

Research News of the University of Vaasa

April 2013

New Funding and Research Projects (<10 000 €)

AGCO, **Seppo Niemi**, Faculty of Technology, different companies, 131 400 €

Kunnan sijoitusvarallisuus ja sen menestyksessä hallinta, **Timo Rothovius**, Faculty of Business Studies, The Foundation for Municipal Development, 50 000 €

Cross-cultural study of the relationships between cultural values, advertising appeals and advertising effectiveness, **Jorma Larimo**, Faculty of Business Studies, Foundation for Economic Education, 25 000 €

Smart Specialisering Strategier (S3) i Österbotten, **Seija Virkkala** and **Josu Takala**, Faculties of Philosophy and Technology, Regional Council of Ostrobothnia, 36 200 €

Kieliosaamisen tarpeet Vaasan yliopistossa ja Vaasan seudulla, **Anna Martin**, **Riia Metsälä** and **Arttu Vainio**, Levón Institute, University of Vaasa, 24 000 €

Museoiden taloudellinen vaikuttavuus (Economic impact of Finnish Museums), **Arttu Vainio**, **Anna Martin** and **Riia Metsälä**, Levón Institute, Finnish Museums Association, 55 000 €. Levón Institute's Research Manager Vainio presents the project:

► The overall aim of the study is to measure the economic impact of Finnish museums to both regional economies and the whole national economy.

The impact will be measured through estimating e.g. the tourism spending of the museum visitors and the role of the museums in their travelling decisions. Both direct and indirect impacts including the multiplier effect are examined. The research is done during this summer.



► The analysis will be based on e.g. more than 20 000 questionnaires filled in by museum visitors all over the country. It means tight schedule and busy summer, but also interesting work.

Dissertation

10.5. **Jukka Sihvonen**: *Essays on Information and Externalities in Financial Markets*. Field of Study: Accounting and Finance.

Recent Publications and Scientific Articles

Several high-quality articles¹ have been published by the researchers of the university during the beginning of 2013.

Development Manager **Pekka Peura** from the Levón Institute published an article *From Malthus to Sustainable Energy – Theoretical orientations to reforming the energy sector* in *Renewable and Sustainable Energy Reviews* by Elsevier.

Professor **Jorma Larimo** wrote a chapter with **Xiaotian Zhang** to a book called *Emerging Economies and Firms in the Global Crisis*. The chapter was about longitudinal internationalization process of born globals and had three Chinese cases of radical change and the global crisis.

Doctoral Student **Michael Dorsch**, Professor **Vesa Suutari** and Professor **Chris Brewster** from the Department of Management got their article published in a book *Self-Initiated Expatriation. Individual, Organizational, and National Perspectives*. The article was called *Research on Self-Initiated Expatriation: History and Future Directions*.

Assistant Professor **Mikko Zerni**'s article *Empirical evidence on the Implicit Determinants of Compensation in big 4 Audit Partnerships* was published in *Journal of Accounting Research*. The article was written with **Robert Knechel** and **Lasse Niemi**.

The researchers from the Department of Production, Doctoral Student **Alireza Aslani** and Associate Professor **Marja Naaranoja** wrote to *Renewable and Sustainable Energy Reviews*. Their article was called *Strategic Analysis of Diffusion of Renewable Energy in the Nordic Countries*.

Assistant Professor **Ahm Shamsuzzoha** and Manager **Timo Kankaanpää**, wrote an article with **Sami Rintala**, **Pedro Cunha**, **Pedro Ferreira** and **Luis Carneiro** to a book *Intelligent Non-hierarchical Manufacturing Network*. The name of the article is *Event Monitoring and Management Process in a Non-hierarchical Business Network*.

Assistant Professor **Annuikka Jokipii** and **Benita Gulkvist**'s article about perceived importance of red flags across fraud types was published in *Critical Perspectives on Accounting* by Elsevier.

