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Editor:

Virpi Juppo Publication and Science Editor
tel. +558 29 449 8111 email: virpi.juppo@uva.fi

Layout: Ville Rintala

Research News is also available in print, ask from the editor.

This newsletter is published in every other month during the academic year. Next newsletter will be published in February.
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 here.


- *Same, same but different – intertextual and interdiscursive features of communication strategy texts* by Merja Koskela in Discourse & Communication.

- Book *Eerikinkronikka* by Harry Lönnroth with Martti Linna. Published by Suomalaisen kirjallisuuden seura.


- Book *Johtajana kaaoksen reunalla: Kuinka selviytyä pirullisista ongelmista?* by Pirkko Vartiainen, Seija Ollila, Harri Raisio and Juha Lindell. Published by Gaudeamus.

- *Multi-level and multi-actor research* by Adam Smale with Kristiina Mäkelä, Mats Ehrnrooth and Jennie Sumelius in Research Methods for Human Resource Management.
Recent Publications and Scientific Articles

**Joint learning in R&D collaborations and the facilitating relational practices**
by Tuomas Huikkola, Juho Ylimäki and Marko Kohtamäki in Industrial Marketing Management.

Research considers joint learning as a relational dynamic capability and examines the role of relational practices as enablers of joint learning in R&D collaboration between suppliers and their customers.

- Results indicate that in dyadic relationships, firms would benefit from developing practices related to relational investments, relational structures, and relational capital that facilitate joint learning and yield collaborative advantages from R&D interactions, researcher Tuomas Huikkola tells.

**Decrypting the text: the construction and function of disagreement in Bible study sessions**
by Riikka Nissi in Text&Talk. Nissi examines how disagreement over the meaning of the text is conducted and managed in a religious peer-group conversation. Using Bible study sessions as data and ethnomethodological conversation analysis as a method, Nissi investigates how different interpretative versions meet, clash, and merge in social interaction.

The research focuses on the oppositional turn and its linguistic composition and describes three disagreement types: denials, contradictions, and corrections and additions.

- Although all of these types treat the previous interpretation as insufficient, they are used to accomplish different social actions and are carefully chosen to fit to their local interactional context, Nissi explains.

- Furthermore, these disagreement types vary depending on how explicitly they express the polarity between the presented views, and in so doing may allow several possible interpretations or enforce participants to construct one definite meaning for the discussed text.
LogLab, Professor Petri Helo, Seinäjoki Region Business Service Center, coordination project, 11 331 €

FutureFactory, Development Manager Reino Virrankoski, business project, 22 753 €

BOWER II, Professor Pirkko Vartiainen, Regional Council of Ostrobothnia/European Structural Fund Programme, 126 500 €

Aspire, Development Manager Pekka Peura, Ostrobothnia Centre for Economic Development, Transport and the Environment, 169 200 €

Energybusiness, Research Manager Olli Voutilainen, Ostrobothnia Centre for Economic Development, Transport and the Environment (European Agricultural Fund for Rural Development), 150 019 €

– The aim is to find out what kinds of business opportunities there are in local distributed renewable energy production in the rural areas of Ostrobothnia, Voutilainen tells.

– Rural areas will benefit from the research by finding business opportunities for the distributed energy production value chain, and thus promoting more diversified economic structure, new business activities and more viable rural areas.

The theoretical basis and analytical tools consist of methodology of regional studies, business models and models concerning the acceptance of new technology, and the concept of sustainable energy. The study is conducted by the co-operation between three research groups of the Levón Institute: Energy and Environment, Management and Organizations, and Regional Development and Evaluation. The study will be finished by the end of year 2014.
Doctoral Student Svetlana Marmutova moved to Vaasa two years ago from Lappeenranta, where she finished her Master's degree.

“Here in Finland everything is for the people. Students can choose what they study based on their individual interests, Marmutova compliments the Finnish academic culture.”

Marmutova also has Master’s degree from Russia, wind energy as her major. Today she works at the Department of Electrical Engineering and Energy Technology.

“I have always been interested in environmental issues and wind as a renewable energy source is one way to reduce human impact on the environment. In Russia the renewable energy utilization and particularly wind energy is still evolving and that is why the University of Vaasa was a good choice.”

The targets of her study are to build numerical model of the flow around a Savonius wind turbine with the use of simulation programs and to improve the turbine efficiency. In order to achieve the last goal turbine shape and dimensions could be changed or new materials implemented.

