

Curriculum Vitae

Jaakko ASPARA, Prof. Dr. Dr. (D.Sc., D.A., M.Sc.)

13.4.2018

I. BIOGRAPHICAL DATA

Gender: Male
Place of Birth: Helsinki, Finland
Citizenship: Finland
Languages: Finnish (native); English (fluent); Swedish (very good)
Spanish (some, written); French (some, written); German (some, written)

II. EDUCATION

II.A. Academic Degrees

Doctor of Science (Economics & Business Administration), 2007.
Helsinki School of Economics HSE, Helsinki, Finland. Supervisor Henrikki Tikkanen.

Doctor of Arts (Industrial Design/Design Management), 2009.
University of Art and Design Helsinki, Helsinki, Finland. Supervisor Turkka Keinonen.

Master of Science (Technology) *with distinction*, 2004.
Helsinki University of Technology TKK/HUT, Espoo, Finland.

II.B. Other

National Defense Course. National Defense University. Finnish Defense Forces, 2012.

Conscript Military Service. Guard Jaeger Regiment. Finnish Defense Forces, 2000–01.

III. PROFESSIONAL EMPLOYMENT RECORD

III.A. University Employment Record

Full-Time University Positions (current in bold)

2014– **C. Grönroos Professor (tenured/chair), Marketing (Strategic Marketing and Service Business), Hanken School of Economics, Department of Marketing**

- 2014 Associate Professor (tenured), Marketing/Design Business Management, *Aalto University School of Business*, Department of Marketing
- 2012–14 Assistant Professor (tenure-track), Marketing/Consumer Behavior, *Aalto University School of Business*, Department of Marketing.
- 2007–12 Professor (fixed term, non-tenure-track), Marketing/Consumer Behavior, *Aalto University School of Business*, Department of Marketing. (In 2007-10: *Helsinki School of Economics HSE*, Department of Marketing and Management)
- 2009–11 Assistant professor (, fixed term, non-tenure-track), Marketing/Consumer Behavior, *Aalto University School of Business*, Department of Marketing. (In 2009–10: *Helsinki School of Economics HSE*, Department of Marketing and Management)
- 2004–07 Project Researcher, Senior Project Researcher
Helsinki School of Economics HSE, Department of Marketing and Management

University Management/Administrative Responsibilities

- 2016→ Head of Department, Department of Marketing, *Hanken School of Economics*
- 2016→ Top Management Team (university level), *Hanken School of Economics*
- 2016→ Member, Academic Council (university level), *Hanken School of Economics*
- 2015–2016 Programme Manager of the Master's Programme in Business & Economics, *Hanken School of Economics*
- 2013–2014 Vice Programme Director of the Bachelor's Programme in Business Administration
Aalto University School of Business
- 2013–2014 Member of Programme Committee for Doctor of Business Administration (DBA) Programme, Aalto University Executive Education
- 2009–2014 Programme Director of the Bachelor's Programme in Marketing
Aalto University School of Business, Department of Marketing
- 2013–2014 Member, Academic Affairs Committee, Business and Economics
Aalto University School of Business (School level)
- 2013–2014 Vice Member, Academic Affairs Committee
Aalto University (University level)

Visitor Positions at Foreign Universities

- 2013→ Global Research Fellow (remote)
Temple University, Fox School of Business, Global Center on Big Data and Mobile Analytics
- 2013→ Research Fellow (remote)
Maastricht University, Marketing–Finance Research Lab
- 2010 Visiting Assistant Professor (resident)
Maastricht University, School of Business and Economics, Marketing and Finance Departments
- 2008–09 Visiting Scholar (resident)
New York University NYU, Stern School of Business, Marketing Department

Docentships

- 2009→ Docent (Adjunct Professor) of Business Administration (especially Strategic Marketing), *University of Turku/ Turku School of Economics TSE*

University Teaching and Executive Education Responsibilities

Doctoral/DSc/DBA: Research Traditions in Marketing: Strategic Marketing
Empirical Methods in Business Studies
Brand Strategy and Management
Innovation Strategy and Management

Graduate/MSc: Strategic Brand Management/Development
Strategic Marketing and Company Performance
Financial Services Marketing
High-Tech Marketing and Innovation Management
Empirical Methods in Business Studies
Master's Thesis Seminar, Marketing

Undergraduate/BSc: New Product Development
Principles of Marketing
Project Marketing
Business Environment and Market Analysis
Business-to-Business Marketing
Sales Management
Bachelor's Thesis Seminar, Marketing

