

# HELSINKI SCHOOL OF ECONOMICS



2 0 0 2

## KEY DATA

Helsinki School of Economics (HSE) is Finland's largest unit providing academic business education and research. The degrees include the Doctor's, Licentiate's, Master's and Bachelor's degrees.

Since HSE's foundation in 1911, a total of over 12,224 students have completed the lower degree, 8,706 the higher degree, 306 the Licentiate's degree and 211 the Doctor's degree, and now serve the business communities in Finland and abroad.

	2001	2002	change %
Master of Science degrees	320	360	12.5
Bachelor of Science degrees	57	45	-21.1
Licentiates	9	10	11.1
Doctorates	16	17	6.3
Students in the M.Sc. program	3 490	3 633	4.1
Mikkeli BScBA undergraduates	79	148	87.3
MBA's	70	72	2.9
Continuing education programs	350	308	-12.0
Teaching and research staff	217	218	0.5
Other personnel	209	210	0.5
State budget (€ million)	21.2	22.1	4.0
Income from services sold to outsiders (€ million)	7.2	6.7	7.2
Other funding (€ million)	6.3	7.6	20.6
Turnover of HKKK Holding Ltd (€ million)	11.2		

### VALUES

Helsinki School of Economics

- concentrates on a high standard of innovative research and education, as well as the advancement of business
- encourages talented individuals and groups
- supports the development of a versatile workplace
- strengthens the workplace community and furthers the wellbeing of its members
- demonstrates national responsibility while being international in all its endeavors

HSE conforms to a high ethical standard while taking into account equality and sustainable development.

#### Information and PR

Tel. +358 9 4313 8286

Tel. +358 9 4313 8621

Fax. +358 9 4313 8888

E-mail: [pr@hkkk.fi](mailto:pr@hkkk.fi)

[www.hse.fi](http://www.hse.fi)



# GREETINGS FROM THE RECTOR

## THE YEAR OF FINE TUNING

The Americans have a saying, "If it isn't broken, don't fix it". This saying is both wise and unwise at the same time. It is unwise if it means that as long as we get by somehow, better ways of doing things need not even be considered. It is wise, if it means that all changes are made only after careful assessment.

In my opinion, we have been able to make carefully assessed decisions on our mission and strategy. We belong to several national and international academic and business networks. We have made quality our hallmark and ventured to test our own quality. We have rewarded researchers, teachers, students, and administrative staff for their outstanding merits.

The overall strategic decisions were made earlier than 2002. In 2002, we focused on the implementation and fine-tuning of these earlier decisions and discussed the anticipated changes. Researchers and teachers were allowed to concentrate in their work in peace; big changes always tend to be disturbing.

The highly skilled and committed staff of HSE have shown great dedication in their work, each contributing to the successful year, and created the foundation for innovative years to come. I would like to express my deep gratitude to the staff, as well as our supporters and cooperation partners.

Olli Ahtola  
1st Vice Rector  
Acting Rector in 2002



Eero O. Kasanen  
Rector

## YEAR 2002

After the celebration of the 90<sup>th</sup> anniversary in 2001, Helsinki School of Economics returned to normal, focusing on basic activities and strengthening the cornerstones of its strategy. In addition to the development of research and education, HSE continued to enhance cooperation between national and international universities, businesses, and society. Partnership activities, alumni events with the related Studia Economica lecture series, and class reunions, as well as other events, involved many new, inspired people in HSE activities.

### BUSINESS COMPETENCE AS THEME

Business Competence in the Knowledge-Based Society – a pervading theme in the HSE Strategic Development Plan – was clearly visible during 2002. The aim was to find new ways to promote HSE's one asset, business competence, within the university, as well as to apply this theme in our societal service function in relation to different partners. The most visible results included seminars and events targeted at external stakeholders, which successfully applied new teaching methods on the basis of group dynamics.

### PROJECTS AND PREREQUISITES FOR RESEARCH PROGRESS

The introduction of the sabbatical year, investment in research and innovation services and environment, together with more specific funding allocation, improved the prerequisites for research at HSE. The participation in international conferences and presentations of working papers was exceptionally active. The number of scientific publications cited rose again and the share of external funding is still good. 2002 also saw the achievement of 17 doctoral degrees, which was the objective.

