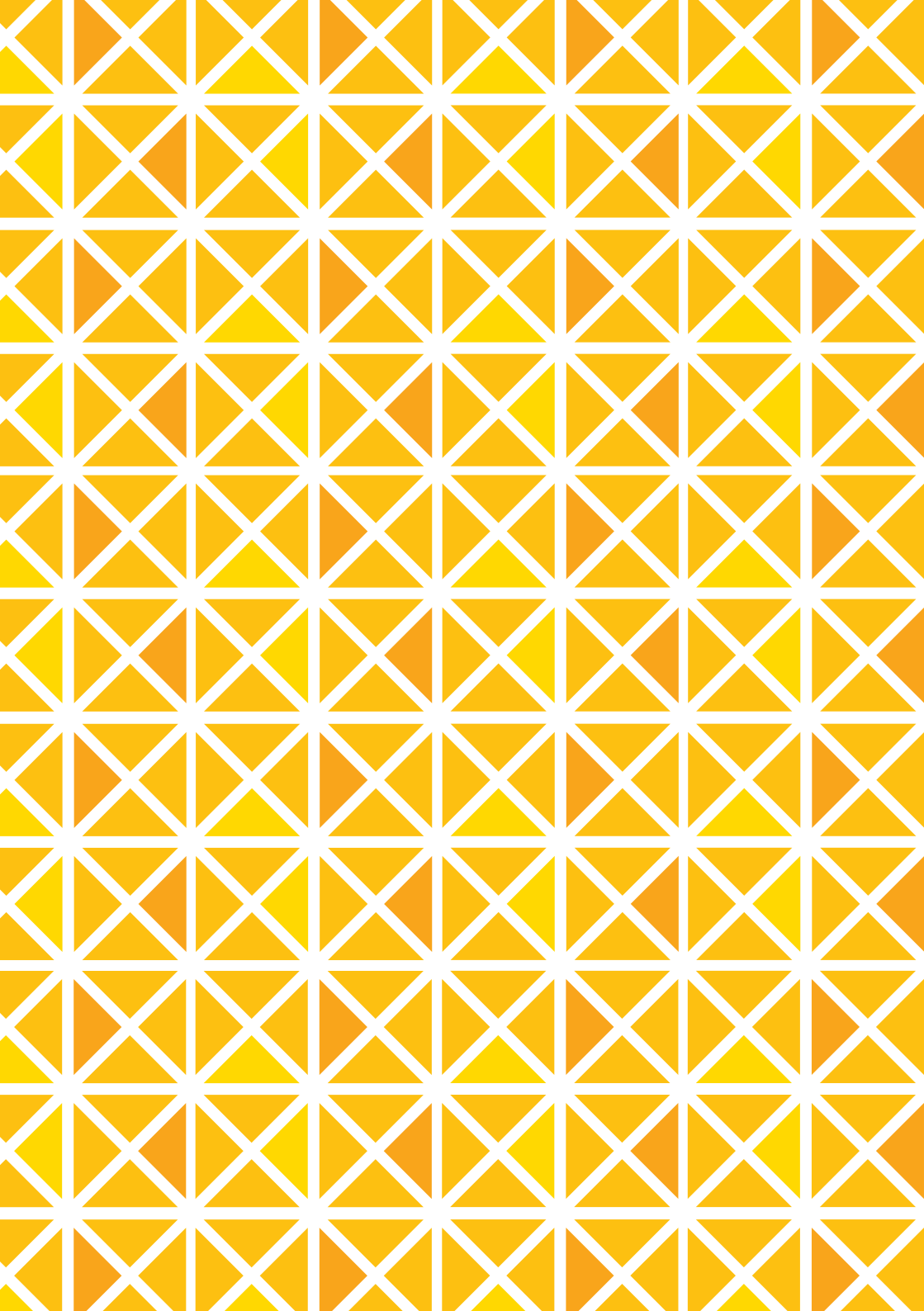


Research News

November
2014



Vaasan yliopisto
UNIVERSITY OF VAASA



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New Funding, Grants and Research Projects (<10 000 €)