Exec. Educ./eMBA: Business Strategy
New Product Development and Commercialization
Marketing Management
Strategic Brand Management

Examination of Doctoral and Graduate Theses

Doctoral theses Pre-examiner or external committee member for 11 PhD students/theses:

Lappeenranta University of Technology, Marketing, 2017.
ESSEC Business School (Paris, France), Marketing, 2016
University of Vaasa, Marketing, 2015.
University of Tampere, Management, 2015.
Maastricht University, Marketing and Finance, 2013.
Macquarie University, Management, 2013.
University of Oulu, Marketing, 2013.
University of Lapland, Design Management, 2013.
University of Turku, Marketing and Finance, 2012.
Helsinki University of Technology, Int'l Business, 2009.
Lappeenranta University of Technology, Marketing, 2007.

Master's theses First or second examiner of >40 graduate theses at *Hanken School of Economics, Aalto U* and HSE, 2005–18

Supervision and Instruction of PhD Students and Master's Students

PhD students Main or co-supervisor to 4 graduated doctoral students/theses, *Hanken School of Economics & Aalto U. School of Business*

Secondary/assisting supervisor to 4 graduated doctoral students/theses, *Hanken School of Economics & Aalto U. School of Business*

Main or co-supervisor to 4 to-be-graduated doctoral students/theses, *Hanken School of Economics & Aalto U. School of Business*

Master's students >30 graduate theses supervised at *Aalto U* and *Hanken School of Economics*, 2005-18.

Research Funding and Leadership

Responsible research leader and fund raiser in the following research projects:

- **Solar Energy Communities:** “Tackling the challenges of a solar community concept in high latitudes”
 - focus on the business models and consumer communities related to solar energy production”
 - funded by the Academy of Finland (70% of 200 k€ for years 2015-17 for Hanken School of Economics; entire project budget for all partners 1 M€)
- **Flexe:** “Flexible Energy Systems”
 - focus on the business models and customer-producers related to flexible energy systems;
 - funded by the Tekes Cleen/SHOK (70% of 150 k€ for years 2015-16 for Hanken School of Economics; entire project budget for all partners 8 M€)
- **DynaStra:** “The strategic management of industry dynamics in emergent service business”
 - focus on competitive dynamics in emerging service markets

- funded by Finnish Agency for Tech. and Innovation (60% of 478 k€ for years 2011-12 for Aalto University)
- **DesignROI: "Return on design investments"**
 - focus on developing methods for the measurement of ROI of design investments;
 - funded by Finnish Agency for Technology and Innovation (100% of 30 k€ for years 2011–12 for Aalto U School of Business; entire budget for all partners 100 k€)
- **UXTools: "Tools for user experience development"**
 - focus on developing practically relevant tools and methodologies for measuring and optimizing the user experience of high-tech products and online services
 - funded by Nokia Corp (100% of 70 k€ for years 2010–11 for Aalto University; entire budget for all partners 200 k€)

III.B. Industry and Societal Appointments

Appointments to Board of Directors

Large companies

Are, Board Member, 2016–18

Tulikivi, Board Member, 2016–

Onninen, Board Member, 2012–16

HOK-Elanto, Board Member, 2014–

Valio, Advisory Board Member, 2012–16

Growth companies

Magisso, Board Member, 2010–13

Dogia, Board Member, 2011–16

Other institutions and organizations

MAKES National Association for Marketing Development, Board Member, 2016–

MARK Finnish Marketing Federation, Board Member, 2012–

TEN (Ethics Council of Market Research Industry), Vice Chairman of the Board, 2013–

Nordic Institute of Business & Society, Board Member, 2011–

Helsinki School of Economics Small Business Center, Board Member, 2008–14

Helsinki Start-Up Center, Aalto University, Member of Advisory Board, 2007–14

Industry Consultancy

Approx. 25 industry consultancy and development projects in 2003–2018. *Issues including:*

- strategic leadership
- brand strategies and management
- business model development; product concept development
- product and service development strategies and management
- strategic marketing/commercialization
- customer relationship management
- design management
- market research; consumer research

IV. OTHER PROFESSIONAL ACTIVITIES

IV.A. Personal Research Grants

Appr. 15 personal research grants 2005–2018: *Foundation for Economic Education (2013, 2008, 2005), Emil Aaltonen Foundation (2012), Jenny and Antti Wihuri Foundation (2016, 2011, 2009, 2007), Helsinki School of Economics Foundation (2013, 2011), Finnish Foundation for Share Promotion (2008), Marcus Wallenberg Fund (2007), Rector of Helsinki University of Technology (2004, 2002), ABB Foundation (2000), IS-VET (2000)*

IV.B. Distinctions and Awards

Award of Alfred Kordelin Foundation

- Award for societal impact and research on business models and market dynamics, 2014.