Several topical research projects are underway at the various departments of HSE and the results are quickly introduced in HSE's teaching. The research projects in the Departments of Management Science, Marketing, and Economics, in particular, were numerous. The Center for Knowledge and Innovation Research (CKIR) has secured its position as a world-class research center in its field. The Center for Markets in Transition expanded and strengthened its competence in its own field, and

the Center for International Business Research (CIBR) sought new paths for growth.

### JOINT MEDIA LABORATORY OF HSE AND HANKEN

Inspiring learning environments have been promoted through numerous development projects in which the role of the dedicated teacher has been important. The Center for Innovative Learning, in which HSE and the Swedish School of Economics in Helsinki (Hanken) introduced a joint media laboratory as a new service in fall 2002, has provided support for learning environments, in particular. The pedagogical education of teachers has also increased and HSE continually develops new learning methods for different subjects. For example, several innovative teaching experiments are being carried out at the Department of Management. The number of Master's degrees was 360, slightly below the goal. The Department of Accounting and Finance produced most Master's degrees.

Together with eight European universities, HSE has participated in an ESMU benchmarking project, the goals of which include internal quality control, student services, data management, and facilities management. The results indicated that HSE administration and services stand comparison with other European universities. HSE library extended its mobile services, and the library services in general function excellently.

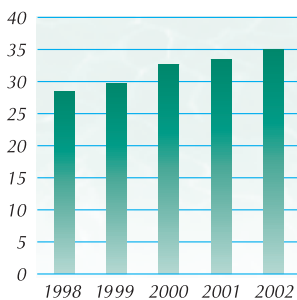
### HELSINKI AND MIKKELI BUSINESS CAMPUSES

Helsinki Business Campus is also one of our strategic cornerstones. Tomorrow's Business Competencies Forum 2002 promoted cooperation which helps different campus units find new roles to better utilize their competence and skills in their contacts with other universities and stakeholders. Projects to develop Virtual University and to establish a joint Helsinki Business and Science Park corporation progressed well in 2002.

The Mikkeli Business Campus has established its operations as regards the degree content and administration. The new Bachelor of Science in Business Administration program taught in English has been well received, while the old BBA program is about to end. The Small Business Center is an impor-



€ million Total expenditure 1998–2002





tant resource on the campus providing educational, research, development, and corporate services.

### INTERNATIONAL COOPERATION

In addition to intensive research cooperation, focusing on the development of a globally oriented degree within CEMS (Community of European Management Schools), in which the contribution of HSE has been considerable, has been emblematic of HSE's international activities. The Master in International Management (MIM) degree program of the CEMS is now entirely revised. Studies include close cooperation with the partner companies. CEMS is the only business and management teaching program to have earned recognition in the EU Commission for its international approach in line with the Bologna process.

Joining in the PIM network (Program in International Management) has marked the launch of close global cooperation. The visit to Latin America together with the HSE's student union KY has resulted in student exchange programs with the best business schools in Latin America. The number of students in exchange programs steadily increased and is among the highest in Finnish universities.

### SUCCESSFUL TRAINING SERVICES

The HSE's MBA programs succeeded well in the tight market situation and for the first time yielded a positive financial result. The development work in program structure and content continued and seems to have met the expectations well. The new MBA program includes a program in Biotechnology Management.

The demand for Open University courses both in Helsinki and in Mikkeli has continuously grown. A record number of Open University students, 15 altogether, were accepted to study in the Master's

program and the number of eligible applicants is increasing.

Our students' interest in entrepreneurship is higher than ever. The activities of the Small Business Center have been busy and the results both in Finland, St. Petersburg, and the Baltic region have met expectations. The New Business Center (NBC) incubator, has yielded good results and, despite the difficult economic situation, there are over 30 multidisciplinary teams providing some 110 workplaces.

HSE has substantially supported the activities of the Venture Cup promoting entrepreneurship and its business plan competition that has increased the attractiveness of entrepreneurship.

HSE's subsidiaries, JOKO Executive Education Ltd., which provides business-management education, and LTT Research Ltd., a company for applied business research, have found themselves in a very challenging market situation. Their turnover slightly increased from the previous year. Their profitability remains good and their proceeds partially ease the tight funding situation of HSE. JOKO's Singapore unit made its first opening in the China market in 2002, in the form of an entrepreneurship-specific education program.

