entiselle opinahjolle on ”alma mater studiorum”, joka merkitsee opintojen holhoavaa tai huolehtivaa äitiä. Liiallinen holhoaminen ei kuulu nykypäivään, enkä usko teidän opiskeluaikananne sellaista liiaksi kohdanneenkaan – toivon mukaan kuitenkin riittävästi huolehtivaisuutta. Tavoitteenamme on ollut kouluttaa teistä itsenäisiä, kriittisesti ajattelevia yksilöitä. Toivon, että muistelette Kauppista alma materinanne ja pysytte sen uskollisina alumneina.

I now have the honor to give you your diplomas. Congratulations to all. Onnittelut kaikille.

# Act of Conferment

*Aalto University Töölö, 13 May 2022*

## Program

Procession to Festival hall  
*Erkki Melartin – Festive March*  
*Jean Sibelius – Andante Festivo*

Welcoming address  
*Dean Timo Korkeamäki*

The Conferment Cantata  
*Uno Klami – Kultasauvallinen (1961)*  
*Lyrics – P. Mustapää*

Conferment of Degrees  
*Conferrer Matti Keloharju*

National Anthem

Procession to Tempeliaukio Church

## Orchestra and choirs

*Polytech Orchestra*  
*Helsinki Academic Male Choir KYL*  
*Female Choir KYN*

*Conductor – James Kahane*  
*Soprano – Tuuli Lindeberg*  
*Baritone – Sampo Haapaniemi*





## Welcoming address

### Timo Korkeamäki

Honorable Rector of Aalto University,  
Honorary Doctors, Doctors to be conferred,  
guests of honor, Ladies and Gentlemen,

Minulla on suuri kunnia toivottaa teidät tervetulleiksi kuudenteentoista kauppatieteiden promootioon Aalto-yliopiston kauppakorkeakoulussa. Promootio on akateemisista juhlista juhlallisista ja arvokkain, ja sillä on vuosisatojen perinteet.

Hyvät promovendit, onnittelen teitä merkittävästä työstänne ja akateemisesta saavutuksestanne. Opintojenne ja tutkintonne kautta osallistutte koulumme tärkeään tehtävään tuottaa uutta tutkimuspohjaista tietoa yhteiskunnan ja yrityselämän parhaaksi. Epävarmuuden ja samanaikaisesti suuren tietotulvan aikana akateeminen tutkimusosaaminen on erityisen arvokasta.

I have the great honor of welcoming you to the 16<sup>th</sup> conferment of academic degrees at the Aalto University School of Business. The traditions of this solemn celebration of academic achievements are centuries old, and it is an honor for me to welcome you – today’s promovendi to the academic community.

Our School turned 110-years old last year. It is also 90 years since Kauppakorkeakoulu was given the permission to award doctoral degrees in Business Administration in October 1931. Six years later, on October 9, 1937, the first doctoral defense by Vilho Nurmi-lahti took place, with the national radio broadcasting live from onsite. His defense was not only the first one for our school, but he was also the very first doctor in Business Administration for all Nordic countries.

In Kauppalehti-newspaper, the Rector of our school at the time, Wäinö

Bonsdorff commented that “now that we got started, let’s hope that this continues”. Since 1937, things have continued indeed. Our next graduating doctor will be number 634. While the world has changed in many ways in 85 years, some things in academic work seem constant. When asked whether writing a dissertation was fun, Vilho Nurmi-lahti answered: *“There are times when you get so excited about your work, that you hardly notice days going by and mornings turning to evenings, and sometimes even evenings turning to mornings. But then there are darker periods, when you get the urge to throw out the whole thing. The work may stop for days, even weeks, but once you get over it, you are ready to delve into research work again.”*

The motto of our School is “Better Business – Better Society”. That motto represents our urge to improve the society by contributing to the way business is conducted in Finland and in the whole world. Our contributions to the society take their form both through research and education, and you – today’s promovendi – have an important role to play in both. In today’s uncertain world with massive information flow that contains both fake news and real news, academic research has a very special value. We need to remind ourselves that it is a precious position not to take sides on politics, or any demographic dimension, but rather to be on the side of Science. This is a precious time to be an academic.

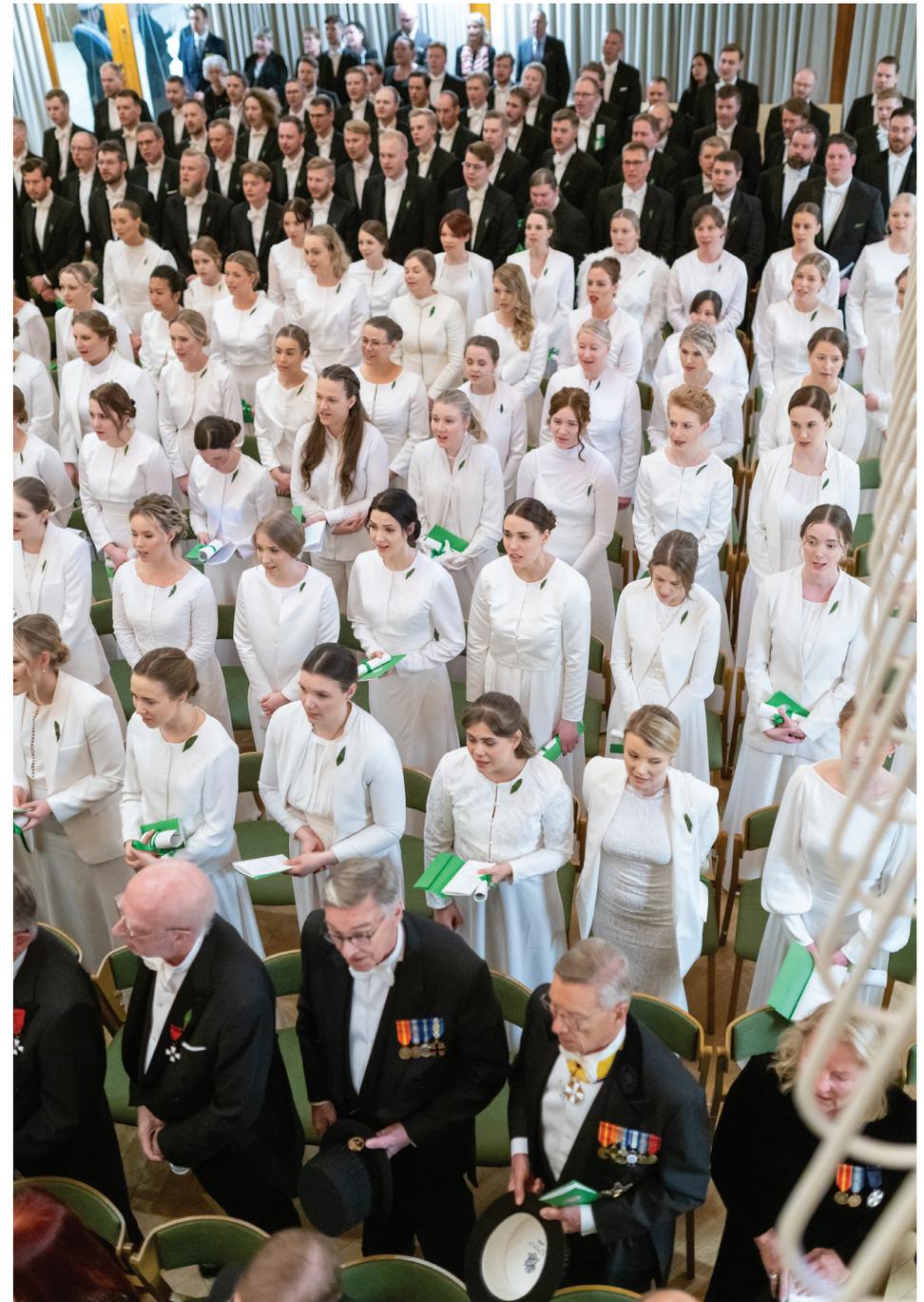
Today’s Aalto University School of Business is a global player. We are a so called “Triple crown” school, accredited by all major associations that accredit business schools around the world. The proportion of non-Finns is growing among both our faculty and our student body. We have exchange agreements with over 150 leading business schools around the world, and even the Honorary Doctors that we are celebrating today come not only from Finland, but from all corners of the world. Being international is not a virtue by itself, but providing education and degrees that are valid and respected currency anywhere in the world is very important for us. Similarly, by exposing our research ideas to the global academic community and participating in

the international debate, we can nurture good ideas into great ones. By not only educating our students into world citizens, but also attracting top talent from around the world, we can make our contribution to the society around us even greater. Naturally, being international has been part of our school's agenda from the early days. The aforementioned Vilho Nurmilahti received a special permission in 1937 to write his dissertation in German, which made the work of his advisor in Austria easier. The value of his academic contribution was also lively discussed around Europe, following his defense.

Päätösainoinani uskon ja toivon, että te hyvät promovendit viette oppinne ja tutkimustuloksenne yhteiskuntamme käyttöön ja siten tuette koulumme perusajatusta – Better business – Better society.

Lämpimät onnitteluni.

My warmest congratulations to you all!





## Conferment of Degrees

**Matti Keloharju**

Aalto President, Honorary Doctors,  
promovendi Doctors and Masters,  
Ladies and Gentlemen,

Research suggests education is a good investment. Investments in education pay off in the form of higher future earnings, and differences in educational attainments explain a significant fraction of the variation in earnings and other outcomes.

But there is also another aspect of education: consumption. Students draw direct utility from studying, and perhaps more importantly, from the activities related to studying. It is much more pleasant to study when the physical facilities around a student are both functional and beautiful, as they are in our business school, and when a student can share the many social functions related to studying with other students.

Studying is a great time to form friendships and other lasting social ties. Although these activities may have an important investment function—these days networking is more important than ever—one could collectively dub education-related activities not directly related to accumulation of human capital as consumption.

Using this definition, the conferment festivities can be mostly viewed as consumption. It is the school's way of thanking the conferred honorary doctors, doctors, and masters for their hard work, and at the same time creating what we hope to be an unforgettable experience that will maintain and strengthen the ties you have with one another and with the school.

The conferment ceremony is a transition ritual, which will promote you to the next level in your academic and other endeavors. Like most rituals, the conferment ceremony is formal and traditional in nature, has distinctive symbols, and follows a carefully scripted choreography. Following this script simplifies the chaos of life and allows the ritual to follow a coherent system of categories of meaning.

