

**Jaakko Tapio ASPARA**

D.Sc., D.A., M.Sc.

**I. BIOGRAPHICAL DATA**

*Gender:* Male  
*Place of Birth:* Helsinki, Finland  
*Date of Birth:* February 3rd, 1981  
*Parents:* Ilkka E.S. Aspara (Lieutenant General);  
Margaretha Elisabeth Aspara (née Eklöf; Customer Relations Manager)  
*Citizenship:* Finland/Finnish  
*Family includes:* Wife

*Language skills:* Finnish (mother tongue)  
English (excellent written and oral)  
Swedish (good skills)  
Spanish (satisfactory written, basic oral)  
French (basic written, basic oral)  
German (basic written)

**II. EDUCATION**

2005–2007 **Doctor of Science** (Economics & Business Administration), 2007.  
*Helsinki School of Economics HSE*, Helsinki, Finland.  
– Major: Marketing

2007–2009 **Doctor of Arts** (Industrial Design), 2009.  
*University of Art and Design Helsinki*, Helsinki, Finland.  
– Major: Design Management

2001–2004 **Master of Science** (Technology) *with distinction*, 2004.  
*Helsinki University of Technology TKK/HUT*, Espoo, Finland.  
– Major: Industrial Management; Minors: HCI and Usability, Industrial Design

1997–2000 **Matriculation Examination**, 2000.  
*Töölön yhteiskoulu high school*, Helsinki, Finland

### III. PROFESSIONAL EMPLOYMENT RECORD

#### III.A. Academic Career

##### *Academic Positions (current in bold)*

**1.1.2007–**                    **Professor** (fixed term/ma.)  
*Aalto University School of Economics, Department of Marketing (in 2007-09:  
Helsinki School of Economics HSE, Department of Marketing and Management)*

1.11.2004–31.3.2007 Project Researcher  
*Helsinki School of Economics HSE, Department of Marketing and Management*

##### *Scholarly Visits to Foreign Universities*

07/2010–11/2010 Visiting Asst Professor  
*Maastricht University, School of Business and Economics, Marketing and Finance  
Departments*

09/2008–04/2009 Visiting Scholar (Post Doc).  
*New York University NYU, Stern School of Business, Marketing Department*

##### *Docentships*

2009–                        Docent of Business Administration (esp. Strategic Marketing), *University of  
Turku/ Turku School of Economics TSE.*

##### *Qualifications for Professorships*

2008                        Qualified and appointable as a Professor of Marketing, *Helsinki School of  
Economics HSE*  
– As refereed by Prof. Ian Wilkinson (The University of New South Wales) and  
Prof. Wesley Johnston (Georgia State University)

##### *Academic Administrative Responsibilities*

2009–                        Responsible Program Director of the Bachelor's Program in Marketing,  
*Aalto University School of Economics (in 2009: Helsinki School of Economics HSE)*

## *Academic Teaching Responsibilities*

[Note. *Aalto ECON* = *Aalto University School of Economics*; *HSE* = *Helsinki School of Economics*]

- Graduate seminars*    **Master’s Seminar, Marketing**  
*Aalto ECON/HSE*. 2007–2012. (As the responsible instructor.)
- Bachelor’s Seminar, Marketing**  
*HSE*. 2005. (As the main responsible instructor.)
- Doctoral courses*    **Empirical Methods in Business Studies (6 ECTS)**  
*Aalto ECON/HSE*, Doctoral Program. 2007-09. (As a co-responsible lecturer.)
- Graduate courses*    **Brands in Strategic Marketing (6 ECTS)**  
*Aalto ECON/HSE*. 2009-11. (As the responsible lecturer.)
- Financial Services Marketing (6 ECTS)**  
*Aalto ECON/HSE*. 2009. (As a co-responsible lecturer.)
- Strategic Marketing and Company Performance (6 ECTS).**  
*Aalto ECON/HSE*. 2007–2009. (As a co-lecturer.)
- High-Tech Marketing and Innovation Management (6 ECTS)**  
*Aalto ECON/HSE*. 2010. (As a co-lecturer.)
- Undergraduate level courses*
- New Product Development (6 ECTS)**  
*Aalto ECON*. 2010-11. (As the responsible lecturer.)
- Principles of Marketing (6 ECTS)**  
*HSE*. 2005–07. (As the responsible lecturer.)
- Project Marketing (6 ECTS credit points)**  
*Aalto ECON*. 2010-11. (As a co-lecturer.)
- Business Environment and Market Analysis (6 ECTS)**  
*HSE*, Small Business Center. 2006. (As the responsible lecturer.)
- Business-to-Business Marketing (6 ECTS)**  
*HSE*, Open University. 2007. (As a co-responsible lecturer.)
- Sales Management (6 ECTS credit points)**  
*HSE*. 2007. (As a co-lecturer.)
- Other lecturing*    **New Product Development and Commercialization.**  
*Aalto University Professional Development (Aalto Pro)*. 2011.
- Marketing Management.**  
*HSE Executive Education*, eMBA programme. 2005-07.
- Sales Management.**  
*HSE Small Business Center*, Specialization studies. 2009.
- Brand Management.**  
*HSE*, Open University. 2007.
- Strategic Marketing.**  
*Helsinki University of Technology*. 2005–06.