Award of the Advertisers' Fund

- Awarded by the Association of Finnish Advertisers, 2013.

Award for Quality Publications by Hanken School of Economics Support Foundation

- ~10 awards during 2014–18

Award for Quality Publications by Helsinki School of Economics HSE Foundation

- ~10 awards during 2010–13

Emerald Best Practical Implications Award

- "Strategic Management of Business Model Transformation: Lessons from Nokia" (2011). Aspara, J., Lamberg, J.-A., Laukia, A., & Tikkanen, H. *Management Decision*, 49(4), 622-647.

Best Paper Awards

- "Behavioural cycles leading to the divestment of previous core businesses" – Aspara, J., Lamberg, J.-A., & Tikkanen, H. (2015). 75th Annual Meeting of the Academy of Management, August 7-11, 2015.
- "The Effectiveness of Cause Marketing" (2014) – Andrews, M., Aspara, J, Fang, Z., and Luo, X. American Marketing Association (AMA) Summer Conference, August 2014.
- "Marketing Spirit: Exploration and Exploitation on Two Dimensions" (2007) – Aspara, J., Pöntiskoski, E., & Tikkanen, H. BAI 2007, International Conference on Business and Information, 11-13 July 2007, Tokyo, Japan

IV.C Reviewer for Journals and Editorial Board Memberships

Reviewer for journals, including (but not limited to): *Journal of Consumer Psychology, Journal of Marketing Research, Journal of Business Research, Journal of Management Studies, Strategic Organization, Management Decision, European Journal of Marketing, Long Range Planning, California Management Review, Consumption Markets & Culture, Industrial Marketing Management, Journal of Marketing Management, Journal of Strategic Marketing, International Journal of Bank Marketing, Journal of Business & Psychology*

V. LIST OF MAIN PUBLICATIONS

Summary of publications

- 44 Peer-reviewed scientific articles (excluding conference proceedings)
- > 50 Peer-reviewed conference articles
- 4 Scientific books

1328 Total citations (April 13th, 2018, Google Scholar); Total citations since 2013: 1093

h 20 *h* index: 20 (April 13th, 2018, Google Scholar); *i* 10-index: 28 (April 13th, 2018, Google Scholar)

V.A. Peer-reviewed articles in international scientific journals

My research articles, published in peer-reviewed international scientific journals, are listed in the below table. The table's columns also indicate 6 main research areas/themes, which my research focuses on:

1. Marketing-Finance Interface
2. Marketing-Strategy Interface (e.g., business models; innovations)
3. Consumer Behavior/Price behavior
4. Consumer Behavior/Financial decision-making
5. Consumer Behavior/Fundamental determinants of consumer behavior (incl. biology)
6. Business & Society (Implications of business/marketing strategies on society)

Furthermore, in the table:

- articles published in journals of UTDallas list are indicated with red symbol ◆.
- articles published in journals of Financial Times 50 (or previous Financial Times 45) list are indicated with pink symbol ◆.
- articles published in journals classified on the list of Association of Business Schools (ABS)
 - as class 4* or 4 are indicated with orange symbol ◆
 - as class 3 are indicated with blue symbol ◆
 - as class 2 are indicated with light blue symbol ◆
 - as class 1 are indicated with gray symbol ◆ (Includes also journals classified as class 1 in the national Publication Forum of Finland, JUFO)

The articles are ordered according to the journal classes in the table. The numbering ("J44") indicates the publication time of the article, with the largest number ("J44") being the most recent publication.