All effective rituals include a fair amount of mystery, and mysteries stay as mysteries only if left unexplained. However, let me illustrate with a few examples what I said about formalism, traditionalism, distinctive symbols, and their meanings in the conferment ritual. Here, I am not letting the school down by revealing any secrets, as you can find the following information also from the public domain.

First, symbols and their meanings. The cockade of the doctoral hat shows two serpents entwined around a round-headed staff. The staff is an emblem of the commerce and merchants, and it symbolizes power. Note that the conferment's Master of Ceremonies carries a staff. She is a powerful person, taking forward the business school tradition.

The two symmetrical serpents in the cockade represent the forces of good and evil. They symbolize the tough ethical choices business graduates frequently have to grapple with.

The performance we just heard is a good example of tradition. It was composed for our school's conferment ceremony sixty years ago, and it has been presented every five years ever since. Its name, Kultasauvallinen, in English "Bearer of the Golden Staff", echoes the symbolic importance of the staff in the ceremonies. And the staff in the performance is not just any staff, but a golden staff, just as it is golden in the doctoral hat.

Finally, formalism. The conferment ceremony follows a formal dress code. For example, in this event participants are either wearing black or white depending on their role in the ceremony. The formal and

uniform attire elevates the mood and the feeling of camaraderie and distinguishes the conferment from common parties. At the same time, it has a strong impact on the overall visuality of the event.

We may not always want to dress or act the way we do today, but doing so once and in a coordinated fashion is not only a refreshing experience but also creates a lot of beauty. When you see the photographs and videos of this event, you will internalize what I mean.

I hope that after years or decades, we will fondly think of these images as happy memories of a shared moment when we were at our best.

Congratulations.





1. Conferrer Matti Keloharju giving his speech.
2. Conferment Cantata performed by Polytechnical Orchestra, soloist and choirs.
3. Conferred Honorary Doctors.



# The Conferment Procession

*The procession advanced from Aalto Töölö towards the Temppeliaukio Church.*



# Conferment Church Service

*Tempeliaukio Church, 13 May 2022*

## Program

Processional music  
*Jean Sibelius – Karelia Suite – Intermezzo*

Hymn 462: 1–3

Introduction

Psalm

Music

Prayer of intercession

Lord's Prayer

Benediction

Hymn 571: 1–3





## Kahdenlaista levottomuutta

Teemu Laajasalo

Jeesus sanoi opetuslapsilleen:

”Älköön sydämenne olko levoton. Uskokaa Jumalaan ja uskokaa minuun. Minun Isäni kodissa on monta huonetta – enhän minä muuten sanoisi, että menen valmistamaan teille asuinsijan. Minä menen valmistamaan teille sijaa mutta tulen sitten takaisin ja noudan teidät luokseni, jotta saisitte olla siellä missä minä olen. Te tiedätte kyllä tien sinne minne minä menen.” Tuomas sanoi hänelle: ”Herra, emme me tiedä, minne sinä menet. Kuinka voisimme tuntea tien?” Jeesus vastasi: ”Minä olen tie, totuus ja elämä. Ei kukaan pääse Isän luo muuten kuin minun kauttani. Jos te tunnette minut, opitte tuntemaan myös minun Isäni. Te tunnette hänet jo nyt, olettehan nähneet hänet.” Joh. 14:1–7

Arvoisa promoottori, arvoisa yliopiston johto, hyvä akateeminen juhlaväki, Årade festpublik, Distinguished academic audience, tervetuloa Tempeliaukion kirkkoon. Tämä Kauppakorkeakoulun naapurin, Helsingin ja koko Suomen maamerkki olkoon tässä juhlapäivässänne yhtenä merkinä päivän ikimuistoisuudesta, promotion perinteikkyydestä ja elämän juhlavuudesta. Mutta olkoon tämä talo tänään paitsi maamerkinä myös taivaanmerkinä. Tänään ja täällä voimme kiittää saavutuksistanne, voimme muistella vaikeita hetkiä tutkimustyönne ja opinnäyteponnistelujenne varrella ja voimme rukoilla Jumalalta siunausta tuleville askeleillenne.

Ni har fått jobba hårt för att nå denna högtidliga promotionsdag. Ni har pluggat och ansträngt er i många år, en del av er kanske i årtionden. Nu är det dags att fira och glädjas över att det hårda arbetet gett önskat

resultat. In this service, you can leave your worries outside the church doors for a while. You can just sit and rest.

Kaikki ne erilaiset pyynnöt ja paineet, joita teiltä vuosien aikana on vaadittu, on täällä unohdettu. Täällä teiltä ei pyydetä enää mitään. Paitsi merkittävä kolehtilahjoitus. Sen voitte jättää jumalanpalveluksen lopuksi tuonne aulaan. Kaikista mahdollisista promootioista me olemme laittaneet kolehtitoivomme nimenomaisesti Kauppakorkeakoulun promootioon.

Promootionne on Kauppakorkeakoulun kuudestoista ja se järjestetään ihmeellisenä maailmanaikana. Ensin sitä on jouduttu siirtämään koko maailmaa kurittaneen kulkutaudin vuoksi ja kun promootio sitten järjestetään, juhlatiikonlopun ympärille kiteytyy koko Euroopan turvallisuuspoliittisten muutosten kevät, Suomen suurimmat ratkaisut vuosikymmenten ajalla. Kaikilla näillä mullistuksilla on merkitystä Kauppakorkeakoulussa opetettavien ja tutkittavien aihepiirien näkökulmasta. Terveys, turvallisuus ja talous ovat monimuotoisessa yhteydessä keskenään.

Viimeisten reilun kahden vuoden jälkeen olemme koronan koettelemia. Ja viimeisten reilun kahden kuukauden jälkeen olemme myös turvattomuuden turruttamia. Aloittaessanne opintojanne, aloittaessanne tutkimustyötänne ja kenties myös laskeskellessanne mahdollista teille sopivaa promootioajankohtaa, maailma näytti erilaiselta.

Den värld som ni efter studierna skulle ta över såg helt annorlunda ut än världens vi nu lever i. Planerna för vad ni ska använda er kompetens och nyvunna värdighet till har antagligen också förändrats avsevärt.

Your expertise is needed now more than ever. The challenges we face require a high level of erudition, a broad range of skills and a diverse understanding. That is why this day of celebration brings hope in the midst of hopelessness. Not only from the perspective of the individual

celebrant, but also from the perspective of our society as a whole.

Kauppakorkeakoulun motto on Better Business – Better Society. Motossa kiteytyy hienolla tavalla ymmärrys siitä, että rakennettaessa omaa ja yksityistä rakennetaan samalla yhteistä ja yleistä. Työ oman menestyksen eteen on samanaikaisesti työtä yhteisen menestyksen eteen.

Motossa esiintyvä sana business juontuu useiden lähteiden mukaan vanhasta englannin sanasta bisignis. Bisignis on alun perin tarkoittanut levottomuutta. Sana on sisältänyt levottomuuden kahdessa mielessä. Bisignis on merkinnyt levottomuutta yhtäältä ahdistuksena ja huolehtimisena ja toisaalta se on vähitellen merkinnyt levottomuutta liikkeessä olemisena, toimeliaisuutena ja kiireellisyytenä.

Eikö arvoisat kuulijat ole helppoa tunnistaa tämä sanamerkitysoppi nykyisenkin busineksen piirteistä? On niitä levottomuuden hetkiä, joissa yksittäisen ihmisen, yrityksen tai kansakunnan business näyttäytyy ensisijaisesti elämää syöväenä ahdistuksena ja huolehtimisena. Ja on vastaavasti niitä levottomuuden hetkiä, jolloin tekeminen, tulokset ja tunnelma muodostavat innostavan kolmion, jossa business on nimenomaisesti elämää ylläpitävää, rakentavaa ja rikastuttavaa toimeliaisuutta, liikettä ja kiireellisyyttä. Tämän päivän raamatunpaikka puhuu levottomuudesta. Evankeliumi alkaa Jeesuksen sanoilla: ”Älköön sydämenne olko levoton. Uskokaa Jumalaan ja uskokaa minuun. Minun Isäni kodissa on monta huonetta.”

”Älköön sydämenne olko levoton.” Jeesus haluaa lohduttaa näillä sanoilla siinä levottomuudessa, siis siinä busineksessa, joka on levottomuutta ahdistavana, huolia herättävänä levottomuutena. Hän ei puhu toimeliaisuutta tai liikkeessä olemista vastaan, vaan nimenomaisesti sitä levottomuutta vastaan, joka pienentää, kurjistaa ja kukistaa ihmistä.

Jeesus ei puhu mistä tahansa levottomuudesta, vaan sydämen levottomuudesta. Sydämen levottomuus on kielikuva, josta jokaisen on helppo saada kiinni. Kun sanotaan, että sydän on levoton, tunnistaa sisällään sen tunteen, miltä syvä sisäinen levottomuus tuntuu. Siinä ei ole tulkintaongelmia tai sanamerkityksen pohdintaa.

Kuoleman uhkaa kohdatessa sydän on usein erityisen levoton. Sotauutisten katsominen muuttaa rauhallisuuden rauhattomuudeksi, toivon epätoivoksi ja levon levottomuudeksi. Sydän on syrjällään ja mieli murheellinen.

Jesu ord ”Känn ingen oro” är en underbar uppmaning till oss människor. Gud förstår att vi människor ibland är oroliga – att vi har sorger och bekymmer. Han visar oss sitt mänskliga ansikte, för han vet hur det är att vara mänska – han har sett och känner vår oro. Maailman Luoja, joka hallitsee avaruuden äärettömyyksiä, on myös kiinnostunut sinun ja minun jokapäiväisistä levottomuuksistamme, Hän tunnistaa ne.

Älköön sydämenne olko levoton -lausahdus ei tarkoita sitä, että unohdetaanpa nyt nämä ikävät meidän sydämemme levottomaksi tekevät asiat; ajatellaanpa nyt positiivisesti ja heitetään ne elämän erilaiset huolet tuohon sivuun. Ei. Evankeliumin lupauksen ideana on, että on olemassa Joku, jolle voi antaa oman levottomuutensa kannettavaksi. On olemassa hyvä Jumala, joka voi kantaa ihmisen levottomuutta ja haluaa kantaa ihmisen levottomuuden.

Ehkä tässä kauppatieteellisessä seurassa uskaltaa sanoa, että voisiko tämä suorastaan kutsua meitä levottomuutemme ja huoliemme ulkoistamiseen? Voisiko tämän ajatella niin, että on olemassa hyvä Jumala, jonka ydinosoamasta on huolehtiminen ja ihminen saa ulkoistaa omat huolensa tämän huolehtimisen Ydinosoajan kannettavaksi.