### ACTIVE QUALITY WORK

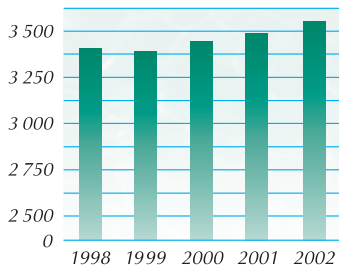
Work promoting quality and participation in evaluations are now everyday practice at HSE. The AMBA accreditation of the MBA programs was renewed in 2002 and it was agreed that measures would be taken to subject the Executive MBA program to the same accreditation. Towards the end of the year, HSE started to make preparations for the re-evaluation related to EQUIS certification, which will be conducted in 2003. In fall 2002, HSE also took part in the FINHEEC evaluation on the business and management sector.



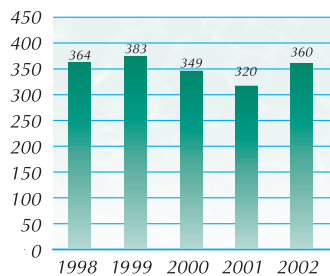
# HIGHLIGHTS OF INTERNATIONAL EDUCATION



M.Sc. students  
1998–2002



M.Sc. degrees  
1998–2002



In 2002, Helsinki School of Economics increased the provision of international education and actively participated in international networks.

## BASIC DEGREE PROGRAMS

Helsinki School of Economics houses five departments focusing on education and research and offering degree programs: Management Science, Economics, Accounting, Marketing, and Languages and Communication.

In 2002, HSE accepted 555 new students in M.Sc. programs. Students may also opt for the lower Bachelor's degree. In 2002, 45 students completed their Bachelor's degree and 360 Master's degree. The set goal for Master's degrees was 380.

Students can take their Master's degree entirely in English. This English Track program begins with general business and management studies worth 60 credits. HSE has also endeavored to increase the number of major subject study modules with English as the language of instruction. Currently studies in International Business, Finance, Area Studies Program, Technology Management and Policy, and English Business Communication programs can be completed in English. 2002 saw the launching of Information and Service Management, a new multidisciplinary Master's program coordinated by the Information Systems Science.

In 2001–2002, 158 students participated in the international student exchange program aimed at Master's students. The program involves 59 cooperation universities in 27 different countries. In 2002, the number of new cooperation universities increased by 4. International faculty visits also helped to internationalize HSE's provision of education.

In summer 2002, 116 students participated in the Information Technology Program (ITP) arranged for the eighth time. During the summer course, the studies were offered in three different tracks: electronic business, digital media, and network technologies. A total of 18 nationalities took part in the program.

## MIKKELI BSCBA PROGRAM

The implementation of HSE's Bachelor of Science in Business Administration Program in Mikkeli Campus proceeded as scheduled. 80 students graduated in spring from the HSE's Mikkeli BBA program initiated in 1989 and terminating at the end of 2003.

Measures were taken to harmonize the contents of the BScBA program and the M.Sc. program. The major subject in the BScBA program continued to be International Business, which is taught in English. The teaching staff in the strongly internationally oriented modules mainly comprises professors from abroad.

## INTERNATIONAL MBA PROGRAM

Helsinki School of Economics International MBA Program enjoyed a successful year in 2002. The Program has three cohorts: one part-time and two full-time. The year saw a record number of 111 new students while 62 students graduated from the Program (in 2001 the number was 70).

In 2002, a total of 80 MBA courses were delivered. Formerly students were able to specialize in International Finance or Information Technology Management. As of 2002, a new area of concentration was launched in Biotechnology Management. The program is targeted at researchers and other professionals working with or within biotechnology industry. The first twenty bio-track students started in August 2002.

## JOKO

JOKO Executive Education at HSE offers high-standard educational services in the field of executive management. At the moment, JOKO offers four different Executive MBA Programs: Helsinki Executive MBA, Poznan Executive MBA, Singaporean Executive MBA, and Korean Executive MBA.

For the second consecutive year, JOKO took part in Executive Education Ranking organized by Financial Times. JOKO came 30<sup>th</sup> in the global ranking list of executive education and is the 12<sup>th</sup> best European executive education provider.

The demand for corporate-specific, customized program continued to soar in 2002. In add-

ition, JOKO successfully launched three new open-enrolment programs: programs on corporate governance and board of directors, program on deepening management and program on investor relations.