Journal class	Article	Marketing-Finance Interface	Marketing-Strategy Interface	Consumer behavior/Price	Consumer Behavior/ Financial decisions	Consumer Behavior/ Fundamentals,	Business & Society
		Mktng -Finan	Mktng -Strat	CB/ Price	CB/ Finan	CB/ Funda	Bus.& Socie
◆ ◆ ◆	J44. "Relational price discounts: Consumers' metacognitions and nonlinear effects of initial discounts on customer retention" (2018) – with Maria del Rio Olivares, Kristina Wittkowski, Tomas Falk, & Pekka Mattila. <i>Journal of Marketing</i> , 82 (1), 115-131				X	X	

Journal class	Article	Mktng -Finan	Mktng -Strat	CB/ Price	CB/ Finan	CB/ Funda	Bus. & Socie
◆ ◆ ◆	J40. "What counts vs. what can be counted: The complex interplay of market orientation and marketing performance measurement in organizational configurations" (2016) – with Johanna Frösen, Jukka Luoma, Matti Jaakkola, & Henriikki Tikkanen. <i>Journal of Marketing</i> , 80 (3), 60-78.	X	X				
◆ ◆ ◆	J31. "Cause marketing effectiveness and the moderating role of price discounts" (2014) – with Michelle Andrews, Xueming Luo, and Zheng Fang. <i>Journal of Marketing</i> , 78 (6), 120-142.			X			X
◆ ◆ ◆	J30. "Group-buying deal popularity" (2014) – with Xueming Luo, Michelle Andrews, & Yiping Song. <i>Journal of Marketing</i> , 78 (2), 20-33.			X			X
◆ ◆	J41. "Effect of intelligence on consumers' responsiveness to a pro-environmental tax: Evidence from large-scale data on car acquisitions of male consumers" (2017) – with Xueming Luo & Ravi Dhar. <i>Journal of Consumer Psychology</i> , 27 (4), 448-455.				X	X	X
◆ ◆	J36. "Sleeping with competitors: The impact of NPD phases on stock market reactions to horizontal collaboration" (2015) – with Qingsheng Wu, Xueming Luo, and Rebecca J. Slotegraaf. <i>Journal of the Academy of Marketing Science</i> , 43 (4), 490-511.	X	X				
◆ ◆	J28. "Do institutional investors pay attention to customer satisfaction, and why?" (2014) – with Xueming Luo, Ran Zhang, Weining Zhang. <i>Journal of the Academy of Marketing Science</i> , 42 (2), 119-136.	X					
◆ ◆	J25. "Corporate business model transformation and inter-organizational cognition: The case of Nokia" (2013) – with Juha-Antti Lamberg, Arjo Laukia, & Henriikki Tikkanen. <i>Long Range Planning</i> , 46 (6), 459-474.		X				
◆	J43. "The dilemma of service productivity and service innovation: An empirical exploration in financial services" (2018) – with Jan Klein, Xueming Luo, and Henriikki Tikkanen. <i>Journal of Service Research</i> , forthcoming.		X	X	X		
◆	J27. "Naturally designed for masculinity vs. femininity? The digit ratio predicts male consumers' choices of gender-imaged products" (2014) – with Bram Van Den Bergh. <i>International Journal of Research in Marketing</i> , 31 (1), 117-121					X	
◆	J42. "Types of intelligence predict likelihood to get married and stay married: Large-scale empirical evidence for evolutionary theory" – with Kristina Wittkowski and Xueming Luo. <i>Personality and Individual Differences</i> , 122, 1-6. (Lead article)					X	X
◆	J35. "Focal versus background goals in consumer financial decision-making: Trading off financial returns for self-expression?" (2015) – with Amitav Chakravarti and Arvid Hoffman. <i>European Journal of Marketing</i> , 49 (7/8), 1114-1138.	X			X		
◆	J34. "Investors' reactions to company advertisements: The persuasive effect of product-featuring ads" (2015) – with Amitav Chakravarti. <i>European Journal of Marketing</i> , 49 (5/6), 943-967.	X			X		
◆	J33. "Selling losers and keeping winners: How (savings) goal dynamics predict a reversal of the disposition effect" (2015) – with Arvid Hoffmann. <i>Marketing Letters</i> , 26 (2), 201-211.	X			X		