Putting your own anxiety on God’s shoulders is not a sign of carelessness. It is an expression of a hidden confidence that God can

help. It is a sign that we need God. This is what faith is about, about becoming small, about needing greater help.

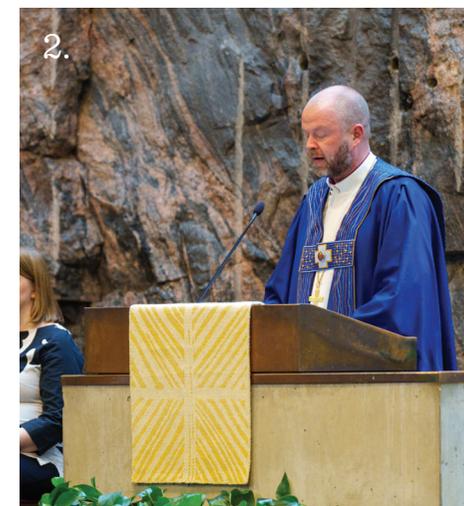
Hirveimpien ahdistusten keskellä ihminen ei pysty levollisuuteen omin voimin. Kun mieli on musta, ei kirkkautta löydy itsestä. Kristitty saa luottaa siihen, että levollisuus on Kristuksen lahjoittamaa levollisuutta, lainatavaraa taivaasta, joka pelastaa kuolemalta ja sovittaa synneiltä; se vaikuttaa meissä ja muuttaa meitä. Se on lahjoitettua levollisuutta, joka kirkastaa katseemme kohti Kristusta, se on levollisuutta, joka antaa voiman vaikeuksienkin keskelle ja se on levollisuutta, joka rohkaisee meitä rakastamaan lähimmäisiämme aina ja kaikkialla.

Olkoot Jeesuksen sanat rohkaisuna myös meille tänään tänä juhlapäivänä. Maailman myrskyt, sumuinen horisontti, uutisvirran ahdistava tulva, eivät voi varastaa meiltä iloa, jonka onnistumiset synnyttävät, ne eivät voi hukuttaa toivoa, jonka Jumala lahjoittaa eivätkä ne voi viedä meiltä levollisuutta, jonka Kristus itse meissä synnyttää.

Jos maailma vetää leukamme rintaan ja mielemme maahan, kutsuu Jeesus meitä nostamaan katseemme rohkeasti kohti taivasta, kohti uutta horisonttia, kohti Isän kotia, jossa on monta huonetta. Meille ja kaikille rakkaimmillemme. Älköön siis sydämemme olko levoton.

Näillä sanoilla toivotan teille viisautta ja voimaa omaan kutsumustyöhönne. May the Almighty God give You strength for Your future work. Må Gud välsigna er festdag!  
Aamen.

1. Vicar, Hannu Ronimus
2. Bishop, Teemu Laajasalo
3. Promovendi Saara Kolari



# Nondenominational event

*Botta's assembly hall, 13 May 2022*

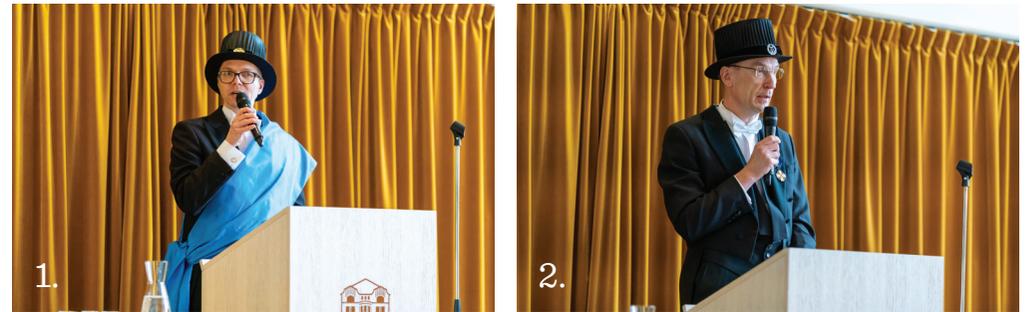
## Program

Welcoming address  
*Head Marshal Matti Sarvimäki*

Music  
*Helsinki Academic Male Choir KYL*

Speech  
*Vice President of Aalto University,  
Professor Ossi Naukkarinen*

Music  
*Polytech Orchestra quartet*



1. Welcome words, Matti Sarvimäki
2. Ossi Naukkarinen giving his speech
3. KYL quartet performed at the event



## **Nondenominational speech**

### **Ossi Naukkarinen**

Fellow academics and, above all, newly conferred Doctors, Honorary Doctors, Masters, Ladies and Gentlemen,

My first visit to this building and this very room was probably in the summer of 1984. Back then, Botta was one of the few restaurants in Helsinki that admitted people under 20 years of age, and I was really eager to learn all the possibilities nightlife had to offer.

Other rooms of Botta had other types of music, but just about here where I stand right now, the singer Markku Arokanto was singing old popular songs. However, he did it in a very particular style and way. In a style that epitomized everything that we eventually learned to call postmodern (even in Finland). Arokanto was fresh, liberating and fun. But he was also one of those characters that made things complicated. Is he serious or not? What can you believe?

Kaikille – tai ainakin joillekin – oli selvää, että Arokannon esitys oli yhtä aikaa ironinen ja tosissaan, hauska ja vakava, tyylikäs ja tyyliön, uusi ja vanha, feminiininen ja maskuliininen, poliittinen ja ei-poliittinen, viihdettä ja taidetta, omaa ja lainattua, suomalaista ja kansainvälistä. Oman aikansa sekoitetun ja moniulotteisen taiteen ja viihteen tiivistys. Mitä hän oikeastaan oli? Sitä oli pakko miettiä.

Muissa yhteyksissä erityisesti monille luonnontieteilijöille postmodernista tuli kirosana, koska heidän kontekstissaan sillä viitattiin perustelemattomiin heittoihin, joilla horjutettiin koko vakavasti otettavan tieteen asemaa ja sysättiin käyntiin totuuden jälkeinen aika kaikkine huonoine seurauksineen. Harmiteltiin, että kaikesta tuli pelleilyä, kaikki käy.

Arokanto and his peers make one think: What can you believe if there are no absolute or simple truths and styles? Can there be several, conflicting truths? Or at least: is it possible to know what you cannot believe?

I was eager to learn other things, too, not only nightlife. I ended up studying aesthetics, art history, philosophy, sociology, and other disciplines where such issues were discussed very deeply at that time. I soon realized that the most important thing you can learn from the postmodernism discussion was not that everything goes but that nothing goes just like that but there are always many levels and aspects in everything. You have to be sensitive and think twice before believing anything. That was one of the main guidelines for my own work when I was writing my doctoral thesis. It certainly didn't make anything easier but perhaps more realistic.

Today, you have chosen to come to this nondenominational event instead of going to church. It might be that you don't believe in God. Yet, I think and hope that you believe in something.

One of the reasons why I liked to visit Botta and many other places – and later join Aalto University – is that I believe in art. I have experienced it myself and I have also heard others telling me, that art provides us deep and touching emotional experiences and teaches us things that one cannot learn from anywhere else. I would even say that I have learned many of the most important things for my work as Vice President from good novels: I have learned a lot about how people think and feel.

Art is free fiction. You can, to some extent, choose whether you believe in it or not. With art, you can test and experiment what believing means. It teaches excitement, sensitivity and understanding. This was exactly what the postmodernist Markku Arokanto helped me to learn. To be able to let go and be critical at the same time. To believe and to doubt simultaneously.

I also believe in science, in academic research. Science is self-correcting and one must provide good arguments for your case before anyone believes what you say. You should not believe in science before you have really tested and pondered what has been claimed – and even after that, you should keep on doubting and being critical. New insights may always come up and turn everything upside down. Science is never ready and finished, even if many “laws of nature” have been found. Thanks to that, our life is so much easier. And that is not fiction.

In some ways many of us also believe in money or economy in general. What do you believe in, then? One could perhaps think that our economic system is some kind of complex, social fiction but that our even broader social systems force one to believe in it. If you don't respect the fiction or its parts, pay your taxes or prices of goods, you could end up in a prison. Art imagines countless alternative worlds, economy creates one global system. Art is an invitation to believe, economy is an order to believe.

Kuka tahansa voi omalta kohdaltaan romauttaa taiteen tai yksittäisen teoksen arvon: riittää, ettei itse usko siihen, ei anna fiktion kantaa, on penseä. Talouden tai rahan arvoa ei voi romauttaa samalla tavalla, vaikka itse ei siihen haluaisi uskoa. Sekä taiteen että taloudellisten ilmiöiden arvo perustuu luottamukseen, uskoon, mutta ne toimivat eri tavoilla. Taide ilmaisee oman fiktiivisyytensä avoimemmin. Mutta molempiin on mahdollista uskoa hyvin vahvasti – vaikka niitäkin koettelisi kriittisesti, samoin kuin tiedettä.

One can believe in art, science, or money. And one can believe in politics. Art does not necessarily claim that it is true – as fiction, it cannot lie. It does not replace truth with something that is not true, and still claim that it is. That is something that, unfortunately, politics sometimes does. In a well-functioning society, we can trust that at some point the truth will be unveiled, also in politics, and we can trust and believe in the system.

In many countries, this is not the case. I believe that it is our responsibility to support and build a political system that is trustworthy. In politics, believing means real actions, decisions, in the end very physical and even violent behavior.

And yes, one can also believe in religions. Today, I won't say more about that. In some cases, a religion is considered to be an eternal, never-changing truth that must be believed in. For me, this is something very difficult to understand – because I believe in science.

Art, science, money, politics, religion. Comparing these might help us understand ourselves. What do we believe, what do we believe in, and why? And what do our beliefs imply and result in? To ourselves and others?

I hope that as researchers you believe in something, in something that is worth believing. And I also hope that you now, as newly conferred doctors, have the skills and capacity to argue for your own belief and to critically evaluate and still respect others'. That your belief has a strong and flexible foundation – strong exactly because it is flexible. It will take you far.

Nick Cave, another singer, sings in one of his best-known songs: “I don't believe in an interventionist God. But I believe in some kind path, that we can walk down, me and you.” Let's walk, together, and respect each other. And maybe, tonight, we can even dance.

Once again, my warmest congratulations for your achievement. I wish you a very good, interesting, and pleasant conferment day!