2007 – Helsinki Start-Up Center, Helsinki School of Economics Small Business Center.  
Member of Advisory Board.

#### IV. PROFESSIONAL ACTIVITIES

##### IV.A. Personal Grants, Honors, and Awards

2011 Personal grant from *Jenny and Antti Wihuri Foundation* for research: “The links of marketing and finance” .

2011 Personal grant from *Helsinki School of Economics Foundation* for research: “The influence of latent biological factors on consumption choices” .

2009 Personal grant from *Jenny and Antti Wihuri Foundation* for research: “Financial market assessments of companies’ product development and design” .

2008 Personal grant from *Finnish Foundation for Share Promotion* for research: “The influence of brand images on individual investors” .

2008 Personal grant from *Foundation for Economic Education* for a scholarly visit abroad.

2008 Personal grant from *The Finnish Fair Corporation* for research: “Tradeshows as a tool for strategic investor marketing” .

2007 Best Paper Award, BAI 2007, International Conference on Business and Information, 11.-13.2007, Tokyo, Japan.

2007 Personal grant from *Jenny and Antti Wihuri Foundation* for research: “The influence of company-related perceptions and affect on individuals’ investment decisions” .

2007 Personal grant from *Marcus Wallenberg fund* for research: “The interrelationships of company-related perceptions and attitudes, stock investments, and product purchases” .

2005 Personal grant from *Foundation for Economic Education* for research: “The development of corporate image thinking in the Finnish forest industry” .

2004 Award of the Rector of Helsinki University of Technology for fast completion of master’s degree (completion in < 3 years, with average grade 4,88/5).

2002 Award of the Rector of Helsinki University of Technology for outstanding performance in studies

2000 ABB award (national) for outstanding performance in matriculation examination (Mathematics)

2000 IS-VET award (national) for outstanding performance in matriculation examination (Science and humanities/ Physics, full points)

##### IV.B Reviewer of Manuscripts and Editorial Board Memberships

###### *Occasional Reviewer*

*Journal of Business Research, European Journal of Marketing, Long Range Planning, Consumption Markets & Culture, Industrial Marketing Management, Journal of Marketing Management, Journal of Strategic Marketing, International Journal of Bank Marketing, Journal of Business & Psychology*

#### IV.C Research Interests

- Innovation and evolution of business models (in consumer markets)
- Rival firms' market actions, competitive dynamics, and performance (in consumer markets)
- Marketing-finance interface
  - Marketing investments, market-based assets, and firm performance
  - "The influence of investors on marketing" – The effects of financial markets on firms' marketing strategies
  - "The influence of marketing on investors" – Consumer behavior related to financial products and services
- Product design and design management
- Innate and biological factors influencing consumer behavior

#### V. LIST OF PUBLICATIONS

##### Articles Published (or Accepted for Publication) in Refereed Scientific Journals

- J23. Aspara, Jaakko & Tikkanen, Henriikki (forthcoming), "**Creating novel consumer value vs. capturing value: Strategic emphases and financial performance implications**". *Journal of Business Research*, forthcoming.
- J22. Aspara, Jaakko, Lamberg, Juha-Antti, Laukia, Arjo, & Tikkanen, Henriikki (2012), "**Corporate business model transformation and inter-organizational cognition: The case of Nokia**". *Long Range Planning*, forthcoming.
- J21. Aspara, Jaakko, & Tikkanen, Henriikki (2011). "**Corporate marketing in the stock market: The impact of company identification on consumers' investment behaviour**". *European Journal of Marketing*, 45 (9/10), 1446-1469.
- J20. Aspara, Jaakko, Tikkanen, Henriikki, Pöntiskoski, Erik & Järvensivu, Paavo (2011). "**Exploration and exploitation across three resource classes: market/customer intelligence, brands/bonds, and technologies/processes**". *European Journal of Marketing*, 45 (4), 596-630.
- J19. Aspara, Jaakko, Lamberg, Juha-Antti, Laukia, Arjo, & Tikkanen, Henriikki (2011), "**Strategic Management of Business Model Transformation: Lessons from Nokia**". *Management Decision*, 49 (4), 622-647.
- J18. Aspara, Jaakko & Tikkanen, Henriikki (2010). "**Consumers' stock preferences beyond expected financial returns: The influence of product and brand evaluations**". *International Journal of Bank Marketing*, 28 (3), 193-221.
- J17. Aspara, Jaakko (2011). "**The influence of product design evaluations on investors' willingness to invest**". *Design Management Journal*, 6 (1), 79-93.

