

**Aalto-yliopiston kauppakorkeakoulun tutkimus- ja opetushenkilökunta ja siihen kuuluvien keskeiset osaamisalueet / Aalto University School of Business faculty members with their focus areas (keywords)**  
(kevät 2024/as of Spring 2024)

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**For more info (incl. contact info), see the People hub on aalto.fi:**

<https://www.aalto.fi/en/people>

## Department of Accounting

**Beyer Bianca**, Assistant Professor

Accounting transparency, compensation, corporate governance, ESG disclosure, private firms, real effects of disclosure

**Derichs David**, Senior University Lecturer

**Hietanen-Kunwald Petra**, University Lecturer

Business Law, entrepreneurship law, conflict management and dispute system design, systems theory, and proactive law.

**Hoppu Kari**, Professor

Yritysjuridiikka, vahingonkorvausoikeus, sopimusoikeus, business law, contract law, tort law

**Huikku Jari**, Associate Professor

Capital investment, Capital budgeting, Goodwill, Management control systems strategic management accounting

**Ikäheimo Seppo**, Professor

Corporate governance, compensation, firm performance, board of directors, investor relations

**Kuoppamäki Petri**, Professor

Business law, competition law, yritysjuridiikka, kilpailuoikeus

**Leino-Haltia Mirel**, Professor of Practice

Board of Directors, Audit Committee, Risk Committee, Corporate Governance, Risk Management, Financial Services

**Malmi Teemu**, Professor

Kustannuslaskenta, kannattavuusanalyysit, suorituksen mittaus ja arviointi, johtamisjärjestelmät, cost accounting, profitability analysis, performance measurement, performance evaluation, management systems, management control systems, strategy, strategia, sosiaali- ja terveystoimi, sote, social and health care

**Melgin Jari**, Senior Fellow

Corporate governance, Corporate Finance, Financial analysis, Practice

**Niemi Lasse**, Associate Professor

Tilintarkastus, tilintarkastusmarkkinat, sisäinen tarkastus, auditing, internal controls, internal auditing

**Ojala Hannu**, Senior Fellow

Financial accounting, IFRS, auditing, capital markets, municipal reporting, higher education

**Rudanko Matti**, Senior Fellow

Securities and Banking Law, General Civil Law, Law of Torts, Law of Contract, rahoitusmarkkinoiden ja pankkitoiminnan sääntely, yleinen siviilioikeus, vahingonkorvausoikeus, sopimusoikeus, Smart contract, methodology of legal research

**Scherleitner Moritz**, Assistant Professor

international tax law, European tax law, tax policy

**Sihvonen Jukka**, Assistant Professor

Accounting, financial accounting, finance, financial markets, digitalization, big data, machine learning, text mining, bibliometrics, laskentatoimi, rahoittajien laskentatoimi, rahoitus, rahoitusmarkkinat, digitalisaatio, massadata, koneoppiminen, tekstinlouhinta, bibliometriikka

**Sinha Vikash**, Assistant Professor

Internal auditing, management accounting, corporate governance, risk management

**Sormunen Nina**, Senior University Lecturer

financial accounting, auditing, financial reporting quality, IFRS, financial reporting, internal auditing

**Vaivio Juhani**, Professor

Management accounting, Management control systems, Strategic management, Strategic management accounting, Management accounting change

**Viherkenttä Timo**, Senior Fellow

corporate taxation, taxation of investment activities and the financing of pensions

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## Department of Economics

**Akbar Prottoy**, Assistant Professor  
Urban Economics, Transportation, and Residential Segregation

**Kailin Chen**, Post-Doctoral Researcher  
Voting, Learning and Strategic Experimentation

**Domnisoru Ciprian**, Assistant Professor  
Labor economics, Applied Microeconomics and Economics of education

**Haaparanta Pertti**, Professor Emeritus  
Development economics, International economics, Macroeconomics, Microeconomics, Public economics