- ▶ University lecturer **Karita Mård-Miettinen** *Developing immersion teacher identity* 17 000 euros from Svensk-Österbottniska samfundet.
- ▶ PhD **Arto Suvas** and Professor **Erkki K. Laitinen** *Development of a simulation model for identifying successful and unsuccessful start-ups* 10 000 euros from Jenny and Antti Vihuri Foundation.
- ▶ Professor **Ari Salminen** *High-risk areas of corruption* total budget 45 000 with Ministry of Defence and Police University College.
- ▶ Professor **Kimmo Kauhaniemi** *INKA-Sundom-SG* 168 000 euros from Tekes INKA program and co-operation companies.
- ▶ Professor **Kimmo Kauhaniemi** *Smart Grids and Energy Markets FP5* 131 904 euros from Tekes and industrial partners of the Cleen SHOK program.
- ▶ Professor **Petri Helo**, Professor **Seppo Hassi** and Development Manager **Reino Virrankoski** *Smart technologies for lifecycle performance* 220 407 euros from Tekes and co-operation companies. Total budget of the university for four years 1,080 MEUR. The scientific core of the programme is created in so-called toolbox portions of the projects (illustrated as inside the S-STEP triangle), whereas, the so-called industrial showcase portions of the projects demonstrate the benefits of the technologies (outside of the triangle).



S-STEP programme structure (source: www.fimecc.com)

New Funding, Grants and Research Projects (<10 000 €)

- ▶ Professor **Siv Björklund** *Student writing competence* 64 681 euros from Svenska Kulturfonden.

Since the 1980's writing research in school context has mainly been focused on students' writing processes during classroom work. Lately, it has, however, been claimed that there is a decline in the quality of students' written products.

– The aim of the project “Student writing competence” is to identify what texts and types of multimodal texts are today produced by 12–18-year old students and to analyse different evaluation criteria for written student texts, professor **Björklund** explains.

Data is collected from classrooms in both Finland and Sweden and consists of students with both Swedish as their first and their second language. The project brings together researchers from the University of Vaasa, Åbo Akademi University and Stockholm University under the leadership of professor Siv Björklund, University of Vaasa.



Researcher in the Spotlight

Doctoral student **Yang Man** studies international business. She started her doctoral studies right after she finished her studies in Master's Degree Programme in International Business last year. After completing her master's thesis she decided to investigate more on how entrepreneurs can utilize entrepreneurial marketing to enhance the growth and performance of international new ventures.

– I am interested in how entrepreneurs in those rapid internationalizing firms make decisions in marketing their products and services to international markets, Man explains.

She has already written the first article of the doctoral dissertation with her supervisor.

– We collected data from four international new ventures in the energy sector of Vaasa region. We asked entrepreneurs how they make decisions in international marketing activities.

The results show that entrepreneurs adopt an effectual decision-making process where they formulate possible alternatives by leveraging their characteristics, experience, competence, networks to achieve the best outcome.

– This is contrary to the decision-making process in traditional marketing that managers would select between given resources to achieve a pre-determined goal for example a marketing strategy, tells Man.

Man has a clear and ambitious plan how to graduate in four years. She has already completed all the courses and has planned the research as well as the articles carefully. She's writing an article-based dissertation, three articles in JUFO-level journals.

– If the risk is high, so is the reward, Man refers to publishing in high class journals.

According to Man, supervisors are in the key position to encourage the students to aim high.

– My supervisor, Professor Peter Gabrielsson has created an equal and informal environment for communication. He's very supportive and really takes care of us graduate students, Man compliments.

Man was born in Jingzhou, China and moved to Finland in 2011 from Suzhou. In the future the academic career is the most inviting option.

– Having said that, I'm also open to surprises – this is life, Man says.



Recent Publications and Scientific Articles

Several high-quality articles have been published by the researchers of the university. Publications at level 2 or 3 in the Finnish Publication Forum classification are presented.

