

## JOINT RESEARCH SEMINAR

By  
**Professor Henrikki Tikkanen and Research Team**  
**From Aalto University School of Business, Finland**



**Date:** Wednesday, 18 December 2013  
**Time:** 13:30 - 15:30 hrs.  
**Venue:** Room 108, SOM Building

### Topics:

- **Publishing in International Journals & Getting Hired as an Asst. Professor in an International Business School** (*Prof. Henrikki Tikkanen*)
- **Contemporary Consumer Research: an Outlook** (*Dr. Joel Hietanen*)
- **Researching Organizational Mechanisms: A Study in a Product Development Context** (*Antti Sihvonen, M.Sc*)
- **Researching Corporate Strategies: A Study of Large Finnish Corporations** (*Iiro Vaniala, M.Sc*)

SOM PhD and DBA students are expected to participate in this seminar. Interested faculty, MBA students and alumni are welcomed to join. Please confirm your attendance to [dean\\_som@ait.asia](mailto:dean_som@ait.asia) by Tuesday, 17 December 2013.

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**Henrikki Tikkanen** is a Professor of Marketing at Aalto University School of Business, Finland and Stockholm University School of Business, Sweden. In 2013-2014, he is also a Visiting Professor at the Asian Institute of Technology School of Management in Bangkok, Thailand. His research interests include strategy and business model evolution, strategic marketing, industrial business relationships and networks, and international project marketing. His research has recently been published in Strategic Management Journal, Industrial Marketing Management, Journal of Management Studies, and Industrial and Corporate Change. With Prof. Juha-Antti Lamberg, he has won the Sloan Foundation's Industry Studies Best Paper Prize in 2008.

**Joel Hietanen** is a Post Doctoral Fellow at the Aalto University School of Business. His research covers Consumer Culture Theory (CCT), especially the use of videography in a consumer research context. He has won four times the best videography award at the Association of Consumer Research (ACR) main conference in the United States 2008-2013. Moreover, he has published research in strategic marketing and project marketing. His research has been published e.g. in Journal of Business Research, Journal of Strategic Marketing and Management Decision.

**Antti Sihvonen** and **Iiro Vaniala** are doctoral students in Prof. Tikkanen's research team.

Their latest paper on Nokia's business model has just come out in Long Range Planning:  
<http://www.sciencedirect.com/science/article/pii/S0024630111000318>

Read the new article by Jaakko Aspara & Henrikki Tikkanen (2013) in Journal of Business Research  
<http://www.sciencedirect.com/science/article/pii/S0148296312001129>

Frösén, Jaakkola, Vassinen & Tikkanen article on Marketing Performance Assessment Systems has been published in the European Journal of Marketing:  
<http://www.emeraldinsight.com/journals.htm?articleid=17089501>