Journal class	Article	Mktng -Finan	Mktng -Strat	CB/ Price	CB/ Finan	CB/ Funda	Bus.& Socie
◆	J29. "Explaining corporate short-termism: self-reinforcing processes and biases among investors, media, and corporate managers" (2014) – with Kalle Pajunen, Risto Tainio, and Henrikki Tikkanen. <i>Socio-Economic Review</i> , 12 (4), 667-693.		X		X		X
◆	J24. "Creating novel consumer value vs. capturing value: Strategic emphases and financial performance implications" (2013) – with Henrikki Tikkanen. <i>Journal of Business Research</i> , 66 (5), 593-602.		X				
◆	J19. "Exploration and exploitation across three resource classes: market/customer intelligence, brands/bonds, and technologies/processes" (2011) – with Henrikki Tikkanen, Erik Pöntiskoski, & Paavo Järvensivu. <i>European Journal of Marketing</i> , 45 (4), 596-630.		X				
◆	J18. "Corporate marketing in the stock market: The impact of company identification on individuals' investment behaviour" (2011) – with Henrikki Tikkanen. <i>European Journal of Marketing</i> , 45 (9/10), 1446-1469.	X			X		
◆	J39. "Is more capability always beneficial for firm performance? Market orientation, core business process capabilities, and business environment" (2016) – with Matti Jaakkola, Johanna Frösen, Henrikki Tikkanen, Antti Vassinen, & Petri Parvinen. <i>Journal of Marketing Management</i> , 32 (13-14), 1359-1385.		X				
◆	J38. "Why do public policy makers ignore marketing and consumer research? A case study of policy making for alcohol advertising" (2016) – with Henrikki Tikkanen. <i>Consumption Markets & Culture</i> , 20 (1), 12-34.					X	X
◆	J26. "Struggles in organizational attempts to adopt new branding logics: The case of a marketizing university and service-dominant logic" (2014) – with Hanna-Mari Aula, Janne Tienari, and Henrikki Tikkanen. <i>Consumption Markets & Culture</i> , 17 (6), 522-552.		X				X
◆	J21. "Sales activity systematization and performance: Differences between product and service firms" (2013) – with Petri Parvinen, Joel Hietanen, & Sami Kajalo. <i>Journal of Business & Industrial Marketing</i> , 28 (6), 494-505.		X				
◆	J16. "Awareness, action, and context-specificity of Blue Ocean practices in sales management" (2011) – with Petri Parvinen, Joel Hietanen, & Sami Kajalo. <i>Management Decision</i> , 49 (8), 1218-1234.		X				
◆	J15. "Strategic management of business model transformation: Lessons from Nokia" (2011) – with Juha-Antti Lamberg, Arjo Laukia, & Henrikki Tikkanen. <i>Management Decision</i> , 49 (4), 622-647.		X				
◆	J11. "Business model innovation vs. replication: Financial performance implications of strategic emphases" (2010)– with Joel Hietanen & Henrikki Tikkanen. <i>Journal of Strategic Marketing</i> , 18(1), 39-56.		X				
◆	J9. "Aesthetics of stock investments" (2009). <i>Consumption Markets and Culture</i> , 12 (2), 99-131.				X	X	
◆	J4. "A theory of affective self-affinity: Definitions and application to a company and its business" (2008) – with Rami Olkkonen, Henrikki Tikkanen, Johanna Moisander, & Petri Parvinen. <i>Academy of Marketing Science Review</i> , 12 (3).					X	X