Professor **Adam Smale** from the Faculty of Business Studies has published an article in the *Journal of World Business* entitled *Examining the Differential Use of Global Integration Mechanisms across HRM Practices: Evidence from China*. The article was written with **Ingmar Björkman** and **Jennie Sumelius**.

He has also published an article with Ingmar Björkman, **Mats Ehrnrooth**, **Kristiina Mäkelä** and Jennie Sumelius in *Human Resource Management* by Wiley. His article *Talent or Not? Employee Reactions to Talent Identification* was published in March.

► In this article, we examine the effect of talent identification on employee attitudes. We analyzed the association between employees' perceptions about whether or not they have been formally identified as 'talent' and a range of attitudinal outcomes, explains Smale.



► The issue of whether to communicate to employees their talent (or 'high potential') status appears to be particularly sensitive in Nordic firms. However, our results suggest that it is not only better to inform employees that they have been identified as talent, but that it is perhaps also better to tell those who have not made it into the talent pool—provided that both the talent review and communication about inclusion are conducted in a transparent and fair way.

¹ Publications at level 2 or 3 in the Finnish Publication Forum classification.

Research Group in Focus – Deliberative Welfare Policy

► The research group defines deliberative welfare policy as a system where the citizens have an active role to develop and maintain the welfare system. Participation is the key to becoming an active member of the society; its services and systems, explains Professor **Pirkko Vartiainen**, the leader of the research group.



The study of deliberative welfare policy combines theoretically normative and hermeneutic research with empirical analysis. The research includes new innovations in democracy, such as citizen juries and World Cafés. The group also focuses on juridical and operational questions related to the organisation and production of welfare services as well as citizen rights.

► This group brings together enthusiastic and active researchers from the field of social and health management and public law, Vartiainen describes.

Published by the University of Vaasa

Luoto, Ilkka, Hannu Katajamäki & Niklas Lundström (eds):

Oppiva alue, menestyvä alue. Juhlakirja professori Seija Virkkalan 60-vuotispäiväksi. Acta Wasaensia 275.

Hallberg, Pekka:

Puheenvuoro oikeusvaltiosta. Kehityskulkuja Suomessa ja ulkomailla. The Teaching Aid Series 64.

Orders and pdf-versions:

<http://uva.fi/en/research/publications/orders/database/>

The Graduate School Announces

The Graduate School got more applications for its scholarships than ever before. Also the Graduate School's two open Doctoral Student's positions for a fixed term of 2 years got more applications than before.

Ten people got the Graduate School's scholarships and two people were appointed to the position of Doctoral Student for 1.8.2013–31.7.2015. They were **Hilpi Kangas** (Management) and **Marika Salo** (Business Law). Six people got the *Evald and Hilda Nissi Foundation's* scholarship. They were **Piia Edinger** (Management), **Yuqiuge Hao** (Industrial Management), **Nnamdi Oguji** (Marketing), **Saleem Salman** (Marketing), **Raija Salomaa** (Management) and **Rayko Toshev** (Production). Four people were granted the *Vaasa University Foundation's* scholarship. They were **Alireza Aslani** (Industrial Management), **Johanna Jokisuu** (Public Management), **Maria Kvist** (Languages and Communication) and **Omid Palizban** (Electrical Engineering and Energy Technology). Both the Evald and Hilda Nissi Foundation and Vaasa University Foundation's scholarship's were for the period of 1.8.2013–31.7.2014.

Current Issues

The **Researcher's Toolbox** is a new tool for a researcher in the University Portal. It offers researchers and postgraduates a compilation of materials and instructions related to different areas of research, from research funding and finding information for scientific writing to publishing and utilising research. The toolbox is intended for the use of all researchers. The Toolbox exists both in English (<https://port.uwasa.fi/english/researcher/>) and in Finnish (<https://port.uwasa.fi/tutkijalle/>).

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Suggestions about the cases are welcomed.
Also available in the internet: uva.fi/researchnews

The newsletter is published every other month during the academic year. Next newsletter will be published in Autumn