In 2002, JOKO entered the Chinese market through its Singaporean subsidiary. The partner in China is the Singaporean 21-Management Studies with which JOKO initiated a customized program for Nanking-based Jiangsu Telecom.

## THE SMALL BUSINESS CENTER

In 2002, the Small Business Center provided education for a student body of 2,500. The number of course days totaled 1,200 while the number of study days was 20,000. The Center has branches in Mikkelin, Helsinki, and St. Petersburg.

The Small Business Center continued to support the establishment of new businesses and entrepreneurship in addition to providing training for SMEs. Some 700 participants attended the programs boosting internationalization and imports. The work carried out to develop the Russian trade promoted the exports of approximately 100 Finnish enterprises to Russia.

International operations were further strengthened by increasing training and development activities in St. Petersburg, as well as extending the implementation of SME internationalization programs in Germany and Great Britain.



# RESEARCH

Basic research in HSE is carried out in five departments as well as the Center for Doctoral Program, which focuses on doctoral dissertations, and different subsidiaries, such as the Center for Markets in Transition and Center for Knowledge and Innovation Research CKIR. Applied research is mainly conducted at the LTT Research Ltd. of HSE. In 2002, all units reported good research results.

Comprehensive business knowledge, scientific seminars on business competence, and the international projects on environmental management and the media laboratory represent an integral part of HSE's research activities in 2002. The year under review also saw the launch of cooperation between research consortiums on business competence and network economy. In addition, HSE had set as its goal to publish research results in even more high-standard international journal series.

The most significant non-budgetary external research funding bodies included the Academy of Finland and Tekes, the National Technology Agency of Finland.

The vast array of research subjects, as well as the high quality of research, have helped improve the quality of scientific publications. The number of high-standard articles and research findings published in the internationally cited journals rose from the previous years. HSE's teachers and researchers published a total of 310 scientific articles or research findings in monographs, conference publications, and HSE's own publication series, in addition to their contribution to textbooks and other material. In 2001, the corresponding figure was 315 and, in 2000, the number of publications totaled 250.

## CKIR

Center for Knowledge and Innovation Research (CKIR) is an academic and multidisciplinary research center functioning independently within the HSE. CKIR studies innovative, knowledge-based enterprises and both regional and international innovation ecologies. CKIR develops research methodology in cooperation with companies, which is based on scientific research parallel to corporate R&D.

The research findings were published in 21 international and national publications. In 2001–2002, CKIR filed a total of 40 invention applications and 4 domestic and 2 international patent applications.

## THE CENTER FOR MARKETS IN TRANSITION

The Center for Markets in Transition is a multidisciplinary unit offering research-based information on business strategies and scenarios in the transition economies. The research topics include Northwest Russia, EU enlargement and Russian natural resources. The Center offers its know-how to universities, the Finnish business community, and international partners. The Center's core activities are basic and applied research, teaching, education, and international relations.

## LTT RESEARCH LTD

The business idea of LTT Research Ltd. is to generate new knowledge and insights for the development of client's operations with the help of high-standard research. The research resources of LTT comprise its own researchers, undergraduate and postgraduate students, HSE experts, and HSE's wide international cooperation network.

LTT focuses on electronic commerce, finance and accounting, competence management, and evaluations. In 2002, LTT extended its competence base to marketing, international business, and microeconomics. LTT's competence now covers all HSE departments.



The revised RESCAT database providing information on on-going research projects and publications is accessible from the HSE homepage at [www.hkkk.fi](http://www.hkkk.fi) at Research and Teaching > Research > Publications > RESCAT Online





**DOCTORATES IN HELSINKI SCHOOL OF ECONOMICS IN 2002/  
COMPLETED DOCTOR OF SCIENCE IN ECONOMICS AND  
BUSINESS ADMINISTRATION DEGREES**

**Epstein, Mikael**

(2002) Risk Management of Innovative R & D Project. Development of Analysis Model.