# Conferment Banquet and Ball

*Kalastajatorppa, 13 May 2022*

## Program

*Welcoming address*

Master of Ceremonies Nina Granqvist

*To the University*

Gratista M.Sc. Niina Palm  
President Ilkka Niemelä

*To the Honorary Doctors*

D.Sc. Ville Rantala  
Honorary Doctor Linda Putnam

*Music*

Helsinki Academic Male Choir KYL

*To the Conferrer*

D.Sc. Iris Saittakari  
Conferrer Matti Keloharju

*To the Jubilee Masters*

M.Sc. Liisa Helle  
Jubilee Master Jyrki Wallenius

*To the Conferment evening*

M.Sc. Markus Helaniemi

*Leading singers*

Rosa Hellgrén & Marko Laakso



## Menu

Asparagus, hollandaise sauce and cold smoked salmon

*Scholss Gelblack Riesling Trocken, Germany*

Roasted whitefish, pea and Lappish almond potato puree and sparkling wine beurre blanc

*Sancerre Blanc Les Celliers de la Pauline, France*

Finnish artisanal cheeses and nut jam

Rhubarb frangipane and vanilla ice cream

Café avec

## Vegetarian menu

Asparagus, baby gem salad and basilica mousse

*Scholss Gelblack Riesling Trocken, Germany*

Black bean chickpea patty, vegetable caponata and harissa labneh

*Sancerre Blanc Les Celliers de la Pauline, France*

Finnish artisanal cheeses and nut jam

Rhubarb frangipane and vanilla ice cream

Café avec





## Welcoming address

### Nina Granqvist

Distinguished Conferrer of degrees,  
Honorary Doctors, Aalto President,  
Graduants, Ladies and Gentlemen,

After the traditional and dignified ceremony and procession this afternoon, it's now time to celebrate the newly conferred degrees.

It is my great pleasure to welcome you all to the Aalto University School of Business Conferment Dinner and Ball here at Kalastajatorppa restaurant this spring evening. It is very important that we can come together again and celebrate the continuity of the academic traditions.

This is particularly meaningful and important in the midst of the challenges we have been facing in the past two years. And we now face different challenges, and as a nation are taking measures to address these. Science and democracy are among the great institutions to protect, to ensure their continuity – and to celebrate.

We will have a night of good food and fine drinks, inspiring speeches, and of course some singalong led by Marko Laakso and Rosa Hellgren – according to the academic traditions. We have a break after the main course, and the bar is open during the break and after the dinner.

We end the evening with the conferment ball with formal and informal dances and music.

Well, to be completely clear, the evening does not need to end there! There is a bus transport to the afterparty in Otaniemi, and you may not want to miss the tradition of greeting the rising sun.

So, to start this evening that I'm sure will be great fun and memorable to all of us, I would like to offer my warmest congratulations to the Honorary Doctors, Doctors and Masters, and propose a toast to the Conferment!

Malja promootiolle!





## To the University

### Niina Palm

President of Aalto, Conferrer, Dean, Honorary Doctors and Invited guests, Professors, and Dear Conferred Doctors and Masters of Aalto University School of Business, revered guests,

Minunhan ei koskaan pitänyt opiskella kauppatieteitä tai Aallossa. Kun kaverit miettivät jatko-opintomahdollisuuksia, yksi asia oli kirkkaana mielessä: ei ainakaan Kauppikseen. Jotenkin se teini-ikäisenä tehty päätös kuitenkin kääntyi ja pääsinkin silloiseen Helsingin kauppakorkeakouluun. Jo neljän kuukauden päästä olinkin aaltolainen.

When I was a mursu, in 2009, I was sitting in the Nokia Hall in Töölö, listening to the info session, where we were told about this new university called Aalto, where we all would be in a matter of a few months.

We were told about a vision where this new innovation university Aalto pushes out new innovations like a conveyor belt as the kylteris find new business opportunities, the tech students code like never before to implement the program and the art students, you know, make it look nice.

This vision was probably a bit more refined already at the time, but I was more skeptical about at least one thing: certainly this would not happen before my graduation.

Tästä hetkestä on nyt 13 vuotta ja mietinkin eilen Lehvänsitojaisissa, kun Merkuriuksen airutta Elinaa kuvailtiin muiden sopivien ominaisuuksiensa lisäksi vieläpä valmistuneen tavoiteajassa,

että onnekseni tätä tavoiteajan vaatimusta ei gratistan rooliin pyydettävälle henkilölle oltu esitetty. Muutenhan en täällä edessänne tänään seisoi.

Kaikki aika ei tietenkään kulunut vain opintojen parissa ja olen onnekseni tänä aikana päässyt todistamaan Aallon ja Aalto-yhteisön kehitystä ensiaskeleista lähtien ihan lähietäisyydeltä muun muassa AYY:n yhteisötoiminnasta vastaavana tuottajana. Onpahan muuten ollut matka.

In the previous Ceremonial Conferment of Degrees of the School of Business in 2016, the then gratisti Jukka Peltonen described the tremendous pace of development and the language skills of this preschooler, also known as Aalto University, and how it's identity was already beginning to form at that age.

There was talk of a new way of creating and implementing student culture in an interdisciplinary environment and how this interdisciplinary collaboration had already spawned those famous innovations, all thanks to a shared student culture.

However, I think it's safe to say that pretty much every student active here has been worried that Aalto culture and Aalto spirit will blot out the traditions of KY and business students. Still, these traditions have not vanished but instead, they are now shared with even more people, who are eager to learn about you and your ways. At the same time, as you're learning about the traditions of others, simultaneously- you learn to know people outside your own bubble. While traditions are an important part of the KY culture, they are also building blocks of the shared Aalto community.

Aalto and the Aalto community are truly unique: there is no other interdisciplinary university in Finland where the university itself becomes a part of your identity and where people from different study fields work actively together for a shared community. This sense of

community in Aalto is not limited to students: it has been a pleasure to see how open-mindedly and excitedly the university and its faculty are involved in more than just curriculum development and worrying about students' graduation times.

It is unique how the faculty is visible in the everyday life and celebration of the students, easily approachable, and known by the student on a first-name basis. That the university and its community are for all of us.

Aalto-yhteisö ei ole vain bileitä, vaan avointa keskusteluyhteyttä, opiskelijoiden äänen kuulemista ja sitä, että opiskelijat ovat aktiivisia toimijoita yliopistossa. Se on oman maailmankuvan avartumista, yhteisiä ponnisteluja paremman yhteiskunnan eteen ja innovaatioita, jotka pelastavat maailman.

Kuitenkin, en olisi voinut tilata Aalto-yhteisön edellisille, 10. vuosijuhlille yleisöä enemmän villitsevää ohjelmanumeroa kuin yliopistomme henkilökunta suurilukuisena lavalla ja rehtorimme Ilkka Niemelän puhe, joka päättyi kehotukseen ”nyt vedetään isosti”. Aalto pääsi ennen valmistumistani pidemmälle kuin koskaan uskoin eikä vauhti ainakaan tästä tunnu hidastuvan. Vaikka minun ei koskaan pitänyt opiskella Aallon kauppiksessa, en voisi olla ylpeämpi ja onnellisempi Alma Materistani.

To Aalto!





## President's Response

**Ilkka Niemelä**

Arvoisa juhlayleisö, Honoured guests,  
Ladies and Gentlemen, Arvoisa Gratista,

Kuten puheessasi kuvasit, Aalto-yliopiston taival on ollut vauhdikas, ja yhteisöllisyys sen kaikissa muodoissaan on toimintamme ytimessä. Yhdessä olemme enemmän kuin osiemme summa.

Ladies and Gentlemen, Aalto University was founded in 2010 as a merger of three leading universities in the Helsinki metropolitan area, to create a societally embedded innovative research university for a better world.

How far have we come? Today, our campus has turned into a world-class collaboration hub combining high tech, art and design and business in a unique way. It also drives one of Europe's leading start-up ecosystems. Aalto has transformed into one of the most international universities in Europe.

Our university has become a forerunner in our key research areas, and the School of Business is one of the best business schools in Europe. I can only humbly thank you all for the work and dedication required.

We will continue our ambitious work at Aalto University for shaping a sustainable future. For us this means making research breakthroughs in and across our disciplines, sparking the game changers of tomorrow and creating novel solutions to major global challenges.

In line with Aalto University's purpose, the School of Business works for better business and a better society. How? – By educating experts and leaders for the future and contributing to society through

impactful research, long-term partnerships and societal engagement.

Dear new masters and new doctors,  
You are the experts and leaders for the future. You have a unique opportunity to influence society with all the skills and knowledge you have acquired during your studies. Please take the opportunity to make your contribution in building a sustainable future. I also hope that you are taking with you some Aalto spirit including a touch of radical creativity and an entrepreneurial mindset.

This conferment ceremony is an occasion in which the students graduate to become – not only masters and doctors – but also our alumni. Alumni are key to our continued societal engagement, it is with alumni that we build our most productive collaboration and partnerships. I sincerely hope that the bond between you and the School of Business and the entire Aalto community will remain close and that our interaction continues.

Hyvät kuulijat,  
Vaikka maailmantilanne on epävakaa ja Aalto-yliopistokin elää ajassa seuraten herkillä korvalla toimintaympäristön muutoksia, meillä on vahva arvopohja ja siihen ankkuroivia perinteitä, joita tämäkin juhla edustaa. Yliopistot ovat instituutioita, joilla on tuhatvuotinen historia. Promootioperinne edustaa meille jatkuvuutta. Näiden perinteiden varaan voimme rakentaa myös tulevaisuutta.

Nostakaamme malja vastuullisuudelle, rohkeudelle ja yhteistyölle – Teille tänään promovoiduille maistereille ja tohtoreille, Aalto-yliopistolle ja sen kauppakorkeakoululle.

Ladies and Gentlemen, let us raise our glasses to responsibility, courage and collaboration – to our Honorary Doctors, our Graduates, to Aalto University and in particular to the School of Business.



## To Honorary Doctors

### Ville Rantala

Dear Honorary Doctorates, Aalto President,  
Conferrer, Ladies and Gentlemen,

It is my honor and pleasure to give a speech to the distinguished Honorary Doctors. You all have strong ties with our Business School, and you have made exceptional accomplishments in your careers. All of you have contributed to the growth and development of Aalto University Business School. You have also contributed to the broader society, business, research, and the academia.

I want to extend a special welcome and thank you to those of you who, like me, traveled here from abroad to celebrate this occasion. In early 2020, I was popping by at the Finance department in Otaniemi, and I remember discussing the emerging pandemic with the conferrer and several of my colleagues who are in this room today. Finland already had its first Covid cases and someone remarked that at least you guys don't have any in Florida. Little did we know what would happen.