**Hauser Daniel**, Assistant Professor  
Game theory, Economics of information, Microeconomics

**Hetemäki Martti**, Professor of Practice, Helsinki Graduate School of Economics  
Economic policy

**Honkapohja Seppo**, Professor Emeritus  
Macroeconomics, Monetary economics, Central banking

**Huttunen Kristiina**, Associate Professor  
Labor economics, Economics of education, Health economics

**Ilmakunnas Pekka**, Professor Emeritus  
Labor economics, Industrial organization, Statistical methods

**Kitti Mitri**, Senior University Lecturer  
Mathematical methods, Game Theory, Microeconomics

**Liski Matti**, Professor  
Microeconomics and Environmental economics

**Matthews Peter**, Fulbright-Aalto University Distinguished Chair (2023/2024)  
Behavioral Economics, Experimental Economics, Political Economy

**Murto Pauli**, Professor  
Microeconomics, Game Theory, Information economics

**Pohjola Matti**, Professor Emeritus  
Technological change, Productivity, Economic growth, Information and communication technology, Digitalisation, Finnish economy and Economic policies

**Reinikka Ritva**, Senior Fellow, Helsinki Graduate School of Economics  
Development economics and policy

**Saarimaa Tuukka**, Associate Professor  
Urban economics, Real estate economics, Political economy

**Sarvimäki Matti**, Associate Professor  
Labor economics, Immigration, Economic history

**Savolainen Ville**, Post-Doctoral Researcher  
Macro-finance, Blockchain, Cryptocurrencies

**Saxell Tanja**, Post-Doctoral Researcher  
Industrial organization, Health care markets, Innovation, Competition

**Soininvaara Osmo**, Visitor  
Urban economics, Energy economics, Politics

**Stryjan Miri**, Assistant Professor  
Development economics, Political economics and Applied microeconomics with a regional focus on East Africa

**Terviö Marko**, Professor  
Microeconomics, Labor economics, Personnel Economics

**Toivanen Otto**, Professor  
Industrial organization, Innovation, Competition, Regulation

**Valmari Nelli**, Post-Doctoral Researcher  
Productivity, Regulation, Competition

**Vehviläinen Iivo**, Professor of Practice  
Microeconomics, Energy markets, Mathematical methods

**Välimäki Juuso**, Professor  
Microeconomic theory, Game theory, Economics of information

**Warnes Pablo**, Assistant Professor  
Urban economics, International trade, and Development economics

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## Department of Finance

**Joenväärä Juha**, Professor (Associate Professor)  
Finance, rahoitus, investment management, hedge funds, hedge-rahastot

**Jylhä Petri**, Professor (Associate Professor), Academy Research Fellow  
Financial markets, asset pricing, investment funds

**Kaustia Markku**, Professor  
Osakkeet, financial markets, sijoitusstrategiat, behavioral finance, sijoitustoiminta, sijoittajien käyttäytyminen, pääomamarkkinat, pörssi, Kotitalouksien rahoituspäätökset, osakemarkkinat, sijoitusneuvojat, finance, rahoitus, sijoittaminen, yhteiskuntavastuullinen sijoittaminen, ESG, vihreä rahoitus, kestävä rahoituksen taksonomia, kestävä kehitys, kryptovaluutat, lohkoketjuteknologia,

responsible investing, ESG investing, green finance, green taxonomy, sustainability, crypto currencies, block chain technology

**Keloharju Matti**, Professor

Finance, rahoitus, Behavioral Finance, Corporate Finance, Household Finance

**Knüpfer Samuli**, Professor

Ownership, finance, saving, investing, sustainability, omistajuus, rahoitus, säästäminen, sijoittaminen, vastuullisuus

**Kokkonen Joni**, University Lecturer

finance, asset pricing, institutional investors

**Lof Matthijs**, Professor (Associate Professor)

Finance, asset pricing, econometrics

**Nyberg Peter**, Professor (Associate Professor)

Rahoitus, Finance, asset pricing (arvopapereiden hinnoittelu), stock markets (osakemarkkinat), quantitative investment strategies (kvantitatiiviset sijoitusstrategiat), momentum investing, value investing (arvosijoittaminen), factor investing (faktorisijoittaminen), discount rates (diskonttokorot), risk and return (osakemarkkinoiden riski ja tuotto)