- J16. Aspara, Jaakko (forthcoming). **"The role of product and brand perceptions in stock investing: Effects on investment considerations, optimism, and confidence"**. *Journal of Behavioral Finance*, forthcoming.
- J15. Aspara, Jaakko & Tikkanen, Henrikki (2011), **"Individuals' affect-based motivations to invest in stocks: Beyond expected financial returns and risks"**. *Journal of Behavioral Finance*, 12 (2), 78-89.
- J14. Aspara, Jaakko & Tikkanen, Henrikki (2010). **"The role of company affect in stock investments: Towards blind, undemanding, non-comparative and committed love"**. *Journal of Behavioral Finance*, 11 (2), 103-113.
- J13. Parvinen, Petri, Aspara, Jaakko, & Kajalo, Sami (2011), **"Awareness, action, and context-specificity of Blue Ocean practices in sales management"**. *Management Decision*, 49 (8), 1218-1234.
- J12. Aspara, Jaakko (2011). **"Documentation and continuous development of processes for customer management: Implications for profitable growth"**. *Australasian Marketing Journal*, 19 (4), 267-280.
- J11. Aspara, Jaakko, Hietanen, Joel, & Tikkanen, Henrikki (2010). **"Business model innovation vs. replication: Financial performance implications of strategic emphases"**. *Journal of Strategic Marketing*, 18 (1), 39-56.
- J10. Aspara, Jaakko (2010). **"How do institutional actors in the financial market assess companies' product design? The quasi-rational evaluative schemes"**. *Knowledge, Technology & Policy*, 22 (4), 241-258.
- J9. Aspara, Jaakko (2009). **"Aesthetics of stock investments"**. *Consumption Markets & Culture*, 12 (2), 99-131
- J8. Aspara, Jaakko (2009). **"Stock ownership as a motivation of brand-loyal and brand-supportive behaviors"**. *Journal of Consumer Marketing*, 26 (6), 427-436.
- J7. Aspara, Jaakko, Nyman, Henrich, & Tikkanen, Henrikki (2009). **"The interrelationship of stock ownership and customer relationship volume"**. *Journal of Financial Services Marketing* 14 (3), 203-217
- J6. Aspara, Jaakko & Tikkanen, Henrikki (2008). **"Interactions of individuals' attitudes and their buying of companies' stocks and products"**. *Journal of Behavioral Finance*, 9 (2), 85-94.
- J5. Aspara, Jaakko, Nyman, Henrich, & Tikkanen, Henrikki (2008). **"Influence of share ownership on repeat patronage"**. *Journal of Customer Behaviour*, 7 (2), 149-163.
- J4. Aspara, Jaakko, Olkkonen, Rami, Tikkanen, Henrikki, Moisander, Johanna, & Parvinen, Petri (2008). **"A Theory of Affective Self-Affinity: Definitions and application to a company and its business"**. *Academy of Marketing Science Review*, 12 (3).

J3. Aspara, Jaakko & Tikkanen, Henriikki (2008). "**Significance of corporate brand for business-to-business companies**". *The Marketing Review*, 8 (1), 43-60.

J2. Aspara, Jaakko & Tikkanen, Henriikki (2008). "**Adoption of corporate branding by managers: Case of a Nordic business-to-business company**". *Journal of Brand Management*, 16 (1-2), 80-91.

J1. Parvinen, Petri, Tikkanen, Henriikki, & Aspara, Jaakko (2007). "**Corporate Strategic Marketing (CSM): A new task for top management**". In *Business Strategy Series* (formerly *Handbook of Business Strategy*). Emerald, Bradford, UK.