Level 2 journals

- ▶ **Helena Haapio** an article *Using the CISG Proactively* a book chapter in the International Sales Law. A Global Challenge. Published by Cambridge University Press.
- ▶ **Yuqiuge Hao** and **Petri Helo** an article *Cloud-based Enterprise Resources Planning System (ERP): A Review of the Literature* in Proceedings of the International Conference of an Enterprise Information Systems.
- ▶ **Petri Helo** and **Yuqiuge Hao** with **Mikko Suorsa, Pornthep Anussornnitisarn** an article *Towards a cloud-based manufacturing execution system for distributed manufacturing* in Computers in Industry.
- ▶ **Vesa Suutari** and **Olivier Wurtz** with **Christelle Tornikoski** a book chapter *How to Attract and Retain Global Careeist: Evidence from Finland* in Global Talent Management. Challenges, Strategies, and Opportunities. Published by Springer.
- ▶ **Liandong Zhu** with **Fei Huang, Chu-Ling Guo, Gui-Ning Lu, Xiao-Yun Yia** and **Zhi Dang** an article *Bioaccumulation characterization of cadmium by growing Bacillus cereus RC-1 and its mechanism* in Chemosphere.
- ▶ **Liandong Zhu** with **Lei Qin, Qing Shu, Zhongming Wang, Changhua Shang, Shunni Zhu, Jingliang Xu, Rongqing Li** and **Zhenhong Yuan** an article *Cultivation of Chlorella vulgaris in dairy wastewater pretreated by UV irradiation and sodium hypochlorite* in Applied Biochemistry and Biotechnology.
- ▶ **Olivier Wurtz** an article *An empirical investigation of the effectiveness of pre-departure and in-country cross-cultural training* in The International Journal of Human Resource Management.
- ▶ **Adam Smale** with **Jennie Sumelius, Ingmar Björkman, Mats Ehrnrooth** and **Kristiina Mäkelä** an article *What Determines Employee Perceptions of HRM Process Features? The case of performance appraisal in MNC subsidiaries* in Human Resource Management.

Recent Publications and Scientific Articles

- ▶ **Piia Mikkola** and **Esa Lehtinen** a book chapter *Initiating activity shifts through use of appraisal forms as material objects during performance appraisal interview* in *Interacting with Objects. Language, materiality, and social activity*. Published by John Benjamins Publishing Co.
- ▶ **Pervez N. Ghauri** with **Francisco Puig** and **Miguel González-Loureiro** an article *Internationalisation for Survival: The Case of New Ventures* in *Management International Review*.
- ▶ **Esa Lehtinen** and **Pekka Pälli** an article *Making objectives common in performance appraisal interviews* in *Language and Communication*.

Recent Publications and Scientific Articles

- ▶ **Pieta Turkka** with **Soili Hakulinen** an article *Cohésion discursive et construction de l'information: la reprise d'un référent humain central dans des textes journalistiques français et finnois* in *Neuphilologische mitteilungen*.

– The article presents our study of the differences in the reference chains and in the construction of information around the referent in French and in Finnish, lecturer Pieta Turkka explains.

The corpus consists of short(ish) newspaper articles in both languages, and the study concentrates on the different references to a person about whom the article is written.

– To be able to demonstrate the diversity of the references, we first classified the different forms of reference. The use of these different categories, as well as the number of successive repetitions of the same form in the two languages were then compared, Turkka tells.

The results show that the French language prefers the use of pronouns and tends to avoid repeating the same noun, but repeating the same noun or NS seems not to be a problem in Finnish.

– Although, contrary to our expectations, the amount of references bringing new information was almost as low in both languages – 13% in Finnish and 15% in French –, the forms used to embed new information to the referent were very different.

According to Turkka and Hakulinen, detached constructions, a form that is virtually non-existent in Finnish, are commonly used in French, whereas in Finnish new information is added almost solely with the help of a noun phrase or a noun already known in the context.



17.10. **Omar Abu-Ella**, *Telecommunications engineering*
Interference Mitigation Using Group Decoding in Multiantenna Systems.
Acta Wasaensia 308. Computer Science 11.