**Penttilä Timo**, Professor (Professor of Practice)

FinTech, Financial Technology, Sustainable Investments, Investment Funds, Asset Management, Pension and Insurance

**Puttonen Vesa**, Professor

financial services, marketing-finance, Finance, Graduate School of Finance, Mutual funds

**Pöyry Salla**, Professor (Professor of Practice)

Finance (rahoitus), financial markets (pääomamarkkinat), investor behavior (sijoittajakäyttäytyminen), corporate governance, (hallinnointi ja ohjausjärjestelmä), ownership and stakeholder types (omistajavalvonta, sidosryhmät), Market impact of institutional and regulatory context (sääntelyn ja instituutioiden markkinaimplikaatiot)

**Rantapuska Elias**, Professor (Associate Professor)

Rahoitus, Behavioral finance, Household finance, Mutual funds, Sijoitusrahastot, Kotitalouksien rahoituspäätökset, Kotitalous, Osingot, osinko, Dividend, Osakeanti, Rights issue, Yritykaupat, M&A, Mental accounting, Henkinen kirjanpito, Labor market, Työmarkkinat, Advisors, Sijoitusneuvojat, Finance, Helsinki Finance Summit, Seasonal affect disorder, Mood, Experimental, Advanced corporate finance, Valuation, Firm valuation, Master's thesis

**Shin Sean**, Assistant Professor, Visitor until 31.8.2024

Asset pricing, financial stability, liquidity, corporate bond, institutional investor, mutual fund, corporate governance

**Suhonen Antti**, Professor (Professor of Practice)

Finance, rahoitus, financial markets, rahoitusmarkkinat, fixed income, bond markets, lainat, joukkolainat, velkarahoitus, alternative investments, vaihtoehtoiset sijoitukset, private credit, direct lending, quantitative investment strategies, sijoitusstrategiat, derivatives, johdannaismarkkinat

**Suominen Matti**, Professor

Finance, Asset Pricing, Hedge Funds, Trading, Rahoitus, Asset Management, Quantitative Investment Strategies

**Torstila Sami**, Professor (Associate Professor)

Finance, rahoitus, Corporate Finance, mergers and acquisitions, yritysrahoitus, yrityskaupat, Legal issues in Finance, rahoitusjuridiikka

**Ungehauer Michael**, Professor (Associate Professor), Academy Research Fellow

Investor behavior, asset pricing, household finance, portfolio choice, judgement and decision making, risk and uncertainty, learning environments

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## Department of Information and Service Management

**Bragge Johanna**, Principal University Lecturer

Bibliometrics, Science visualization, Text-mining, Digital sustainability, Twin transformation, Collaboration engineering, User-centered Service Development

**Choudhury Nishat A.**, Postdoctoral Researcher

Supply Chain Resilience, Supply Chain Risk Management, Supply Chain Networks

**Erästö Panu**, Senior University Lecturer

Blended learning, statistics, Bayesian statistical modeling, transmission models, learning analytics

**Finne Max**, Assistant Professor

Servitization, service network management, professional service operations, circular economy, inter-organizational collaboration, learning analytics and flipped learning pedagogies

**Gautam Basu**, Professor of Practice

Operations Management, Digital Operations, Supply Chain Risk, Operations Analytics, Global Logistics, Operational Value Creation in M&A

**Ghanbari Hadi**, Assistant Professor

Software Development, Information Security and Privacy, Smart Sustainable City, Data-Driven Innovations, Qualitative Research, Design Science Research

**Gloukhovtsev Alexei**, Senior University Lecturer

Marketing analytics; consumer analytics; consumer privacy and data protection; technology and consumer wellbeing; survey research; qualitative research

**Halme Merja**, Hourly paid Teacher

Preference measurement, sustainable development, marketing research

**Hekkala Riitta**, Associate Professor

Social and organisational aspects of information systems development (ISD); emotions and power issues in ISD projects', 'Information technology (IT) and the changing nature of work; IT use in personal and organizational contexts, wellbeing in IS projects, qualitative research, grounded theory

