

Research News of the University of Vaasa

February 2013

New Funding and Research Projects

Statistical Modeling and Control of Aggregate Interference in Wireless Systems, **Mohammed Elmusrati**, Faculty of Technology, Academy of Finland, 67 900 €

Swarm intelligence, networks and the power of interaction, **Merja Koskela** and **Jukka Vesalainen**, Faculty of Philosophy and Faculty of Business Studies, Tekes, 283 300 €

The goal of the whole project is to identify aspects of collective action useful for expanding the understanding of network organization. In particular, the concept of swarm intelligence is studied as a potential source for novel solutions to the challenges of networked business. At the University of Vaasa, the project combines ideas from management and communication. The leader of the Vaasa part of the project is Professor Jukka Vesalainen from the Faculty of Business, whereas Professor Merja Koskela answers for the input in the project by communication studies.



In practice, the project looks at how companies form networks, what are the obstacles and the boosters, and how companies best can find suitable partners in different situations.

► Some of the problems hindering deeper interaction between companies are communication problems, and we intend to study how such problems can be overcome, says Professor Koskela.

What is unique with the project is that it combines theories and concepts concerning networking from many disciplines. In this way, new ways of thinking about networking and networked economy can be found.

For Finland as a small country, networked logic is more beneficial than market competition logic. Therefore, the project strives at abolishing the obstacles for effective and fast networking.

The project is funded by TEKES, the Finnish Funding Agency for Technology and Innovation, for the period of 2013–2014. The project is a multidisciplinary co-operation between Turku and Vaasa Universities and VTT (The Technical Research Centre of Finland). The disciplines involved include biology, law, business studies and communication studies.

The Graduate School Announces

The head of the Research School has changed for the year 2013. The new head is Professor **Jorma Larimo** from the Department of Marketing.

Admissions to the Graduate School of the University of Vaasa are open until 30th April 2013. Read more: www.uva.fi/en/research/researcher/graduate_school/admissions/

Recent Publications and Scientific Articles

Many high-quality articles¹ have been published by the researchers of the university during the end of 2012.

Assistant Professor **Saba Khalid** and Professor **Jorma Larimo** published an article *Affects of alliance entrepreneurship on common vision, alliance capability and alliance performance*. It was published in *International Business Review*.

Assistant Professor **Mikko Zerni**, Doctoral Student **Elina Haapamäki** and University Teacher **Tuukka Järvinen** got their article published with **Lasse Niemi** in *European Accounting Review*. The article is called *Do Joint Audits Improve Audit Quality? Evidence from Voluntary Joint Audits*.

Also Professor **Stefan Sundgren**'s article *Are Modified Audit Opinions Related to the Availability of Credit? Evidence from Finnish SMEs* was published by *European Accounting Review*. The text was written with **Lasse Niemi**.

The researchers from the Department of Management, Professor **Marko Kohtamäki** and Professor **Jukka Vesalainen**, wrote an article with **Stephan Henneberg**, **Peter Naude** and **Marc Ventresca** to *Industrial Marketing Management*. The name of the article is *Enabling relationship structures and relationship performance improvement: The moderating role relational capital*.

Professor **Seppo Hassi** from the Faculty of Technology has been an editor with **Henk de Snoo** and **Franciszek Szafraniec** for a book called *Operator Methods for Boundary Value Problems*, by Cambridge University Press. He has also written sections of the book. Hassi wrote section *Dirac structures and boundary relations* with **Arjan van der Schaft**, Henk de Snoo and **Hans Zwart**. *Boundary triplets and Weyl functions. Recent developments* was written with **Vladimir Derkach**, **Mark Malamud** and Henk de Snoo. Hassi also wrote a section called *On Calkin's abstract symmetric boundary conditions* together with Doctoral Student **Hendrik Wietsma**.

University Lecturer **Liisa Vosschmidt** from the Faculty of Philosophy wrote an article about Finland's cultural development called *Saksan kautta eurooppalaiselle kulttuuriareenalle*. The article was published as part of the book *Kalevala Maailmalla. Kalevalan käännösten kulttuurihistoria*.