### Articles in Review Processes of Refereed Scientific Journals

For a list of articles in review process, please contact me.

### Work-in-Process Articles (Prepared for Submission to Refereed Scientific Journals)

WIP11. Tölö, Miikka, & Aspara, Jaakko. "**Marketing investments, sources of capital, and business models at growth firms**". To be submitted to *International Journal of Research in Marketing*.

WIP10. Aspara, Jaakko, Chakravarti, Amitav, & Hoffmann, Arvid, "**Focal versus background goals: Investing for financial returns or self-expression?**" To be submitted to *Journal of Consumer Research*.

WIP9. Wies, Simone, Hoffmann, Arvid, Aspara, Jaakko, & Pennings, Joost. "**Preventing raised voices from echoing: Advertising as response to shareholder activism**". To be submitted to *Journal of Marketing*.

WIP8. Luoma, Jukka, Aspara, Jaakko, Tikkanen, Henriikki. "**An evolutionary theory of marketing actions**". To be submitted to *Journal of Marketing*.

WIP7. Luoma, Jukka, Järvinen, Joonas, & Aspara, Jaakko. "**Red queen competition within and across product categories**". To be submitted to *Marketing Science* or *Strategic Management Journal*.

WIP6. Luoma, Jukka, Aspara, Jaakko, Tikkanen, Henriikki, & Lamberg, Juha-Antti. "**Complementarities within the competitive repertoire: A longitudinal study in retailing market**". To be submitted to *Journal of Retailing*.

WIP5. Aspara, Jaakko & Koskinen, Ilpo. "**Two contemporary perspectives to the relationship between product design and investors**". To be submitted to *Design Issues*.

WIP4. Aspara, Jaakko, Lamberg, Juha-Antti, Laukia, Arjo, & Tikkanen, Henriikki. "**The theory of reproductive selection: Reconciling strategic choice and firm evolution**". To be submitted to *Academy of Management Journal*.

WIP3. Aspara, Jaakko, Parvinen, Petri, & Hietanen, Joel. **"The key sales processes in business-to-business service selling"**.

WIP2. Aspara, Jaakko & Tikkanen, Henriikki, **"Managerial cognitions and adoption of a new management concept: Case corporate branding"**.

WIP1. Aspara, Jaakko, Parvinen, Petri, & Tikkanen, Henriikki. **"Corporate strategic marketing in/across markets faced by the corporation"**.

### Recent Refereed Papers at Academic Conferences

Wies, Simone, Hoffmann, Arvid, Aspara, Jaakko, & Pennings, Joost (2011). **"Preventing raised voices from echoing: Advertising as response to shareholder activism"**. INFORMS Marketing Science Conference, 9-11 June 2011, Houston, Texas.

Wies, Simone, Hoffmann, Arvid, Aspara, Jaakko, & Pennings, Joost (2011). **"Preventing raised voices from echoing: Advertising as response to shareholder activism"**. Marketing Meets Wall Street Conference II, 12-14 May, Boston, Massachusetts.

Aspara, Jaakko & Chakravarti, Amitav (2011), **"Product-featuring stock advertisements: Effects on consumer-investors' investment interest"**. 2011 Academy of Marketing Science Annual Conference, 24-27 May 2011, Coral Gables, Florida.

Jaakkola, Matti, Frösen, Johanna, Tikkanen, Henriikki, Vassinen, Antti, Parvinen, Petri, & Aspara Jaakko (2011), **"Gaining superior business performance from market orientation: The mediating role of the core business process capabilities"**. 2011 Academy of Marketing Science Annual Conference, 24-27 May 2011, Coral Gables, Florida.

Frösen, Johanna, Luoma, Jukka, Aspara, Jaakko, & Tikkanen, Henriikki (2011), **"The performance implications of marketing metrics use in different business contexts: A configurational approach"**. 2011 American Marketing Association Winter Educators' Conference, 18-20 February 2011, Austin, Texas.

Aspara, Jaakko, Lamberg, Juha-Antti, Laukia, Arjo, & Tikkanen, Henriikki (2010). **"Reproductive selection and strategic management: Theory and Field Study"**. 2010 Annual Meeting of the Academy of Management, 6-10 August 2010, Montreal, Canada.

Aspara, Jaakko & Tikkanen, Henriikki (2009), **"The role of subjective product and brand evaluations in the stock market: Stock investment willingness beyond expected financial returns"**. Marketing Meets Wall St, Academic Conference at Emory University's Goizeuta Business School, 23-24 January 2009, Atlanta, Georgia.