**Hämäläinen Erkki**, Visitor

Managerial and Board Experiences, EU-Logistics, Product-Process in SCM, M&A

**Kallio Markku**, Emeritus Professor

Optimization methods with extensions and applications in business and economics

**Kauppi Katri**, Associate Professor

Public procurement, sustainable supply chains, supply chain management, sustainability, global sourcing, supply chain risk management, climate change risks in supply chains

**Koskinen Kari M.**, Postdoctoral Researcher

Digital platforms, digital innovation, mobility, self-driving vehicles, ICT4D

**Kuula Markku**, Professor

Operations management, Continuous improvement, Lean, Change management, Supply network management, Sustainability, Quality and performance management, Multi-objective optimization, Management Science

**Liesiö Juuso**, Associate Professor

Management Science, Operations Research, Business Analytics, Predictive Analytics, Decision Analysis, Multiple Objective Decision-Making, Optimization

**Liu Yong**, Associate Professor

Big data, social media, business intelligence, e-commerce, information systems, text mining, AI robotic service, tourism management

**Malo Pekka**, Associate Professor

Machine learning, statistical analysis, Evolutionary Multi-Objective Optimization, Multi-Criteria Decision Making, Multivariate Statistics, evolutionary computation. Text mining

**Penttinen Esko**, Associate Professor

Strategic management of information systems; technical debt; legacy systems; robotic process automation; electronic invoicing

**Peura Heikki**, Associate Professor

Business Analytics, Electricity Markets, Operations Management, Pricing, Revenue Management, Supply Chain Management

**Rossi Matti**, Professor

Information Systems, Digital transformation, Data business, Enterprise Systems, Design research, Open data, Distributed ledger technologies, Smart cities

**Ruissalo Joonas**, Postdoctoral Researcher

Human-AI work, Machine learning enabled systems, Skills transformation, Information systems, Qualitative research

**Saarinen Timo**, Emeritus Professor

Electronic commerce and consumer services, multichannel delivery channels, adoption and use of digital services, strategic management of information systems

**Seongtae Kim**, Assistant Professor

Supply Chain Management, Logistics Management, Purchasing and Supply Management, Operations Management

**Seppälä Tomi**, Senior Fellow

Statistical analysis, Simulation, Empirical and Quantitative methods in Economics and Business, Sports Analytics

**Tinnilä Markku**, Visitor

Business models, service processes, E-business, Services

**Tuunainen Virpi**, Professor

Information systems, ICT enabled or enhanced services, Digital innovation, Digital platforms, Applications of AI

**Viitasaari Lauri**, Assistant Professor

Statistical methods including modelling and forecasting, Probability, AI methods, Applications in business analytics on a wide spectrum

**Vilkkumaa Eeva**, Assistant Professor

Decision Analysis, Optimization, business analytics, Operations research, Systems analysis, Multi-criteria decision analysis, Portfolio Decision Analysis, Management Science

**Wallenius Jyrki**, Emeritus Professor

Multiple Criteria Decision Making, behavioral decision theory, negotiations & auctions, crowdfunding, Voting Advice Applications

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## Department of Management Studies

**Ahola-Launonen Johanna**, Postdoctoral Researcher

Sustainability transitions, Bioeconomy, Technological optimism, Sociology of expectations, Futures imaginaries, Hype cycles, Methods in Applied ethics, Bioethics, Ethics of Health, Ethics of Pharmaceutical Industry, Technology ethics, Anticipatory ethics, AI ethics, Ethics and politics of Hope, Individual and Social Responsibility, Science and Technology Studies, Justice studies, Value theory

**Chliova Myrto**, Associate Professor

Social innovation, Social value creation, Grand challenges, Organizational emergence, Market emergence.