Also University Lecturer **Ilkka Luoto** wrote an article in Finnish. His article about Scottish whiskey *Skotlantilainen mallasviski – teollista perinneyötä, kulinaristista runoutta vai tarinataloutta* was published in a book called *Hyvä ja paha ruoka. Ruoan tuotannon ja kuluttamisen vaikutukset*.

A third article in Finnish was written by Professor **Eija Mäkinen** and University Teacher **Ilpo Luoto** in *Lakimies*. The name of the article was *Miten tässä nyt näin kävi – eikö kuntien ostopalvelusopimuksista syntyneitä riitoja ratkaistakaan hallintoriitoina?* It is about contracts on outsourcing services.

Assistant Professor **Liisa Mäkelä** wrote to *Gender, Work & Organization* about pregnancy-related discrimination and leader–follower relationships. The journal is published by Wiley.

Professor **Jussi Kantola** from the Faculty of Technology wrote with **Aviv Segev** to *Expert Systems with Applications* by Elsevier. His article *Identification of trends from patents using self-organizing maps* was published in December.



The paper analyzes patent knowledge to identify research trends. It presents a model based on knowledge extraction from patents and self-organizing maps for knowledge representation.

- ▶ We tested the model on patents from the United States Patent and Trademark Office. The experiments show that the method provides both an overview of the directions of the trends and a drill-down perspective of current trends, explains Kantola.
- ▶ The subject of the study is interesting to us, because patent users such as governments, inventors and manufacturing organizations strive to identify the directions in which new technology is advancing. Their goal is to outline the boundaries of existing knowledge, Kantola adds.

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

Published by the University of Vaasa

Salminen, Ari & Venla Mäntysalo:

Epäeettisestä tuomittavaan: korruptio ja hyvä veli -verkostot Suomessa. Reports 182.

Pilke, Nina & Sanna Salminen:

Kielelliset käytänteet Pohjanmaan maakunnan yhteistyöryhmän (MYR) kaksikielisissä kokouksissa. Tilannesidonnainen samanaikaisuus ja kielivalinnan vaihtoehtoisuus viestinnän ja vuorovaikutuksen näkökulmasta. Reports 183.

Orders and pdf-versions:

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

Current Issues

As part of the Energy Week the University of Vaasa is arranging a training about EUs framework program for research Horizon 2020. The training *Getting ready for Horizon 2020* takes place on March 22nd at 9.00–12.00 and 13.00–16.00 in auditorium Nissi, Yliopistonranta 7.

Read more: http://energyvaasa.fi/energy_week/the-events/getting-ready-for-horizon-2020

The university has adopted new instructions for responsible conduct of research and procedures for handling allegations of misconduct in Finland.

Read more: www.uva.fi/en/research/researcher/graduate_school/

Research Group in Focus – International Marketing

The International Marketing Research Group has a big Academy of Finland research project called VCIG Value Creation in International Growth. It concentrates on growth through international acquisitions (IAs) and international joint ventures (IJVs).



Professor **Jorma Larimo** is in charge of the project. He also studies foreign direct investment (FDI) strategies in manufacturing and the survival of the companies. At the moment he is especially interested in the influence of cultural and psychic distance on strategic foreign direct investment decisions and investment survival. Concerning the VCIG project he explains:

► In addition to the theoretical interest we are interested in the subject because according to many researches over half of the foreign acquisitions fail or don't reach their goals. Almost the same applies to international joint ventures. Thus the critical analysis of factors influencing on the success of foreign acquisitions and international joint ventures has also great managerial interest.

The research team consists of around half of the Research Group members, both Doctoral Students and Post-doctoral Researchers from all over the world. **Huu Le Nguyen** from Vietnam studies the control and conflict in international joint ventures management. **Yi Wang** from China explores acquisitions and international joint venture in China. **Ali Tahir** from Pakistan examines the importance of trust in performance in international joint ventures. Another Pakistani **Ahmad Arslan** studies the impact of institutional environment and distance to the success of international acquisitions and joint ventures. **Nnambdi Oguji** from Nigeria compares partial and full acquisitions.

► The research is based on a large databank of 9 000 Finnish, Norwegian and Swedish investments abroad. The researchers also make interviews and extensive other data collection, reveals Larimo.

The project is realized between 2011 and 2015. It is implemented with University of Turku and Turku School of Economics.

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