16.10. **Pete Hokkanen**, *Public Law*
Religious freedom in the multicultural school.
Acta Wasaensia 307. Science of Law 13.

3.10. **Johanna Särkijärvi**, *Regional studies*
Development of bank branch networks in Southwest Finland.
Acta Wasaensia 306. Regional Studies 13.

3.10. **Juha Tall**, *Management*
Acquisition and strategic renewal.
Acta Wasaensia 305. Business Administration 124.

Upcoming defences:

www.uva.fi/en/events/

Orders and pdf:

www.uva.fi/en/research/publications/orders/database/?sarja=4

12.9. **Alphonse Aklamanu**, *Marketing*

Retailers' strategic responses to institutional pressures: The case of Finnish multinational retailers in Russia.

Acta Wasaensia 302. Business Administration 122.

Alphonse Aklamanu examines in his doctoral study retailers' strategic responses to institutional pressures and performance. The study creates a better understanding of how host institutional factors and firm internal factors relate to appropriate strategic response choices and performance in the foreign market.

– One of the major developments in today's business environment appears to be increase in the internationalization of retailing. Retailing practices and structures are affected by pressures from the institutional environment, Aklamanu explains the background of his study.

The key findings of his study suggest that subsidiaries of Finnish retailers in Russia proactively employ four different strategic response choices.

– Retailers can pursue a strategy of compliance to the environment, selection of the environment or creation of the environment.

– Cooperation with the environment is a new strategic response choice, Aklamanu tells.



The results also indicate that performance of subsidiaries of Finnish retailers in Russia depends not only on host institutional factors, but also on internal organisational factors and strategic response choices.

The purpose was to examine retailers' strategic responses to regulatory, normative and cognitive pressures from institutional environment in an emerging market. Institutional theory and the literature on retail internationalisation are applied to form theoretical background for the study.

The study applied qualitative case study to examine the strategies of three Finnish retailers in post-market entry stage in emerging market of Russia, a country whose history, culture, and norms of retailing are quite different from Finland.

Smart Electric Systems

The Smart Electric Systems (SES) Research Group consists of researchers in the fields of automation, electrical engineering, information technology and telecommunication engineering.



– The group research and develops solutions based on modern information, communication and automation technology (ICAT) for the needs of the energy sector as well as for other fields of society, tells Professor **Kimmo Kauhaniemi**, leader of the research group.

– The applications include smart grids, wireless automation systems and various solutions for wellbeing technology and environment.

The research group includes professors, doctoral students and post-doc researchers, and it works in close cooperation with industrial companies and other universities or research institutes.

The group is also part of the Vaasa Energy Institute and participates in its projects. The research projects are mainly based on local and national research networks, but the role of international activities is continuously increasing.

- ▶ The 11th International Conference on Innovation and Management 17.–19.11.: <http://icim.vamk.fi/2014/>
- ▶ XXXIII Hallinnon tutkimuksen päivät in the University of Vaasa 26.–28.11.: <http://hallinnontutkimus.fi/htpaivat/>
- ▶ The Board of the University of Vaasa has selected Professor **Suvi Ronkainen** as the University's new Rector. Her five-year term of office will begin in 2015.
- ▶ PhD **Tanja Sihvonen** has been nominated as a Professor in Communication. She starts at the beginning of the 2015.

The Graduate School Announces

- ▶ The Graduate School seeks motivated, talented students who are inspired to do research work. The application time expires on November 15th 2014.
- ▶ The Graduate School arranges a meeting for the supervisors on Tuesday 18.11. at 14.15–16.00, D118. The event is in Finnish. Please register: <https://eforms.uvasa.fi/lomakkeet/3536/lomake.html>

[www.uva.fi/en/research/researcher/
graduate_school/](http://www.uva.fi/en/research/researcher/graduate_school/)

Published by the University of Vaasa

- ▶ **Piekkola, Hannu & Åkerholm Johnny.** *The Productivity Mystery*. University of Vaasa, Department of Economics, Working Papers 22.