**Diehl Marjo-Riitta**, Associate Professor

Organizational justice, Psychological contracts, Social exchange theory, Gender

**Eloranta Ville**, Senior University Lecturer

Business ecosystems, platform business models, servitization, complexity management, experiential learning, experiential education, radical creativity, interdisciplinary teamwork, transdisciplinary research

**Eräranta Kirsi**, Senior University Lecturer

Gender, equality, diversity and inclusion policies, Power and resistance, Identity work and subjectivation, Legitimation of precarious work, Politics of corporate social responsibility



**Galkina Tamara**, Assistant Professor  
Sustainable entrepreneurship

**Ganoo Apurva**, Lecturer

**Ginting-Szczesny Bernadetta**, Postdoctoral Researcher

**Granqvist Nina**, Professor

Industry and market emergence, Strategy, Megatrends, Organizational change, Market development in quantum computing

**Helanummi-Cole Heli**, Postdoctoral Researcher

Entrepreneurship, digitalization, organizational change, cultural entrepreneurship, social value creation, circular economy

**Halme Minna**, Professor

Sustainability, Sustainability in business, Sustainable business models, Sustainability innovation corporate responsibility

**Huopalainen Astrid**, Assistant Professor

Arts and organizing, Animal organization studies, Creative labour and creative processes, Organizational aesthetics and embodiment, Gender, Posthuman perspectives, Practice-based studies

**Härri Anna**, Postdoctoral Researcher

**Häyry Matti**, Professor

Abolitionism, Anticapitalism, Antinatalism

**Itani Sami**, Professor of Practice

Mergers & acquisitions, Philosophy of management, Critical research methods, Human resource management

**Katila Saija**, Senior University Lecturer

Practice-based studies, Affect and emotions at work, Gender studies, Diversity and inclusion, Organizational space, Family business, Feminist research

**Kautto Daria**, Postdoctoral Researcher

International entrepreneurship, Immigrant entrepreneurship, entrepreneurship policy, entrepreneurial cognition

**Khan Iqra**, Postdoctoral Researcher

**Kibler Ewald**, Associate Professor, Academy Research Fellow

Entrepreneurship, Organizational sociology, Human geography, Nascent entrepreneurship, Regional entrepreneurship, Social entrepreneurship, Late-career entrepreneurship, Entrepreneurial wellbeing, New venture legitimation, Entrepreneurial failure, Place, Emotions, Institutional work, Institutional change, Social inequality, Extreme settings, Crisis management, Natural disaster recovery, Community development

**Koskinen Sandberg Paula**, Assistant Professor

Employment relations, business-society relations, policy and politics, gender equality policy, equal pay, inequalities, public sector employment, working life

**Koulouri Anastasia**, Senior University Lecturer

Quantitative Methods

**Koveshnikov Alexei**, Associate Professor

Expatriation and Global Mobility, Migration and Displacement, Doing business in Emerging Markets, Leadership and People Management, Organizational power and politics, Discourse Analysis, Identity and Identity Work, Organizational Development

**Kähäri Perttu**, Professor of Practice

International business, International management, Headquarters, Location choice, Relocations

**Laine Lauri**, Postdoctoral Researcher

**Lankoski Leena**, Senior University Lecturer

Corporate responsibility, Sustainability in business, Vastuullinen liiketoiminta

**Lindholm Niklas**, Professor of Practice

**Loizeau Justine**, Postdoctoral Researcher

**Lundan Sarianna**, Professor

**Moisander Johanna**, Professor, Head of Department

Power and governmentality, Organization studies, Organizational discourse, Gender, Institutional work, Emotions

**Mäkelä Kristiina**, Professor

International management, Human resource management, Future of work

**Niittymies Aleks**i, Assistant Professor

**Nissilä Heli**, Academy Research Fellow

Field and market emergence, sustainability in business, collective action, temporality, institutional theory, sustainability transitions

**Patala Samuli**, Assistant Professor

Corporate sustainability, Cross-sector collaboration, Institutional Change, Polycentric governance, Circular economy, Energy transition, Sustainable business models

**Piekkari Rebecca**, Professor

Multinational management, Regional management, Diversity management (gender, language), International Business, Organizational design, Post-merger/acquisition integration, Headquarters (corporate, divisional, regional), Organizational structure and design, Organizational culture, Management of multilingual organizations, Headquarters and their relocations, Qualitative research methods, Case Studies