I would never have guessed that I would not see those Aalto colleagues in person for over two years. I am bringing this up because we have all waited a long time for this ceremony to take place, and the unique circumstances make the occasion all the more special for many of us. I am glad that you are able to join us.

I have had the privilege of getting to know the Aalto University Business School from many different perspectives over the course of years. First as an undergraduate and master's student, then as a doctoral student and researcher, and finally, during the last six years, I have had an outsider's perspective as an assistant professor in the

United States. One thing that I have only really learned to appreciate after starting my academic career abroad is how rapid the Business School's transformation has been. In academia, nothing changes fast. But in a short period of time, Aalto University Business School and its predecessor Helsinki School of Economics have made a remarkable transformation into an international institution that produces world-class research and high-quality teaching.

To give a little bit of background to our international guests: Until the 1990s, Finland was a relatively closed economy dominated by few export sectors. The opening of the economy and European integration led to a sudden demand for international business knowledge and Aalto's predecessor Helsinki School of Economics was there to meet the demand. This transformation would not have been possible without contributions by outside stakeholders and academic colleagues, who are also represented among today's Honorary Doctors.

A few decades ago, there was relatively little international-level business and economics research conducted in Finland, and teaching also had a strong domestic focus. A number of young faculty members at the Helsinki School of Economics made an effort to start producing top-level international research, often with international collaboration. The international standards were also reflected on the teaching at the school. This, in turn, laid the academic foundation for my generation of Aalto doctorates.

I started my doctoral studies in the newly formed Aalto University, which was another step in the transformation process. When Aalto was formed, I remember that we joked that the administration at least made sure that we will always be on the top of one academic ranking: the alphabetical order. Nowadays the name is already recognized for our research and teaching.

This transformation would not have been possible without connections to the outside world in academia, industry, and the non-

profit sector. All of you Honorary Doctors have contributed to this transformation in one way or another.

I can personally tell that I benefited directly from contributions by several of you when I was doing my doctoral studies. The courses, seminars, and workshops given by international academicians helped us doctoral students connect and learn about the international academic community. I had the privilege of taking a PhD course by Professor Adams and attending lectures by Professor List, who are among the Honorary Doctors today.

Sometimes even small things make a big difference. Just as one example, I remember that Professor Adams shared copies of her old referee reports and response letters with us when I was taking her course. A couple of years later, they were extremely useful reference material when I was trying to get my first articles published. My research and doctoral studies benefited also from funding from non-profit foundations, and I know that many of my peers in this room benefited from cooperation with the industry.

Dear Honorary Doctors,

Thank you again for your contributions to the business school and thank you for joining us at this unique celebration. You have set us a great example to follow, and we are honored to have you as Aalto ambassadors around the world. I welcome you to the community of Aalto doctorates.



## **Response to the speech to Honorary Doctors**

**Linda Putnam**

Conferred Doctors, Masters Students,  
Esteemed Professors and Administrators,  
Ladies and Gentlemen,

It is a privilege to speak to you on behalf of the ten Honorary Doctors who are being recognized today. In response to Dr. Rantala's excellent tribute, we are deeply grateful for this incredible award—one that is considered to be the highest level of academic recognition that a university can bestow. The honorary doctorate has a long and important history in academia—dating back to 1470 when Lionel Woodward was awarded the first one from Oxford University. We also join the ranks of Benjamin Franklin, who was an early recipient of an honorary doctorate.

The degree also has a long tradition at Aalto University, dating back to 1946. Past recipients of honorary doctorates from the School of Business include an impressive list of luminaries and clearly, we, the current group of honorees, are humbled to be included in this esteemed list. Many other countries, including my own, lack a sense of ritual, spirit and celebratory recognition that the School of Business at Aalto has in awarding its doctoral degrees and its honorary doctorates. So, speaking on behalf of the 2022 class of honorary doctorates, it is a privilege to celebrate the successes and accomplishments of the conferred doctorates of the School.

We would also like to echo Dr. Rantala's comments about the international reputation of the Aalto School of Business. Its faculty are leaders in research and professional associations in finance and accounting, management, communication, information systems, and economics and its graduates are top executives in industry and

nonprofit sectors. An interdisciplinary emphasis is a particularly distinguishing feature of the Aalto Business School, one that serves as a nexus for intellectual discussions across departments and other universities. In particular, the School of Business hosts lectures and events that draw students and faculty participants from many programs and Helsinki campuses.

To illustrate our relationship to Aalto, I want to share a narrative that underscores my attachment to and admiration of the students and faculty in the School of Business. I'm sure that each honorary doctorate would have an endearing story about his/her relationship with the school and the university.

My story dates back to 2016 when I was invited to become a Distinguished Visiting Professor in Department of Organizational Communication at Aalto. I so enjoyed this first visit that I returned again in 2018. During my first visit, my husband joined me for several weeks and I wondered if he would get bored while I was working in the Department and on campus. I was concerned that he might be staring at the walls in the apartment all day and then complain to me when I returned to it at night. To allay my concerns, my host, Dr. Johanna Moisander, suggested to the doctoral students that each one of them take my husband and I to a favorite place, venue or landmark in the Helsinki area. So, every other day for two weeks, a doctoral student in Organizational Communication took us to museums, libraries, outdoor venues, historical sites, chocolate factories, and nearby villages. They had to plan and coordinate our various ventures-- which was a testimony to their planning skills. These adventures provided us such an understanding of Finnish people, culture, architecture, and art--one that no ordinary tourist would ever acquire. My husband, who had travelled widely, never forgot this trip and the personal interactions that we formed with students and faculty.

In addition, as a Visiting Professor, I got to know the doctoral students personally - their interests, why they selected a particular place for us

to visit, their backgrounds, and Finland.

In addition to being great tour guides, the doctoral students were bright and talented; they asked provocative questions at workshops, pursued exciting research projects, and explored a wide array of significant topics. These experiences endeared me to Finland as well as to the students and faculty at Aalto University and I will always remember them.

To conclude, we are delighted that this tradition of multiday Celebratory Conferment has continued at Aalto University and most of all, we are deeply grateful for this honorary doctorate, an award that we will cherish for the rest of our lives. Let's give a salute to the 2022 Conferred Doctorates!



## To the Conferrer Iiris Saittakari

Arvoisa promoottori Matti Keloharju,  
arvoisa Aallon rehtori, hyvä juhlaväki,  
Ladies and Gentlemen,

I am delighted to see all of us participating in this 16<sup>th</sup> Conferment Ceremony today. We were supposed to come together already a year ago but it was the first time in the history of our school that the conferment ceremony was postponed. Thus, we live in uncertain times and unfortunately the pandemic is not the only concern we have at the moment. Now, perhaps more than ever, science-based knowledge is needed. Us, promovendi, have had the privilege to study the topics we are interested in and report our findings as they were, without any external pressure. The doctoral hat is a symbol of this freedom to conduct scientific study. Already in ancient Rome, a hat was a sign of liberty and independence – so yes, we are proud to wear this hat.

Today's conferment ceremony is a wonderful opportunity to cherish the journey we have walked since we first stepped into the School of Business. We have had an opportunity to soak the wisdom and intellect from the faculty, including our Conferrer, Distinguished Professor Matti Keloharju. They have challenged us to think beyond the obvious and consider different viewpoints and time horizons. We are now better equipped to face the challenges that the future will bring and make decisions that contribute to a better society.

Our conferrer, Matti Keloharju, has an important role in conferring the academic title of Master or Doctor on the promovendi. He also ensures that the ceremonies proceed smoothly. This honorary role is given to an academically merited professor. As an Aalto Distinguished Professor, Matti Keloharju is a role model for us in many ways. He

has an impressive record in research and academic supervision. The Finnish Academy of Science and Letters listed him among the most distinguished Finnish researchers and he is also one of the top finance researchers in the Nordics. He is a second-generation School of Business Professor and he is one of the founding fathers of the finance department in our school. All of us promovendi can learn from Distinguished Professor Keloharju's outstanding academic career.

First, he has an exceptional instinct on predicting which direction research will go. Behavioral finance is a good example of research which he was one of the first to initiate. It is not an exaggeration to say that he could be called "Mr. Behavioral Finance" in Europe.

Second, his access to country-wide databases in research is extraordinary. We have countless interesting databases in Finland, however they are almost impossible to access. Our conferrer has shown by creating long-lasting relationships with various stakeholders, including the Finnish Defence Forces, and the Finnish Central Securities Depository, that it is possible to conduct research on highly sensitive dimensions such as IQ, individual's trading behavior and investment performance. Notably, this has all been done in the highest ethical manner.

Third, he has built international networks during his research visits in New York University, University of California at Los Angeles and Harvard University, leading to several articles that have been cited thousands of times. Try to do the same!

On behalf of all the promovendi, I would like to propose a toast to show our appreciation for our conferrer, Distinguished Professor Keloharju, and warmly thank him for the effort he has put into the preparations of this event.

Arvoisa juhlaväki, pyydän teitä nyt kohottamaan maljan promoottori Keloharjulle. Perinteidemme mukaisesti: Promoottorille, pro sit!



## Conferrer's response

**Matti Keloharju**

Aalto President, Ladies and Gentlemen

Thank you, Iris, for your kind words. It has been a privilege serving as the conferrer. This experience has taught me three lessons.

First, the conferment festivities require a lot of effort both on the planning and on the execution side. Let me illustrate this with an analogy: think of the festivities as a wristwatch. On one side there is the business side of the watch: you see the hour, minute, and second hands. My fellow officiants, the two Ninas, Elina, and Matti S. who all have highly visible tasks, have been doing a great job making sure these hands do what they should, and at the right time.

But each watch also has another side. If you remove the back cover, you will see the clockwork, a highly sophisticated machinery. The clockwork may not be flashy but it is essential: if there is just a small defect, the visible parts of the watch will stop functioning. Anni, Katri and many others have through their efforts made sure that not only does the watch work to begin with, but it remains perfectly calibrated. Thank you very much for your efforts.

The second lesson I have learned is that being in an important ceremonial role is hard work. I have had to learn, prepare, and memorize lots of things. The job is also physically surprisingly demanding. Yet at all times, we should give our best, no matter how tired or stressed we may be. Now, this experience has led me to appreciate the work of politicians and business and university leaders more than ever. Aside their main job, which is to make decisions, they

also perform the kinds of activities I have been doing during these festivities—the difference being they do it day after day, month after month, year after year. Yet, they do it with a smiling face. Thank you Ilkka, Kristiina, Ossi, and Timo, and many other university and school leaders, for your help in making these festivities succeed, and, more importantly, for your selfless service to our university and to our school.