A Systematic Approach for the Early Detection of Complex Problems (EDCP) in R & D in Order to Increase Success in Enterprises, A-209.\*

**Heikkinen, Veli-Pekka**

(2001) Modelling Timber Harvesting Decisions as a Part of the Management of a Mixed Asset Portfolio, A-195.\*

**Inkinen, Kari**

(2000) Diffuusio ja Fuusio. Osuuskauppainnovaation levinneisyys ja sen dynamiikka 1901–1998. Alueellisesti tulostuva näkökulma suomalaisen osuuskauppatoiminnan kehityksen ja sisällön muutokseen, A-181.\*

**Kajalo, Sami**

(2002) Deregulation of Retail Hours in Finland: Historical and Empirical Perspectives, A-210.\*

**Karhunen, Jussi**

(2002) Essays on Tender Offers and Share Repurchases, A-202.\*

**Kleymann, Birgit**

(2002) The Development of Multilateral Alliances – The Case of the Airline Industry, A-208.\*

**Kortelainen, Mika**

(2002) EDGE: A Model of the Euro Area with Applications to Monetary Policy, A-204.\*

**Kosonen, Riitta**

(2002) Governance, the Local Regulation Process, and Enterprise Adaptation in Post-Socialism, A-199.\*

**Laamanen, Tomi**

(2002) Essays on Technology Investments and Valuation, A-205.\*

**Matikka, Ari**

(2002) Measuring the Performance of Owner-managed Firms, A-198.\*

**Mikkola, Hennamari**

(2002) Empirical Studies on Finnish Hospital Pricing Methods, A-203.\*

**Pautola-Mol, Niina**

(2001) The Baltic States' Integration into the European Union – Institutional Approach, A-196.\*

**Pietiläinen, Tarja**

(2002) Moninainen yrittäminen – sukupuoli ja yrittäjänäisten toimintatila tietoteollisuudessa, A-207.\*

**Suhonen, Susanne**

(2002) Industry Evolution and Shakeout Mechanisms, A-200.\*

**Söderqvist, Minna**

(2002) Internationalisation and its Management at Higher-education Institutions. Applying Conceptual, Content and Discourse Analysis, A-206.\*

**Teikari, Ismo**

(2001) Poisson Mixture Sampling in Controlling the Distribution of Response Burden in Longitudinal and Cross Section Business Surveys, A-189.\*

**Tuominen, Matti**

(2002) Market-Driven Capabilities and Operational Performance Theoretical Foundations and Managerial Practices, A-201.\*

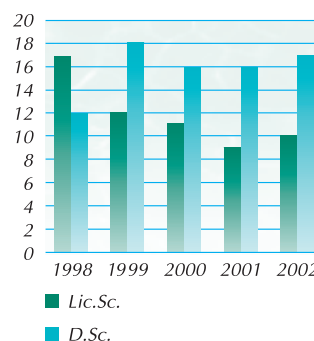
**Öörni, Anssi**

(2002) Consumer Search in Electronic Markets, A-197.\*

\* HSE Acta Universitatis Oeconomicae Helsingiensis



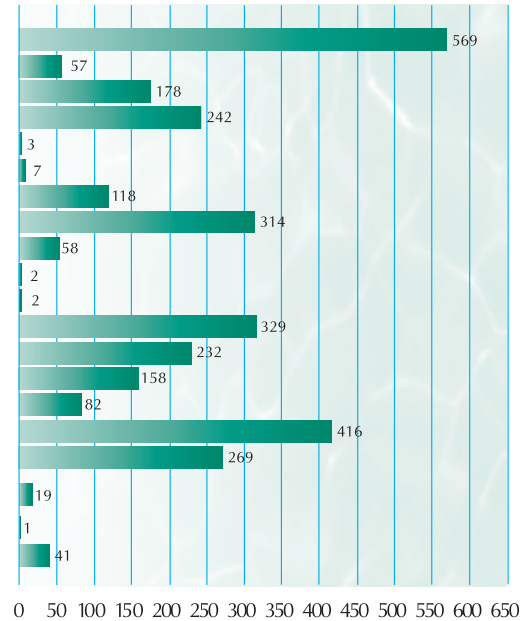
Postgraduate degrees Lic.Sc. (Econ) and D.Sc. (Econ)1998–2002





### Students by major subject 31 Dec 2002

Accounting  
 ASP/Economic Geography  
 Business Law  
 Economics  
 Economic Sociology  
 English Business Communication  
 Entrepreneurship  
 Finance  
 Finnish Language and Communication  
 French  
 German  
 Information Systems Science  
 International Business  
 Logistics  
 Management Science  
 Marketing  
 Organization and Management  
 Quantitative Methods of Economics  
 and Management Sciences  
 Russian  
 Technology Management and Policy



Total 3 097/100%

The figures do not include those who began their studies in 2002 because major subjects are not chosen until the second year.