**Pälli Pekka**, Senior University Lecturer

Critical discourse analysis, Strategy-as-discourse, Discursive approaches, Communication, Embodied interaction, Conversations, Organizational communication, Workplace management

**Rintamäki Jukka**, Assistant Professor

Corporate wrongdoing and scandals, corporate responsibility, sustainability and business, collective memory, workplace conflicts, institutions and institutional change, organization theory, qualitative comparative analysis

**Ritvala Tiina**, Associate Professor, Assistant Dean of Teaching and Education  
Sustainability in international business, Cross-sector partnerships, Energy transition, Sustainable cities

**Saittakari Iiris**, Assistant Professor  
Location choice, Headquarters, Sustainable cities, Politicization of multinational corporations

**Schildt Henri**, Professor  
Digitalization, Strategy, Organizational change

**Sele Kathrin**, University Lecturer, Academy Research Fellow  
Organizational routines, work and technology, innovation, grand challenges, embodiment, ethnography, qualitative research, practice theory, actor-network theory, discourse analysis

**Seristö Hannu**, Professor  
International strategy, Strategic partnerships, University globalization

**Shulist Patrick**, Assistant Professor  
Entrepreneurship, Africa, Poverty alleviation, Entrepreneurship education and training, International development, Field experiments, Qualitative analysis

**Snellman Kirsi**, Postdoctoral Researcher  
Emotions, sustainable decision making, creativity

**Svanberg Marja**, Postdoctoral Researcher  
Business ethics, the profit motive, social sustainability

**Tammenluoto Christa**, University Lecturer  
Presentation skills, Business communication skills, Pedagogical training, Negotiation skills, Interaction skills

**Turunen Linda**, Postdoctoral Researcher  
Sustainability communication, Sustainable consumption practices, Circular business models, Secondhand, Luxury brand management, Fashion consumption

**Turunen Taija**, Assistant Professor  
Innovation, business models, service business management, strategic renewal and resilience, managerial identity

**Vaara Eero**, Visiting Distinguished Professor  
Strategy work, Organizational/strategic/institutional change, M&A, History, Discourse, Narrative, Globalization, Nationalism

**van der Giessen Mark**, Postdoctoral Researcher  
Grand challenges, extreme contexts, quantitative/qualitative/mixed-methods, responsible scholarship, organizational behavior, sensemaking, identity

**Vuorenmaa Hertta**, University Lecturer, Research Director  
Future of work, Digitalization of human resource management, HRM in public and private organizations, Digitalization, Gender, Qualitative research methods including ethnography

**Yli-Kauhaluoma Sari**, University Lecturer

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## Department of Marketing

**Ahlberg Oscar**, Doctoral Researcher

Consumer research, desire, affect, Deleuze, Guattari, Semiocapitalism, excess

**Arnould Eric**, Professor, Emeritus

Consumer Culture Theory, Ethnographic methods, Sustainable business models, Organic markets, Human branding, Consumption and mobility, Economy and social theory, Post-utilitarian theory

**Asikainen Sanna-Katriina**, Associate Professor

International entrepreneurship, Strategic management, Strategic marketing, Strategic Renewal, International Business, Market Entry, Managerial decision making

**Bhatnagar Kushagra**, Assistant Professor

Consumer Culture Theory; Organizational Ethnography; Branding; Frontline Employees; Consumer Wellbeing; Customer Experience Management; Marketing Analytics; Market Categorization

**Blakaj Hedon**, University Lecturer

Consumer Culture Theory, Ethnographic methods, Cultural Intermediaries, Cultural entrepreneurship, Organic markets, Branding and communications

**Etz Miriam**, Doctoral Researcher

Consumer psychology, emotions, decision-making

**Falk Tomas**, Professor, Associate Dean of Teaching and Education

Customer satisfaction, Service Management, Self-service technologies, Mobile Services, Frontline employees, Patient compliance, Entry pricing, Strategic marketing, co-creation