The third and final lesson involves learning from the people I have come across during this journey. I have not only marveled the life achievements of our honorary doctors but also have had the privilege to learn to know them in person. I have met great many doctors, masters, and jubilee masters and their spouses during these festivities. It has been wonderful to exchange experiences with them and see everyone immerse in their roles and work in unison. And then there are the many faculty members and friends of the school who have supported this event in different ways. Thank you all for making these festivities an unforgettable experience.

Once more I would like to thank Iris for her kind words. Before we enjoy dessert and coffee, we will play a short video from honorary doctor Brian Kwon who was unfortunately not able to participate in the conferment in person, but who has sent his regards.

I hope you all enjoy the rest of the night.



## **Greetings from Honorary Doctor**

**Brian Kwon**

Hello everyone,

As being introduced, I'm Brian Kwon from LG Group. First of all, I am truly honored to be a part of today's ceremony. On this auspicious occasion, please allow me to extend my deepest gratitude to President Ilkka Niemelä and all other members of the Academic Committee for this distinctive honor and recognition.

I am also delighted to share this proudest moment with all the distinguished guests who are invited here today. My association with the Aalto University began in 2006 as I started its great MBA program. All the knowledge, insights and perspectives that I acquired in those two academic years have served me well throughout my career and professional life, and they continue to inspire me in my role as a business leader at LG Group. Not to mention the times I spent with my classmates at the campus of Helsinki School of Economics are the wonderful memories I reminisce on to this day.

For the past 21 years since 2000 onwards, more than 600 LG people have proudly completed Aalto MBA program, and there are many other LG employees who are studying now. Under the guidance of distinguished professors and scholars of the Aalto University, all of them are gaining valuable business insight and expertise. Therefore, upon completion of the program and return to LG, they will undoubtedly utilize their learnings and contribute to taking LG to another level.

As the future holds many opportunities for all of us, I also greatly look forward to collaboration opportunities between LG Group and various venture businesses supported and developed by the Aalto University. LG's mission is "to make innovation for a better life" so we can make our customers feel that "Life is Good" through new, unique customer experiences. And this is why many outstanding talents at LG are striving hard to make sustainable innovation and to contribute to bringing value to customers and prosperity to society.

This honorary doctoral degree obligates me to work harder and further contribute to society and humanity as an entrepreneur. Wishing all of you every success on the road ahead, I once deeply thank everyone for this monumental moment of pride and gratitude. Life is good, Everyone.



## To the Jubilee Masters

**Liisa Helle**

Esteemed Aalto president, Dean, Conferrer, honorary doctors, jubilee masters, promovendi doctors and masters, ladies and gentlemen,

I've heard that it's always a good idea to lighten the mood a little as the evening progresses. We've made it past dessert, so I guess you know what to expect.

Gatherings like these can't really be taken for granted these days. Most of us have waited for what feels like a very long year for this weekend – some of us, no doubt, are secretly grateful for the extra months that meant they could sneak in their theses in time for this. But I think it's safe to say that no one in this room has waited for this night for quite as long as the Jubilee Masters, who graduated in the ceremonial conferment in May 1971.

So Erkki, Olle, Jouko, Aatto, Erkki, Aunus, Taisto, Seppo and Jyrki – I'm especially excited to see the nine of you here tonight. I can't even begin to imagine how special this night must feel for you.

Well, except maybe for Professor Emeritus Jyrki Wallenius, who I hear is quite the household name at these sorts of events. If I read correctly, this is something like Jyrki's twentieth Ceremonial Conferment, so hats off to Jyrki.

But whether it's your first conferment or your Jyrkieth one, there's always that little bit of magic that comes with being a part of this centuries-old academic tradition. For most of us here, it's a chance to reconnect with old friends, reminisce about our university days, celebrate our collective achievements – and maybe visit just one

more sillis. The fact that these ceremonies have remained virtually unchanged over the years makes it all the more spectacular. I've only been to one conferment ceremony in the past, so I still have some catching up to do with Jyrki and the crew, but I wanted to recreate that nostalgia trip that our jubilee masters are on tonight. I did a little research into what May 1971 looked like, and I was surprised to see that things hadn't really changed that much.

Being a ceremonially conferred master of the Aalto University School of Business, I of course had high standards for academic research – so I looked at the ultimate source of truth: the headlines and ad placements in Helsingin Sanomat from May 17th to May 19th, 1971.

Apologies, these are going to be in Finnish now – but I was surprised to see that things hadn't really changed that much in Finland over the past 50 years, either. Let's take a look.

Otsikoissa luki näin: “Armeijan johto taloushuolissa”, “Kotimaan lentohinnat kohoavat”, ja “Espoon toimistotalon rakentaminen jatkuu.”

Myös mainokset olivat oikean osuvia: “Teräviä ottaessa on oltava tarkkana”, “Familon patja – teille, kun nukutte joskus muuallakin kuin kotona” ja “Hyvännäköinen! On helppo olla valiopukimissa.”

But no matter how much or how little things change, we can only hope that friendships we've made and the communities we've formed grow stronger with time.

So Jubilee Masters, enjoy your night – and everyone else, let's give them a night to remember. Here's to the next fifty years.

Thank you!



## Jubilee Master's response Jyrki Wallenius

Arvoisat promovendit, honored guests

It is a great pleasure, on behalf of the jubilee master's, to extend my warmest congratulations to all you young graduates for a significant academic accomplishment. I am particularly delighted to see so many young master's graduates here tonight. I think that it is important that different generations meet in these events. And because of you these festivities are much more fun. Tonight, we are all young – at least young at heart.

I am honored to stand among such a distinguished group of jubilee master's. We have done our best, over 50 years, to build this country, to make its businesses grow, to make our universities better and more international, and to make our society more tolerant. In the words of Ronald Reagan, we have not done poorly. But I challenge you to do even better. The future is yours. With some sadness, I am tempted to add: the uncertain future is yours. In the precarious world situation, wisdom is called for. But my fellow jubilee master's and I received a solid foundation from the Helsinki School of Economics. And I am confident you have done the same. These times we live in highlight the importance of higher education, critical thinking, the ability to gauge risk and to make decisions under uncertainty.

Tuon teille tervehdyksen vuoden 1971 promootiosta. Vaikka maailma oli toisenlainen 50 vuotta sitten, niin promootioseremoniat ovat kautta viiden vuosikymmenen olleet hämmästyttävän – ja ihastuttavan – samanlaisia muodoiltaan ja tunnelmaltaan. Promoottori Mika Kaskimies promovoi meidät, 73 nuorta

maisteria, Kauppakorkeakoulun Runeberginkadun juhlasalissa. Kunniaotohoreiksi promovoitiin – kuten nytkin – ansioituneita liike- ja yliopistomaailman edustajia. Promootio-banketti järjestettiin silloisessa ravintola Adlonissa, Pörssitalossa. Perinteiset akateemiset tanssit järjestettiin Adlonin linnanpihalla. Hienona erikoisuutena oli franseesi, 7-osainen neliö- ja kuviotanssi, johon osallistui 16 maisteriparisuntaa, me mukaan lukien. Tanssiharjoituksia pidettiin koko kevät. Franseesia leimasi tietty herraskaisuus ja ehkä siksi se viehätti meitä.

Kauppakorkeakoulun vuoden 1971 promootiot olivat ensimmäiset, johon osallistuimme tulevan puolisoni Hannelen kanssa ollessamme 21 vuoden ikäisiä. Tuolloin nuori ikä ei ehkä ollut etu – meinasimme ensin jättää juhlallisuudet väliin, kunnes vanhempamme painottivat, miten ainutlaatuinen tilaisuus on kyseessä – mutta nyt nuori ikä on etu. Tuolloin emme olisi arvanneet, että elämämme aikana tulisimme osallistumaan yli 20 promootioon. Kauppakorkeakoulun promootiot, joissa yhdistyy arvokkuus ja hauskuus, ovat aina olleet ainutlaatuisen upeat. I have been fortunate to take part in these ceremonies in many different roles. In fact, I have come to enjoy these events very much.

I am not alone in my appreciation of these ceremonies. Elias Lönnrot, who is known for creating Kalevala, our national epic, was also very fond of promotion ceremonies. The Helsinki University promotion ceremonies in 1832 were rapidly approaching, putting pressure on Lönnrot to finish his dissertation, in fact his second dissertation. Lönnrot was in such a hurry that he even forgot the period from the last sentence. Although I was also in a hurry to graduate in March of 1971, I did remember to finish my MSc thesis with a period.

Although the promotion traditions originated from medieval Europe, Finland is one of the few countries to carry forward the torch. Long live our promotion ceremonies!



## **To the Conferment evening**

### **Markus Helaniemi**

Dear President of Aalto, dear Conferrer,  
dear Honorary Doctors, dear fellow  
Promovendis

What an amazing party and a truly memorable day this has been!

It was great to get to visit the beautifully renovated Business School after all these years. Last time that I sat in that seat number 322, I was drowsing off on a morning lecture but this time the ceremony was a bit more entertaining and kept me awake. And when I looked along the procession line this afternoon, and counted all the umbrellas, I realized what an awesome academic community we really have.

I've actually waited for this day since the last conferment in 2016. I missed the previous conferment by graduating just a couple of months too late. So, I signed up as a Student Marshal and we had a lot of fun while organizing the conferment with my friends and partying until the morning. And I got my first taste of the academic traditions of Aalto Business School from behind the scenes.

Back then I thought to myself that man, it's going to take five years before I get to attend the conferment myself, that's ages. And true enough, now that we're here today it feels like the waiting took six years.

The pandemic stole a lot from us, including our events and traditions. When the traditions suddenly stopped, it allowed me to really take a moment and think about them.

And most traditions are weird.

I mean, let's take this day for example. Whose idea were the paper white dresses with long sleeves? I'm guessing it was a man's idea... Or what's up with the Latin spells? And we don't even get the swords!

When I was trying to tie my white tie right for the third time today, I thought that why do we bother? Why do we keep traditions alive?

Well, I believe, that traditions provide us with a source of identity; they tell the story of where we came from, and maybe where we are going to. They can connect generations and help us feel that we are part of something bigger. They make us think about our values and help us pass on our beliefs.

Traditions give us something to look forward to, and best of all, they create lasting memories. Although the memories from the after party might be a bit hazier.

Henry James has said that traditions are only kept alive by adding something to them. I believe that traditions are society's assets, but only if they are allowed to evolve with the times.