### HELSINKI SCHOOL OF ECONOMICS LIST OF PROFESSORS 31 DEC 2002

Olli Ahtola, Marketing  
 Zuhair Al-Obaidi (fixed-term), International Business  
 Mai Anttila, Marketing  
 Mirja-Liisa Charles, Applied Linguistics  
 Tomi Dahlberg (fixed-term), Information Systems Science  
 Päivi Eriksson (fixed-term), Organization and Management  
 Jarmo Eronen, Economic Geography  
 Mika Gabrielsson (fixed-term), International Business  
 Pertti Haaparanta, Economics  
 Merja-Liisa Halme (fixed-term), Management Science  
 Marjaana Helminen (fixed-term), Business Law  
 Niilo Home (fixed-term), Entrepreneurship  
 Seppo Ikäheimo (fixed-term), Accounting  
 Pekka Ilmakunnas, Economics  
 Aimo Inkiläinen (fixed-term), Logistics  
 Esa Jokivuolle (fixed-term), Finance  
 Annukka Jyrämä (fixed-term), Marketing  
 Markku Kallio, Management Science  
 Helena Kangasharju, Finnish  
 Antti Kanto, Quantitative Methods in  
 Economics and Management Science  
 Eero Kasanen, Finance  
 Anneli Kauppinen (fixed-term), Finnish

Matti Keloharju, Finance  
 Juha Kinnunen, Accounting  
 Hannu Kivijärvi, Information Systems Science  
 Pekka Korhonen, Quantitative Methods in  
 Economics and Management Science  
 Kalevi Kyläkoski, Accounting  
 Jari Käppi (fixed-term), Finance  
 Arto Lahti, Entrepreneurship and  
 Management of Small Businesses  
 Jarmo Leppiniemi, Accounting  
 Kari Lilja, Organization and Management  
 Raimo Lovio, Organization and Management  
 Reijo Luostarinen, International Business  
 Pentti Marttiin (fixed-term), Information Systems Science  
 Teemu Malmi, Accounting  
 Johanna Moisander (fixed-term), Marketing  
 Kristian Möller, Marketing  
 Heikki Niskakangas, Business Law  
 Matti Pohjola, Economics  
 Vesa Puttonen, Finance  
 Arto Rajala (fixed-term), Marketing  
 Matti Rossi (fixed-term), Information Systems Science  
 Matti Rudanko, Business Law

Keijo Räsänen, Organization and Management  
 Timo Saarinen, Information Systems Science  
 Tomi Seppälä (fixed-term), Quantitative Methods  
 in Economics and Management Science  
 Hannu Seristö, International Business  
 Matti Suominen, Finance  
 Markku Sääksjärvi, Information Systems Science  
 Risto Tainio, Organization and Management  
 Jari Talvinen (fixed-term), Information Systems Science  
 Otto Toivanen (fixed-term), Technology  
 Management and Policy  
 Sami Torstila (fixed-term), Finance  
 Pontus Troberg, Accounting  
 Virpi Tuunainen (fixed-term), Information  
 Systems Science  
 Liisa Uusitalo, Marketing  
 Jyrki Wallenius, Management Science  
 Sinikka Vanhala (fixed-term), Organization  
 and Management  
 Ari P. J. Vepsäläinen, Logistics  
 Kalevo Virtanen, Accounting  
 Juuso Välimäki, Economics

# PARTNER UNIVERSITIES

ARGENTINA  
Universidad Argentina de la Empresa

AUSTRALIA  
University of New South Wales

AUSTRIA  
Leopold-Franzens-Universität  
Innsbruck  
Johannes-Kepler-Universität Linz  
Wirtschaftsuniversität Wien

BELGIUM  
Université Catholique de Louvain  
FUCAM, Facultes Universitaires  
Catholiques de Mons

BRAZIL  
Escola de Administração de Empresas  
de São Paulo Fundação Getúlio  
Vargas

CANADA  
HEC Montréal  
Queen's University  
University of Calgary  
University of Prince Edward Island  
University of Western Ontario

CZECH REPUBLIC  
University of Economics, Prague

CHINA  
Hong Kong University of Science  
and Technology  
National Chengchi University,  
Taiwan  
University of Macau

CHILE  
Pontificia Universidad Católica  
de Chile  
Universidad Adolfo Ibáñez

DENMARK  
Handelshøjskølen i København  
Handelshøjskølen i Århus  
Syddansk Universitet, Odense