“It is all about the money and environment acceptability. Generated energy should be cheaper and the equipment – more efficient. Also environmental issues are rising even more, because of the fees for emissions and European Union energy plans.”

Marmutova’s research is funded by the Academy of Finland. She promises to graduate at the end of 2015. In the future, her dream is to work both in Finland as well in Russia as a promoter for the wind energy.

“For example in Finland in 2011 wind energy covered about 0.5% of the total electricity consumption. Wind energy is expected to develop further. There is still very much to develop and research, Marmutova refers to the report made by the Finnish Wind Energy Association.”
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<td>20.9.</td>
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- The use of technology in multinational corporations has increased rapidly in recent years. Electronic human resource management systems are no exception, however, literature in this area is still at an early stage, Heikkilä describes the background of his study.

Results show that organizational politics, language issues and institution matter in e-HRM implementation.

- Results support the view that it is important to predict the future implications of IT for HR. For example the social media gives the voice to personnel. This may have effects on training the personnel.
The research report presents the results of a quantitative investigation examining language learning motivation of (potential) learners of German in Lithuania. The analysis shows that the responses of former learners of German were clearly more negative than those of current learners of German and respondents without a German learning background.

– German is classified as useful for travel, as part of a good general education and for work, and it is viewed as an important, but difficult language, Breckle tells.

– On the whole, the results prompt the conclusion that the decision for learning another language does not necessarily signify a decision against German.


Virrankoski, Reino (ed.). Wireless sensor systems in indoor situation modeling II (WISM II). Reports 188.


Metsälä, Riia & Kari Leinamo. Lähidemokratiaa etsimässä – Korpilahtelaisten, lammilaisten ja alastarolaisten vaikutusmahdollisuudet kuntaliitoksen jälkeen. Research Reports of the Levón Institute 137.

Research Group in Focus – Renewable Energy


Through ongoing research projects with partners from foreign and domestic universities, universities of applied sciences and also research centres, the group also examines perspectives related to social sustainability, business economics and energy law. The on-going research projects, including fuel combustion engine projects and projects researching wireless sensors, form an entity and share the same interfaces.

– Our research strategy is to create research platforms and laboratories in which we combine subject-specific information and research equipment. The idea is to bring new projects to the same research platform, using information produced during previous projects. This will lead to the accumulation of expertise, which is then transferred to product development and teaching. More than ten major research projects have already been built around our areas of expertise, explains the research group leader Erkki Hiltunen.
D.Sc. (Econ), Docent Arto Rajala started at beginning of November as a Professor in Marketing.

– I focus on topics such as business networks and their management, industrial services and open innovation ecosystems, Rajala tells.

In his new position Rajala focuses on researching core competences in long-term business success and user-driven service development in business relationships and networks, thus contributing to the "Improving Customer Value to Gain a Competitive Advantage" research program.

Rajala has gained his doctoral degree in 1997 at the Helsinki School of Economics. Recent years he has been working as Research Director at Aalto University School of Business where he has been in charge of developing the Business Network research area.

Professor Peter Gabrielsson from the University of Vaasa has been nominated to the Editorial Review Board of the Journal of International Marketing for the period 2013–2016.

EU Horizon2020 -calls will open in December 2013 with deadlines during spring 2014. Calls are presented in work programmes. Current work programme drafts are already available by Tekes’ EU Services: http://ec.europa.eu/research/horizon2020

SoleCRIS-database contains the information on university’s researchers, publications, projects and expert tasks. Take a look: https://taika.uwasa.fi/crisyp

Researchers of the university, please remember to add your publications and expert tasks as well as visits abroad to SoleCRIS-database the 31 of December at the latest.

The SoleCris-database:
https://taika.uwasa.fi/crisyp
Staff training for all university’s researchers on **Good scientific practice and procedures for handling misconduct & A template for researcher's curriculum vitae**. Introducer PhD, Docent Sanna Kaisa Spoof, Secretary General of the Finnish Advisory Board on Research Integrity (see www.tenk.fi/en/index.html).

The research ethics guidelines seek to define good scientific practice and violations of it in multidisciplinary terms. The aim is to promote good scientific practice and prevent research misconduct in all public organisations carrying out research.

A CV model is adopted by all researchers and in all fields at universities, universities of applied sciences as well as other research organisations and funding providers. The model is used when applying for project funding or a research post.

The schedule for the training will be available in January.

**Further information:**
www.uva.fi/en/research/researcher/graduate_school/courses/