

CURRICULUM VITAE

NAME Asikainen, Sanna-Katriina (née Sundqvist, Sanna)
GENDER Female
YEAR OF BIRTH 1974, Lappeenranta, Finland
NATIONALITY Finnish

DEGREES

DOCTOR OF SCIENCE (TECHNOLOGY)

Lappeenranta University of Technology, 29.11.2002, Lappeenranta
Major subject: Industrial Marketing
Thesis title: Market Orientation in International Context: Antecedents,
Consequences and Contingency Factors. Accepted "with honors".

MASTER OF SCIENCE (TECHNOLOGY)

Lappeenranta University of Technology, 21.12.2000, Lappeenranta
Major subject: International Business Operations
Thesis grade: Laudatur (5)

LANGUAGE SKILLS

Finnish: Native
English: Understanding C1, Speaking C1, Writing C2
Swedish: Understanding A1, Speaking A1, Writing A1

CURRENT POSITIONS

PROFESSOR

International Marketing, School of Business and Management, Lappeenranta University
of Technology, since 1.11.2002 (On maternity/parental leave 21.08.2006 - 14.05.2007,
15.11.2008-23.3.2009)

SELECTED PAST POSITIONS

VISITING PROFESSOR

Loughborough University, School of Business and Economics, UK. 2014-2017

ACADEMIC DIRECTOR OF DOCTORAL PROGRAMME IN BUSINESS ADMINISTRATION

LUT, School of Business and Management, 01/2013-2017

VISITING RESEARCHER

SCANCOR, Stanford University, US. 15.06.2014-15.09.2014.

DIRECTOR OF DEPARTMENT

Department of Management and International Business, School of Business,
Lappeenranta University of Technology, 1.4.2012 – 31.12.2014.

ERASMUS TEACHER EXCHANGE

WU Vienna University of Economics and Business, Institute of International Marketing Management, 12.-16.12.2011 and 12.-16.11.2012

ACADEMIC LEADER

International Business and Technology Management (IBTM)-exchange programme at LUT, School of Business, Lappeenranta University of Technology, 2009-

PROJECT MANAGER

Technology Business Research Center, LUT, 1.8.2000– 31.12.2003

RESEARCHER

Technology Business Research Center, LUT, 1.3.2000– 31.7.2000

RESEARCH MANAGEMENT EXPERIENCE

RESPONSIBLE LEADER

Design for Value. 2016-2019. Research consortium project. Business Finland funded project. 365.000€

Value Transformers. 2016-**2019**. TEKES-funded research project. 507.000€

Novel methods for analysis of online consumer behavior (NAOMI), 2016-2018, joint project with University of Tampere, The Academy of Finland –research project, PI at LUT. 134.360€

The Development of Mobile Content, Applications, Services and Enabling Technologies, 2002-2003, Cross-cultural EU-project. 26.000€

The Effect of Supply Side Variables on the Diffusion of Innovations, 2004-2007, The Academy of Finland –research project, responsible leader. 160.000€

K2 Experientiality in digital purchase-decisions: Feelings and trust in business ambiance, 2013-2014, TEKES-funded research project. 130.000€

EXTERNAL RESEARCH FUNDING OBTAINED FOR SCIENTIFIC ACTIVITIES (FOR RESEARCH PROJECTS) 2000-2018

Source	Amount
National Technology Agency of Finland	803.000 €
Company funding	166.953 €
European Union	174.205 €
Academy of Finland	294.360 €
Business Finland	365.000 €
Lappeenranta University of Technology ¹	100.000 €
Total	1.893.518 €

¹ Centre of excellence in research –fund awarded by the Rector of the Lappeenranta University of Technology. Joint funding together with LUT professors Puumalainen, Kyläheiko, Saarenketo and Sandström, and LUT Strategic International Research Development Funding 2013 together with professors Kyläheiko, Collan and Luukka.

TEACHING EXPERIENCE

DOCTORAL THESIS SUPERVISION

During 2007-2018 6 supervised doctoral theses.

MASTER'S THESIS SUPERVISION

During 2002-2018 I've supervised and/or examined 228 master's theses.