And I've been very happy to see that the conferment has done just that, with the new position of the Spirit of Mercury, or the right to choose the dress code that you identify with.

The pandemic also filtered our traditions. Some of our traditions were lost to the lockdowns, but some were just put on hold to return stronger than ever.

The conferment is a tradition that has survived. I mean, if you've had the party since the Middle Ages, it won't go away that easily. And the conferment will also hold on through these difficult times and the terrible things we see in the war in Ukraine.

The best traditions survive. And I think the best traditions are about

celebrating. And the best reason to celebrate is achievement.

Today, we've got to celebrate people who have truly achieved something, because graduating from such a great school is a real achievement.

I'd like to raise a toast, and after that we'll enjoy the next tradition, as we sing together Ylioppilaskunta-ajat. So, let's raise a toast to all of us graduates and those, who have earned their honorary doctorates.

And to the conferment, the finest tradition there is.





1. Welcome toast was served at Kalastajatorppa
2. Conferrer Matti Keloharju dancing academic dances.
3. Helsinki Academic Male Choir KYL Quartet performed at the dinner.
4. Spirits of Mercury: Ilona Ilmakunnas, Villiina Ikäheimo, Sissi Korhonen, Elina Mäkelä, Riika Kotka, Mirja Tapanainen and Johanna Wallenius.

# Afterparty

*Smökki Otaniemi, 13 May 2022*



# Gratista's Herring Luncheon

*Restaurant Kaivohuone, 14 May 2022*

## Program

Welcome  
*Gratista Niina Palm*

Dining

To the Conferred  
*Spirit of Mercury – Elina Mäkelä*

Free Speech

Leading singers  
*Elisa Jokinen & Nina Pitkänen*

Dancing  
*Akystic  
Spekti*





## To the Conferred

### Elina Mäkelä

Arvoisa promoottori, ja officiantit,  
upeat promovoidut maisterit, tohtorit ja  
kunniatohtorit; hyvät naiset ja herrat.

Distinguished conferrer, fellow officiants, newly conferred masters, doctors and honorary doctors; ladies and gentlemen. And of course – dear provost.

I will deliver this speech in English, with only a small exception, as we do have so many non-Finnish speakers amongst our distinguished guests, not to mention amongst our own masters and doctors. Indeed, this internationality - and global mindset and open mindedness - have been some of the cornerstones of our dear university's and school of business's successes.

And indeed, these were some of my first impressions of Aalto when I stepped through the doors of Kauppis in Otaniemi three years ago, in the fall of 2019 to begin my master's studies in global management. Those feelings only strengthened as I studied - and partied - during my years as a kylteri. Now having graduated myself, I can say these are some - of course only some of many - of the attributes that make me so very proud to be an alumna of Aalto University School of business. Indeed, had I not been entrusted with the honorable and, as you learned on Thursday evening, deeply challenging task of instructing you in the binding of the laurels, and of course today pinning them to your chests, I would likely be sitting among you right now, celebrating the conferment of my own masters degree and the culmination of those years.

I remember with great fondness my years at Kauppis - the lectures and

lunches and those seemingly endless hours of thesis-writing in the day, and equally endless hours spent with friends old and new in the evenings - and early mornings. Of course, these memories and hours of work are compounded many times for our honorable newly conferred doctors; who have spent four years (or more) crafting new knowledge to put out into the world, knowledge for the good of better business and better society. That's quite a feat - one that I know many of us masters graduands with the pains of our own thesis writing so fresh in our memory - find both deeply impressive and deeply impossible to imagine embarking on ourselves. To both masters and doctors, it is good to finally be able to celebrate your achievements in style.

And this is why it feels so special to have been your Spirit of Mercury for this conferment, to have been involved with this occasion to celebrate the successes of all you these past few days. From greeting the rising sun (after a small false start) with the Finlandia hymn at 5am this morning, to dancing the poloneesi and cicapo, and parading through Helsinki in dramatic and only slightly rain-soaked style, and of course not to forget all those laurels you proudly wore on your chests yesterday (that I was only slightly terrified of dropping or accidentally stabbing one of our esteemed honorary doctors with). But speaking of the Finlandia hymn, you'll notice a hastily handwritten addition to my speech, as I was asked to give a small last-minute public service announcement about this tradition. Namely that it has, in past years, traditionally been sung on the steps of the parliament. But of course this year we have made new traditions – we have new and even better steps here in Otaniemi, we drew a crowd of over 100 people compared to the mere handful who have made it through the night in past years, and of course, in true Aalto style, we managed to adopt a lone teekkari en route to singing our ode to the rising morning sun.

I'm sure Paul – who I'm certain is here somewhere – would be very proud to see how seriously we have taken the execution of the suggested strategy of drinking, eating, talking and dancing. Those with the sharpest ears will hear that I left out the fifth element, sleeping, as

based on the crowd we had serenading the 5am morning sunrise with the Finlandia hymn, there has not been so much sleeping involved.

So, all that remains is to raise a toast, what I believe is the last toast of this year's promotio, to our newly conferred masters, doctors and honorary doctors.

Ja sama suomeksi - nostakoomme maljamme tämän promotioon maistereille, tohtoreille ja kunniatohtoreille.

Och samma på svenska - skål!





# Honorary Doctors

Aalto University School of Business grants honorary doctorates and doctoral insignia at the conferment ceremony to individuals deemed to merit the accolade. The Honorary Doctors have strong ties to Aalto University and achievements in business or contributions to societal activities.

1. Honorary Doctors from left to right: Reneé Adams, Elina Björklund, Salvador Carmona, Taavi Heikkilä, Petteri Karttunen, Pekka Laaksonen, John List, Michael Myers and Linda Putnam.
2. Honorary Doctor Brian Kwon's greetings were shared at the dinner.





**Renée Adams**

*Professor*

Renée Adams is Professor of Finance at Saïd Business School, University of Oxford. Professor Adams is an expert on corporate governance, boards, the governance of financial institutions, and gender. She is a Fellow of the European Corporate Governance Institute, former Finance Department editor for Management Science journal, and co-founder and former chair of AFFECT, the American Finance Association's committee for women in finance. In 2019, she won the Female Career Award from HEC Lausanne. Professor Adams has actively collaborated with the School of Business in doctoral education and research for over 15 years, including in the capacity of Visiting Distinguished Professor.



**Salvador Carmona**

*Professor*

Salvador Carmona has been the Rector of IE University since 2011, where he also holds the position of Professor of Accounting and Management Control. He has had a major role in developing European academic institutions within the field of accounting both as former Editor of the European Accounting Review, the flagship journal of the European Accounting Association, and as initiator of the Talent Workshop, a European-based job market for accounting academics. Professor Carmona has actively collaborated with the School of Business as a member of its Research, Art and Impact Assessment panel.



**CEO, Elina Björklund**

*CEO*

Elina Björklund's long and distinguished business career spans finance, design, and brands. Since 2012, she has worked as the Chief Executive Officer of Reima, a renowned Finnish childrenswear company. In addition, she holds multiple board positions and other positions of responsibility in business and in the third sector. Elina Björklund has collaborated actively with the School of Business by serving as Chairwoman of the Alumni Advisory Board and as a Board Member at the HSE Support Foundation. She was appointed Alumna of the Year in 2018.



**Taavi Heikkilä**

*Former Chairman and CEO*

Taavi Heikkilä has made a highly distinguished career in the Finnish retailing business. From 2014 to 2020, he was the Chairman and CEO of S Group, Finland's largest retailer. In 2017, he received the title of vuorineuvos, Finland's highest title in the area of industry and commerce. Taavi Heikkilä is an alumnus of the School of Business. He has promoted long-term, active, and fruitful cooperation with the School in education and societal impact.



**Petteri Karttunen**

*Chairman*

Petteri Karttunen has made a long and distinguished career in Finnish and Scandinavian business, in particular in SEB where he held different top-level positions until 2016. He has also held many board positions in public companies and charitable foundations, including Saastamoinen Foundation, where he serves as the Chairman. Petteri Karttunen has actively promoted the cooperation between Aalto University and Finnish foundations.



**Pekka Laaksonen**

*Ambassador*

Pekka Laaksonen has made a long and distinguished career in Finnish business, first for over a quarter century in the paper and wood processing industry and finally for nearly a decade as the Chief Executive Officer of Valio, from which he retired in 2014. He received the NIBS Prize for Most Reliable CEO in Finland in that year. He currently serves as the Hamburg Ambassador in Finland. Pekka Laaksonen is an alumnus of the School of Business. He has collaborated with the School by serving as a member of the HSE Support Foundation board and of the School's Corporate Advisory Board. He was the initiator of a fruitful partnership between Valio and the School.



**Brian Kwon**

*President & CEO*

Brian Kwon has made an extraordinarily distinguished career in LG Electronics, a South Korean electronics giant and one of the largest electronics companies in the world. He has worked in the company and its predecessor for over 30 years, rising through the ranks to the position as President and Chief Executive Officer, and now, most recently, to the position as Chief Operating Officer of LG Electronics' parent company LG Corporation. Brian Kwon holds an MBA degree from the School of Business's South Korean unit. He is arguably the most successful alumnus of Aalto University Executive Education, and a beacon of the School's internationalization.



**John List**

*Distinguished Service Professor*

John List is the Kenneth C. Griffin Distinguished Service Professor in Economics at the University of Chicago. Professor List is known for his groundbreaking contributions in microeconomics, with a particular emphasis on field experiments. During his remarkable career, he has risen through the ranks from a faculty position at the University of Central Florida to Distinguished Service Professor at the University of Chicago. Professor List is a Member of the American Academy of Arts and Sciences and a Fellow of the Econometric Society, has won many prestigious awards, and has served in the White House on the Council of Economic Advisers. Professor List has collaborated with the School of Business actively for many years including teaching PhD courses and giving the Yrjö Jahnsson lectures.



**Professor Michael Myers**

*Professor*

Michael Myers is Professor of Information Systems at the University of Auckland Business School. He is a leading information systems scholar, whose research focuses on digital transformation and the social and cultural aspects of information technology. He is a former President, Fellow, and LEO Award winner of the Association for Information Systems, a former Senior Editor of MIS Quarterly, the flagship journal of his field, and the current Editor-in-Chief of European Journal of Information Systems. Professor Myers has actively collaborated with the School of Business for many years. He has participated in PhD teaching and served as the Chair of the School of Business' Scientific Advisory Board for two terms.