Available:

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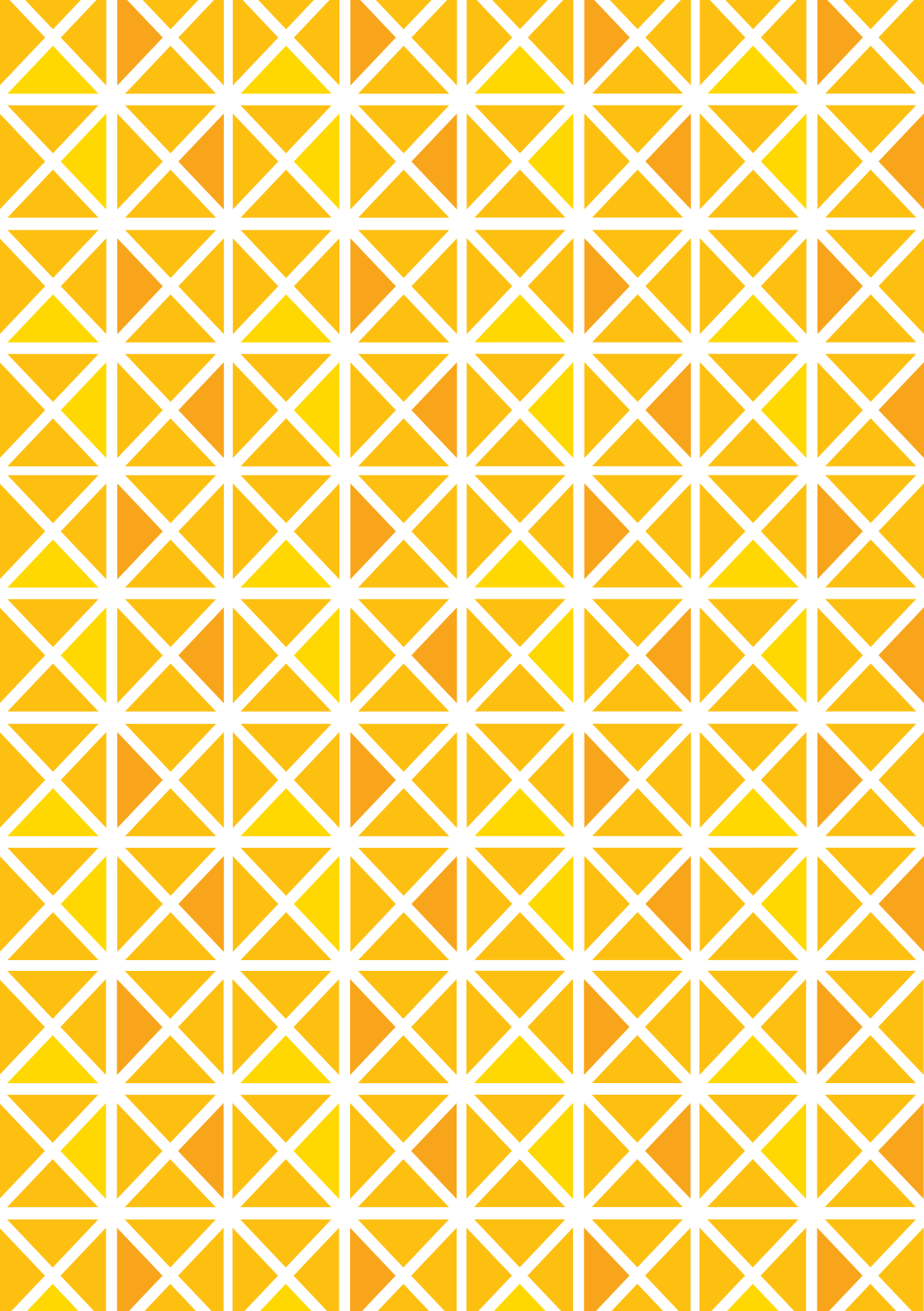
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