Journal class	Article	Mktng -Finan	Mktng -Strat	CB/ Price	CB/ Finan	CB/ Funda	Bus. & Socie
◆	J37. "Cut your losses and let your profits run: How shifting feelings of personal responsibility reverses the disposition effect" (2015) – with Arvid Hoffman. <i>Journal of Behavioral and Experimental Finance</i> , 8 (December), 8-24.				X		
◆	J23. "The role of product and brand perceptions in stock investing: Effects on investment considerations, optimism, and confidence" (2013). <i>Journal of Behavioral Finance</i> , 14 (3), 195-212.				X		
◆	J17. "Individuals' affect-based motivations to invest in stocks: Beyond expected financial returns and risks" (2011) – with Henriikki Tikkanen. <i>Journal of Behavioral Finance</i> , 12 (2), 78-89.				X		
◆	J14. "Documentation and continuous development of processes for customer management: Implications for profitable growth" (2011). <i>Australasian Marketing Journal</i> , 19 (4), 267-280.		X				
◆	J12. "Consumers' stock preferences beyond expected financial returns: The influence of product and brand evaluations" (2010) – with Henriikki Tikkanen. <i>International Journal of Bank Marketing</i> , 28 (3), 193-221.	X			X		
◆	J10. "The role of company affect in stock investments: Towards blind, undemanding, non-comparative, and committed love" (2010) – Henriikki Tikkanen. <i>Journal of Behavioral Finance</i> , 11(2), 103-113.				X		
◆	J8. "The interrelationship of stock ownership and customer relationship volume: Case of a Nordic retail bank" (2009) – with Henrich Nyman & Henriikki Tikkanen. <i>Journal of Financial Services Marketing</i> , 14 (3), 203-217.				X		
◆	J7. "Stock ownership as a motivation of brand-loyal and brand-supportive behaviors" (2009). <i>Journal of Consumer Marketing</i> , 26 (6), 427-436.	X			X		
◆	J6. "Interactions of individuals' company-related attitudes and their buying of the companies' stocks and products" (2008) – with Henriikki Tikkanen. <i>Journal of Behavioral Finance</i> , 9 (2), 85-94.				X		
◆	J5. "Influence of share ownership on repeat patronage" (2008) – with Henrich Nyman & Henriikki Tikkanen. <i>Journal of Customer Behaviour</i> , 7 (2), 149-163.	X			X		
◆	J3. "Significance of corporate brand for business-to-business companies" (2008) – with Henriikki Tikkanen. <i>The Marketing Review</i> , 8 (1), 43-60.		X				
◆	J2. "Adoption of corporate branding by managers: Case of a Nordic business-to-business company" (2008) – with Henriikki Tikkanen. <i>Journal of Brand Management</i> , 16 (1-2), 80-91.		X				
◆	J1. "Corporate Strategic Marketing (CSM): A new task for top management" (2007) – with Petri Parvinen & Henriikki Tikkanen. In <i>Business Strategy Series</i> (formerly <i>Handbook of Business Strategy</i>). Emerald, Bradford, UK. 131-141.		X				
	J32. "Saalistushinnoittelun ennakoarviointi yrityksen markkinaolosuhteiden ja liiketaloudellisten realiteettien näkökulmasta" ["Pre-assessment of predatory pricing from the perspective of the firm's market conditions and business model realities"]. <i>Nordic Journal of Business</i> , 62 (2), 97-131.		X	X			X

<i>Journal class</i>	<i>Article</i>	<i>Mktng -Finan</i>	<i>Mktng -Strat</i>	<i>CB/ Price</i>	<i>CB/ Finan</i>	<i>CB/ Funda</i>	<i>Bus. & Socie</i>
	J22. "Generative mechanisms in project marketing – An agenda for inquiry" (2013) – with Joel Hietanen, Pekka Mattila, Antti Sihvonen, and Henriikki Tikkanen. <i>Journal of Global Scholars of Marketing Science</i> , 23 (2):196-212.		X				
	J20. "The influence of product design evaluations on investors' willingness to invest" (2011). <i>Design Management Journal</i> (not listed in ISI; JUFO 0), 6 (1), 79-93.	X			X		
	J13. "How do institutional actors in the financial market assess companies' product design? The quasi-rational evaluative schemes" (2010). <i>Knowledge, Technology & Policy</i> , 22 (4), 241-258.	X	X		X		

V.B. Peer-Reviewed Conference Publications

57 peer-reviewed international conference publications. See attached Publication list for detailed references.

V.C. Non-Refereed Scientific Articles

3 non-refereed scientific articles. See attached Publication list for detailed references.

V.D. Scientific Books (monographs)

Doctoral theses

2 doctoral theses. See attached Publication list for detailed references.

Edited scientific volumes

E1. Aspara, Jaakko, Rajala, Risto, & Tuunainen, Virpi (Eds.) (2012), ***The Future of Banking Services***. Aalto University publication series BUSINESS+ECONOMY

V.E. Publications Intended for Professional Communities

B3. Aspara, Jaakko, Kietäväinen, Timo, Mattila, Pekka, Tikkanen, Henriikki, & Isä Ambrosius (2012). **Johtajuuden seitsemän syntiä [The Seven Sins of Our Leadership]**. Helsinki, Finland: AaltoEE Publishing.

B2. Tikkanen, Henriikki, & Aspara, Jaakko (2009). **Projektimarkkinointi: Projektiliiketoiminnan asiakassuhteet, verkostot ja ansainta [Project Marketing: Customer Relationships, Networks, and Earnings Logic in the Solutions Business]**. Talentum, Helsinki, Finland.

B1. Tikkanen, Henriikki, Aspara, Jaakko, & Parvinen, Petri (2007). **Strategisen markkinoinnin perusteet [Principles of Strategic Marketing]**. Helsinki, Finland: Talentum.

V.G. Theses

2 Doctoral theses; 1 Master's thesis. See attached Publication list for detailed references.