ESTONIA  
Estonian Business School

FRANCE  
ESC Brest  
ESC Bordeaux  
ESC Dijon  
ESC Grenoble  
ESC Lille  
ESC Nantes  
ESC Poitiers

ESC Reims  
ESC Rennes  
ESC Rouen  
ESC Toulouse  
ESC Troyes  
ESCP-EAP Paris  
ESSEC Paris  
Groupe HEC Paris  
IECS Strasbourg

GERMANY  
Christian-Albrechts-Universität  
zu Kiel  
Friedrich-Wilhelms Universität  
Bonn  
Gerhard Mercator Universität  
Duisburg  
Handelshochschule Leipzig  
Humboldt-Universität zu Berlin  
Ruhr-Universität Bochum  
Universität Bayreuth  
Universität Hamburg  
Universität zu Köln  
Universität Osnabrück  
Universität Passau  
Universität Regensburg  
Universität des Saarlandes  
Universität Trier  
WHU Koblenz-Otto Beisheim  
Graduate School of Management

GREAT BRITAIN  
London School of Economics and  
Political Science  
Manchester Business School  
University of Manchester Institute  
of Science and Technology

HUNGARY  
Budapest University of Economic  
Sciences and Public  
Administration

ICELAND  
University of Iceland

INDIA  
Indian Institute of Management  
Ahmedabad  
Indian Institute of Management  
Bangalore

IRELAND  
University College Dublin

ITALY  
Università Commerciale Luigi  
Bocconi  
Università degli studi di Siena

JAPAN  
International University of Japan  
Sophia University

MEXICO  
Instituto Tecnológico Autónomo  
de México  
Instituto Tecnológico y de Estudios  
Superiores de Monterrey  
Universidad del Noroeste

THE NETHERLANDS  
Erasmus Universiteit Rotterdam  
Katholieke Universiteit Brabant,  
Tilburg

NORWAY  
Norges Handelshøyskole, Bergen  
Handelshøyskolen BI

NEW ZEALAND  
University of Otago

POLAND  
Leon Kozminski Academy of  
Entrepreneurship and Management  
University of Economics, Katowice  
Warsaw School of Economics

RUSSIA  
St. Petersburg State University

SINGAPORE  
National University of Singapore  
Singapore Management University

SOUTH KOREA  
Seoul National University  
Yonsei University

SPAIN  
ESADE  
FUNDASEM  
Instituto de Empresa  
Universidad de Granada

SWEDEN  
Handelshögskolan i Stockholm  
Handelshögskolan vid Göteborgs  
universitet  
Handelshögskolan vid Umeå  
universitet  
Internationella Handelshögskolan,  
Jönköping  
Linköpings universitet  
Stockholms universitet  
Uppsala universitet  
Växjö universitet

SWITZERLAND  
Universität Bern  
Universität St.Gallen

THAILAND  
Asian Institute of Technology

USA  
DePaul University  
Emporia State University  
Fitchburg State College  
Florida Atlantic University  
Indiana University  
Michigan State University  
Northern Illinois University  
Ohio Northern University  
Pittsburg State University  
Texas Tech University  
University of Florida  
University of Nebraska at Omaha  
University of North Carolina at  
Chapel Hill  
University of Texas at Austin  
University Texas at El Paso  
University of Dayton  
Western Washington University

## MBA PARTNER UNIVERSITIES

EUROPE  
ESADE  
Instituto de Empresa  
Manchester Business School  
University of Durham  
Universität St. Gallen

NORTH AMERICA  
Emory University  
Fordham University  
Indiana University  
Thunderbird  
University of California  
University of Florida  
University of Rochester  
University of South Carolina  
University of Texas  
University of Washington  
University of Calgary  
University of Western Ontario

AUSTRALIA AND ASIA  
International University of Japan  
National University of Singapore  
University of Adelaide

# PARTNERS AND SPONSORS

## PARTNERS OF HSE

ACCENTURE  
BOOZ-ALLEN & HAMILTON  
ELCOTEQ  
ERNST & YOUNG  
IBM  
KESKO OYJ  
KPMG  
MCKINSEY & COMPANY  
NOVO  
OUTOKUMPU OYJ  
PRICEWATERHOUSECOOPERS OY  
SKANSKA OY  
S-RYHMÄ  
STORA ENSO OYJ  
TIETOENATOR OYJ