**Linda Putnam**

*Distinguished Research Professor and Emerita*

Linda Putnam is Distinguished Research Professor and Emerita at the University of California, Santa Barbara. Professor Linda Putnam is well-known for her work in the field of organizational communication and organizational discourse. She is a Distinguished Scholar of the National Communication Association, a Fellow of the International Communication Association and of the International Association for Conflict Management, a recipient of life-time achievement awards from the International Association for Conflict Management, and Management Communication Quarterly, and holds an Honorary Doctorate from the College of Arts and Sciences, University of Montreal, Canada. Professor Putnam has collaborated extensively with the School of Business in research and researcher training, including serving as a Distinguished Visiting Professor.

# Doctors

**Aho Lotta** – D.Sc. (Econ and Bus. Adm.) International Business  
**Apajalahti Eeva-Lotta** – D.Sc. (Econ and Bus. Adm.) Organization and Management  
**Bhatnagar Kushagra** – D.Sc. (Econ and Bus. Adm.) Marketing  
**Caspers Anja** – D.Sc. (Econ and Bus. Adm.) Organizational Communication  
**Dike Marcellinus** – Ph.D. International Business  
**Erkkilä Laura** – D.Sc. (Econ and Bus. Adm.) International Business  
**Harju Anu** – Ph.D. Organizational Communication  
**Haukkala Teresa** – Ph.D. Organization and Management  
**Houtbeckers Eeva** – D.Sc. (Econ and Bus. Adm.) Organization and Management  
**Kallio Henrik** – Ph.D. Quantitative Methods of Economics and Management Science  
**Laiho Tuomas** – D.Sc. (Econ and Bus. Adm.) Economics  
**Lehto Anne** – D.Sc. (Econ and Bus. Adm.) Marketing  
**Lillqvist Ella** – D.Sc. (Econ and Bus. Adm.) Organizational Communication  
**Lindström Sara** – D.Sc. (Econ and Bus. Adm.) Organization and Management  
**Lukkarinen Anna** – D.Sc. (Econ and Bus. Adm.) Quantitative Methods of Economics and Management Science  
**Luotonen Niilo** – D.Sc. (Econ and Bus. Adm.) Finance  
**Malik Marta** – D.Sc. (Econ and Bus. Adm.) Logistics  
**Mantua-Kommonen Kirsi** – D.Sc. (Econ and Bus. Adm.) Organizational Communication  
**Niemenmaa Mikko** – D.Sc. (Econ and Bus. Adm.) Finance  
**Nykänen Jussi** – D.Sc. (Econ and Bus. Adm.) Information Systems Science  
**Paaso Mikael** – Ph.D. Finance  
**Pakarinen Sami** – Ph.D. Quantitative Methods of Economics and Management Science  
**Palmroos Peter** – D.Sc. (Econ and Bus. Adm.) Quantitative Methods of Economics and Management Science  
**Penttilä Visa** – D.Sc. (Econ and Bus. Adm.) Organizational Communication  
**Raitasuo Pinja** – D.Sc. (Econ and Bus. Adm.) Logistics  
**Rantala Ville** – D.Sc. (Econ and Bus. Adm.) Finance  
**Rinne Timo** – D.Sc. (Econ and Bus. Adm.) Entrepreneurship  
**Saarinen Johanna** – D.Sc. (Econ and Bus. Adm.) Organization and Management  
**Saittakari Iris** – D.Sc. (Econ and Bus. Adm.) International Business  
**Salmi Julia** – D.Sc. (Econ and Bus. Adm.) Economics  
**Savage Paul** – D.Sc. (Econ and Bus. Adm.) Organization and Management  
**Siljamäki Aapo** – D.Sc. (Econ and Bus. Adm.) Quantitative Methods of Economics and Management Science  
**Taponen Suvituulia** – D.Sc. (Econ and Bus. Adm.) Logistics  
**Tiilikainen Sanna** – D.Sc. (Econ and Bus. Adm.) Information Systems Science  
**Tran Tri** – D.Sc. (Econ and Bus. Adm.) Logistics

# Masters of Science

Ahlbäck Niklas	Härkälä Jemina	Kujanpää Aleksii	Orpana Joonaa	Ronkainen Hilla
Aho Pekka	Ikäheimo Pauliina	Kulikoff Joel	Paavola Juho	Ryhänen Iina
Ahonen Ari	Jaanto Jari	Kurki Jani	Paju Roope	Saroniemi Roni
Ahonen Valtteri	Johansson Jani	Kuronen Annaleena	Palamaa Taru	Savolainen Iris
Alppinen Anna	Jokinen Elisa	Kuusisto Taru	Palm Niina	Sironen Vesa
Böhm Sauli	Jokivuolle Fiona	Laakso Marko	Panula Anssi	Somerkerö Siiri
Elonheimo Paavo	Junttila Juhana	Laurikka Anni	Parkkinen Hilla	Sundqvist Joakim
Erkamo Helmi	Juselius Anna	Laurila Riikka	Partanen Heidi	Suomalainen Joanna
Eräste Emilia	Jutila Laura	Leed Marika	Parviainen Milla	Troberg Karita
Haavisto Jenni	Järvinen Aimo	Lehtelä Joni	Peltonen Julia	Vainikainen Kalle
Hakkarainen Elli	Kankaanranta Anni	Lehtinen Antti	Piekkari Henni	Valamäki Suvi
Hakulinen Julia	Kankaanranta	Lehto Joni	Pietilä Iina	Vertanen Ilkka
Halsas Anna	Johanna	Londen Tuija	Piipponen Arttu	Virtala Janne
Hankimo Lotta	Karppinen Leena	Lääkkölä Roope	Pirinen Kalle	Virtanen Elettra
Haraholma Noora	Karttunen Kari	Manninen Otso	Pitkänen Nina	Viskari Annika
Harvala Petri	Karttunen Katariina	Marchant Ville	Pitkäniemi Juho	Vuorelma Laura
Heikkilä Lasse	Kauma Helena	Marjanen Tommi	Pyhäjärvi Daniela	Vuorimaa Waltteri
Heino Jasper	Kekarainen Henrik	Meriläinen Katja	Pyhälampi Allu	Väisänen Viljami
Helaniemi Katariina	Ketonen Jesse	Mieskonen Emma	Pärnänen Paula	Österlund Julia
Helaniemi Markus	Kettunen Kaiku	Mikola Emilia	Pöyhiä Aino-Maria	
Helin Katariina	Koikkalainen Ville	Mäkijärvi Hanna	Pöyhönen Johanna	
Helle Liisa	Kolari Saara	Niemi Leena	Raahenmaa Nea	
Hellgrén Rosa	Korpela Anna	Niemi Antti	Rekola Roope	
Hoffrén Elias	Koskela Pasi	Niinisalo Tarja	Ren Jie	
Hoikkala Sanni	Koskinen Elina	Nortomaa Hanna	Riihimäki Sara	
Holopainen Jesse	Koskinen Kanerva	Ojamäki Jeremias	Riikonen Sampo	
Hopeasaari Olli	Kotilainen Emmi	Olander Otso	Riipi Teemu	
Hurskainen Riku	Kotilainen Josefiina	Olin Akseli	Ritschkoff Maria	
Hämäläinen Markus	Kreus Outi	Orasmaa Annina	Romanyuk Julia	

# Jubilee Masters

The Jubilee Masters received their honorary titles at the Ceremonial Conferment, organised 50 years after their original conferment ceremony. They play an important role at the conferment, representing continuity, wisdom and the academic heritage.



Jubilee Masters from left to right: Jyrki Wallenius, Jouko Kuisma, Arja Saarinen, Erkki Rissanen, Olle Koskinen, Erkki Hämäläinen, Aunus Salmi, Taisto Sulonen ja Seppo Tiitola

# Aalto Executive Doctor of Business Administration

The 16th Ceremonial Conferment was the first time Doctors of Business Administration joined the Celebration. All seven graduates from Aalto Executive Education participated in the Conferment.

Doctors of Business Administration

**Ahdekivi Eeva**

**Airaksinen-Aminoff Pauliina**

**Haavisto Sari**

**Kukkonen Elina**

**Lumme-Tuomala Riitta**

**Suurnäkki Margit**

**Takkunen Susanna**



# Officiants of the Conferment



**The Conferrer of Degrees** bestows the academic title of master or doctor on the promovendi and ensures that the ceremonies proceed smoothly. By tradition, an academically distinguished professor of senior tenure is named to serve in this honorary role.

Aalto Distinguished Professor **Matti Keloharju** served as Conferrer in the ceremony for the School of Business in 2022.



**The Master of Ceremonies'** duties include leading the academic procession and seeing to the due observance of the conventions and protocols at all the ceremonies and events. The person serving in this honorary role is chosen from the faculty of professors. The signature uniform of the MC features a broad red sash.

Professor **Nina Granqvist** served as a Master of the Ceremonies for the School of business in 2022.



**The Head Marshal** organises the work for the marshals and escorts the Spirit of Mercury in the academic procession, among other duties. Generally chosen from the younger ranks of the professorial faculty, the head marshal is identifiably clad in a broad blue sash.

Assistant professor **Matti Sarvimäki** served as Head Marshal in the 2022 School on Business Conferment.



**The Gratista** heads the promovendi conferment committee, which is composed of promovendi masters. The gratista's role is to represent the promovendi at the various functions and to deliver the appreciation speech. Traditionally, the gratista also organises the 'Sillis' herring luncheon.

**Nina Palm** was Gratista for the 2022 School of Business Conferment.

# Ceremonial Conferment Committee

*The Ceremonial Conferment Committee is in charge of the practical arrangements.*

*Members of the committee were:*

Aalto Distinguished Professor **Matti Keloharju**,  
Chair, Conferer of Degrees, Department of Finance

Professor **Nina Granqvist**,  
Master of Ceremonies, Department of Management Studies

Assistant Professor **Matti Sarvimäki**,  
Head Marshal, Department of Economics

Gratista, M.Sc. **Niina Palm**

Event Coordinator **Anni Enkkelä**

Secretary **Satu Holm**

Emeritus Professor **Pekka Ilmakunnas**

Master of Ceremonies **Tatu Pohjola**

Communications and Marketing Manager **Susanna Rosin**

Conferment trainee **Katri Savolainen**

Head of External Relations **Jonna Söderholm**

Editorial staff

Publication, **Anni Enkkelä**  
Foleon, **Katri Savolainen**

Layout

**Anni Enkkelä**

Photos

**Mika Levälampi Photography**

**Roope Kiviranta** (Entreating the Spirit of Mercury  
and Laying the wreath on the Heroes' cross)

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