TEACHING EXPERIENCE

Teaching since 2002 at Bachelor, Master, Doctoral and MBA level. 116 courses.

TEACHING AWARDS

Best Master's Programme in Business in Finland -Award, SEFE, 2013.

PEDAGOGICAL EDUCATION

University pedagogy studies at LUT.

EXPERIENCE IN ORGANISING SCIENTIFIC CONFERENCES

EFMD, Doctoral programmes conference, 7-9.5.2014, Lappeenranta, Finland.

SELECTED SCIENTIFIC HONORS

2017: Best Paper Award, EIBA conference, Milan, Italy.

2013: Emerald Highly Commended Paper Award, European Marketing Journal

2010: Top 10 Most Cited Articles, Industrial Marketing Management

2009: Best Paper Award (Marketing and Communications Stream), Australasian-New Zealand Management Conference, Melbourne, Australia

2009: Supervisor and co-author of Best Doctoral Student Paper, Australasian-New Zealand Management Conference, Melbourne, Australia

2004: The Douglas C. Mackay Outstanding Paper Award in International Entrepreneurship, Canadian Journal of Administrative Sciences

2004: Arnold Burgen Scholarship, Academia Europaea

1999: Best Paper Award, Australian-New Zealand Marketing Academy Conference, Sydney, Australia

OTHER SCIENTIFIC AND ACADEMIC MERITS

DUTIES IN EDITORIAL BOARD

Industrial Marketing Management, 2004-
International Marketing Review, 2008-

GUEST EDITOR

International Marketing Review, (2012) Vol. 29 No. 5. Internationalization patterns of small and medium-sized enterprises. Editors: Kuivalainen, O., Sundqvist, S., Saarenketo, S. & McNaughton, R.

International Marketing Review, (2013) Vol. 30 No. 2. Internationalization patterns of small and medium-sized enterprises: Part II – contextual and structural issues. Editors: Kuivalainen, O., Sundqvist, S., Saarenketo, S. & McNaughton, R.

DUTIES AS REFEREE IN ACADEMIC SCIENTIFIC JOURNALS AND BOOKS

Reviewer, International Journal of Research in Marketing, 2003
Reviewer, Industrial Marketing Management, 2004-
Reviewer, International Journal of Technology Marketing, 2005, 2011
Reviewer, Scandinavian Journal of Management, 2006-
Reviewer, Journal of World Business, 2008
Reviewer, Telecommunications Handbook, 2008
Reviewer, European Management Journal, 2008
Reviewer, Journal of Business Research, 2009-
Reviewer, Journal of Trust Research, 2012-
Reviewer, European Journal of Marketing, 2010-
Reviewer, European Business Review, 2013-
Reviewer, Management International Review, 2014
Reviewer, Journal of Business Venturing, 2014-

ASSESSMENT FOR ACADEMIC POSTS

Reader, Cardiff University, UK. 2019.

Professor of Practice in Retailing, Aalto Business School. 2013

Docent, Turku School of Business. 2009

OTHER DUTIES

External evaluator of doctoral dissertation, Jyväskylä University, 2017.

External evaluator of doctoral dissertation, University of Eastern Finland, 2015.

External reviewer of international research projects, The Academy of Finland, 2004-

External evaluator for Fullbright scholarships in business administration in Finland, 2007, 2010, 2012, 2013, 2014, 2015

SCIENTIFIC AND SOCIETAL IMPACT

NUMBER OF PUBLICATIONS, CITATION STATISTICS AND IMPACT

Journal articles	32	
Book Contributions	13	
Conference papers	78	
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h-index	14	15
Items	20	28
Times cited	1315	1299
Citing articles	1200	1168
Average citations/item	65.75	46.39
Average citations/year	69.21	72.17
	AGJ (2018)	JUFO (2019)
Journal rankings (High to Very High)	AJG4-4*: 4	JUFO 3: 4
Journal ranking (Medium to High)	AJG3: 12	JUFO 2: 13
Journal ranking (Low to Medium)	AJG2: 3 AJG1: 8	JUFO 1: 16