## CEMS PARTNERSHIP FIRMS

KONE OYJ  
NOKIA  
STORA ENSO OYJ

## THE FOLLOWING ORGANIZATIONS HAVE CONTRIBUTED TO THE ACQUISITION OF EQUIPMENT FOR HSE BUILDINGS

ALFRED BERG  
COCA-COLA FINLAND OY  
ELISA COMMUNICATIONS OYJ  
ERNST & YOUNG OY  
FORTUM OYJ  
OYJ HARTWALL ABP  
JAAKKO PÖYRY CONSULTING  
JENNY JA ANTTI WIHURIN RAHASTO  
KEMIRA OYJ  
KESKO OYJ  
KPMG  
MAANMITTAUSLAITOS  
METSO OYJ  
NOKIA OYJ  
NORDEA  
NOVO GROUP OYJ  
OSUUSPANKKIEN KESKUSPANKKI OYJ  
PARTEK OYJ  
PRICEWATERHOUSECOOPERS OY  
SAASTAMOISEN SÄÄTIÖ

SAP FINLAND OY  
SKANSKA OY  
STORA ENSO OYJ  
SUOMEN MESSUT FINNEXPO  
TALOUSSANOMAT  
TAPIOLA-YHTIÖT  
TIETOENATOR OYJ  
VINEYARD INTERNATIONAL OY  
XEROX OY  
YIT-YHTYMÄ OYJ  
YRJÖ JAHNSSONIN SÄÄTIÖ

## THE FOLLOWING ORGANIZATIONS HAVE CONTRIBUTED TO TEACHING AND RESEARCH IN DIRECT MARKETING

A-LEHDET OY  
ATKOS OY  
OY EDITA AB  
FINNAIR OY (FINNAIR PLUS)  
FINNMAIL OY  
OY HEDI AB  
HERBALIFE INTERNATIONAL FINLAND OY  
HOBBY HALL  
HOMCARE JEUNINIQUE FINLAND OY  
IFI OY  
OY LITOSE AB  
NOVO  
ORIFLAME OY  
PRENDIMI MARKKINOINTI OY  
SALOMAA YHTIÖT OY  
SAMPO  
SANOMA MAGAZINES FINLAND OY  
SISÄSUOMI OY  
SONERA OYJ  
SUOMEN MARKKINOINTILIITTO R.Y. DM-JAOSTO  
SUOMEN OSUUSKAUPPOJEN KESKUSKUNTA  
SUOMEN POSTI OY  
SUORAYHTIÖT OY  
SUURI SUOMALAINEN KIRJAKERHO OY  
SVM YHTIÖT (UNITED FEELINGS)

TIETOENATOR OYJ SUORAMARKKINOINTI-  
PALVELUT  
J. WALTER THOMPSON FINLAND OY  
VAKUUTUSYHTIÖIDEN MARKKINOINTIJOHDON  
YHDISTYS  
OY VALITUT PALAT – READER'S DIGEST AB  
YHTYNEET KUVALEHDET OY

## THE FOLLOWING ORGANIZATIONS HAVE CONTRIBUTED TO THE PROFESSORSHIP IN ELECTRONIC COMMERCE

ACCENTURE  
CAP GEMINI OY  
KESKO OYJ  
MECRASTOR PRICEWATERHOUSECOOPERS OY  
SATAMA INTERACTIVE OYJ  
SONERA OYJ  
SUOMEN OSUUSKAUPPOJEN KESKUSKUNTA

## THE FOLLOWING ORGANIZATIONS HAVE CONTRIBUTED TO TEACHING AND RESEARCH OF TRADE

KESKO OYJ  
KETJUETU OYJ  
SUOMEN OSUUSKAUPPOJEN KESKUSKUNTA  
SUOMEN SPAR OYJ

## ITP PARTNERSHIP FIRMS

NOKIA NETWORKS  
NOVO  
SKANSKA OY  
SONERA OYJ  
TIETOENATOR OYJ

## PARTNERS OF CENTER FOR KNOWLEDGE AND INNOVATION RESEARCH

ALMA MEDIA OYJ  
CULMINATUM OY  
KONE OYJ  
NOKIA OYJ  
SONERA OYJ



HELSINKI SCHOOL OF ECONOMICS