**Frösén Johanna**, Associate Professor, Vice Head of Department,

Strategic marketing, Marketing performance, Marketing analytics, Marketing metrics, Market orientation, Strategic orientations, Market-based capabilities

**Geyik Pelin**, Doctoral Researcher

Qualitative Research, Consumer Culture Theory, Ethnography, Family, Gender

**Gudergan Sigg**, Visiting Distinguished Professor

Strategic management, Strategic renewal, Strategic transformation, Managerial decision making, Strategic marketing, Customer experience management

**Heikkilä Taavi**, Executive in Residence

**Huhtala Juho-Petteri**, Postdoctoral Researcher

Strategic marketing, Innovation management, Customer experience management, Service design, Artificial Intelligence

**Jones Hunter**, Doctoral Researcher

Consumer Behaviour, consumer culture theory, ethnography, politics of consumption, consumer responsabilization, consumer resistance, consumer risk perceptions

**Juslin Axel**, Doctoral Researcher

**Kajalo Sami**, Senior University Lecturer

Quantitative Methods, Research methods, Marketing theory

**Ladva Hardikkumar**, Doctoral Researcher

Consumer Culture Theory, Category Dynamics, Religion and Consumption, Product Alternatives

**Lehtovirta Simo**, Doctoral Researcher

Qualitative research, Consumer Culture Theory, fashion consumption, fashion marketing, gender, identity, circular economy, sustainability in marketing.

**Liao Jiancai**, Doctoral Researcher

Consumer Adherence, Healthcare Marketing, Healthcare Policy, Patient Stigmatization, Cross-disciplinary Approach

**Lindblom Arto**, Professor

Retailing, retail strategies, strategic marketing, business models, retail entrepreneurship

**Mikkonen Ilona**, Senior University Lecturer

Consumer Culture Theory, consumer resistance, gender, identity work, dark side of consumption

**Möller Kristian**, Professor, Emeritus

Business marketing, network management, innovation networks, marketing theory

**Nanni Anastasia**, Assistant Professor

Field Experiment, Technology Infusion in Services, Artificial Intelligence, Creative industries.

**Paasonen Petra**, Doctoral Researcher

Consumer psychology, experiments, gender, feminist research in marketing

**Padhaiskaya Tatsiana**, Lecturer

Qualitative research, Consumer Culture Theory, consumer well-being, embodiment

**Rosenberg Laura**, Doctoral Researcher

Qualitative research, access-based consumption, circular economy, ownership, person-object relationships

**Sakhnovskaia Elizaveta**, Doctoral Researcher

Marketing higher education, international student recruitment strategies, student decision-making

**Seittu Henriikka**, Doctoral Researcher

Service research, healthcare services, transformative service research and transformative consumer research

**Tikkanen Henriikki**, Professor

Strategic marketing, strategic management, leadership, business & industrial marketing, management & organizational history, historical research methods, behavioral research

**Töytäri Pekka**, Professor of Practice

**Weijo Henri**, Associate Professor, Head of the Department,

Qualitative Research, subcultural research, consumer behavior, consumption communities, political consumption, consumer activism, value, co-creation, circular economies, branding

**Wittkowski Kristina**, Associate Professor

Access-based services, collaborative consumption, value co-creation in services

**Yoon Nayoung**, Doctoral Researcher

Psychological ownership, Sensory experience, Consumer behavior, Consumer psychology, Retailing, Offline store, Online store

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## Center for Knowledge and Innovation Research (CKIR)

**Ikävalko Heini**, Project Researcher

Innovation management, innovation ecosystems, strategy implementation, Innovaatiojohtaminen, innovaatioekosysteemit, strategian toteuttaminen

**Lakaniemi Ilkka**, johtaja

innovation management, ecosystem development, value creation, corporate strategy, innovaatiojohtaminen, ekosysteemien rakentaminen, arvonluonti, liikkeenjohdon strategia

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**Päivitetty keväällä 2024 / Updated in Spring 2024**

**Listassa voi olla puutteita. / The listing is directional.**