



Hannu Seristö

Full tenured Professor of International Business,
Vice President (External Relations), Aalto University

TEACHING AREAS

International Business
Global Marketing

EDUCATION

- D.Sc. (Econ.), 1995 Helsinki School of Economics (HSE), research done as visiting doctoral student at the College of Aeronautics, Cranfield University (U.K.) in 1993-94. Thesis Airline Performance and Costs: an Analysis of Performance Measurement and Cost Reduction in Major Airlines.
- Lic.Sc. (Econ.), 1993 HSE, majoring in International Business with thesis Strategies of Airlines in the Deregulated European Competitive Environment.
- M.Sc. (Econ.), 1987 HSE, majoring in International Business.

EMPLOYMENT HISTORY

Aalto University (2015-) Vice President, External Relations.

Aalto University (2009-2014)

Vice President: international and corporate relations, enhancement of innovation and entrepreneurship, executive education.

Helsinki School of Economics (1995-)

- Vice Rector 2007-2009.
- Tenured Full Professor in International Business from 2002. Teaching and research supervision in International Business, particularly in the area of European Union, international strategies and international marketing management.
- Jean Monnet Professor in International Business 1996 to 2002.

Polar Electro Oy (2004-2005, on leave from professorship)

EMPLOYMENT HISTORY

Vice President of Marketing. Global responsibility for marketing. Sales 200 million dollars. World leading company in sports consumer electronics.

Suunto Oy (1989-91)

Sales and Export Manager. Exports to over 100 countries. World leader in compasses and diving computers.

McKinsey & Co., Inc. (1988-89)

Management consultant, Stockholm and Helsinki offices.

Finnair (1987-88)

Marketing Research Analyst, international markets. Planning and analysis of global marketing activities.

PUBLICATIONS

- Seristö, H. (2008): The Stockmann Department Store Penetration of Russia. Pp. 174-183 in *Successfully Doing Business/Marketing in Eastern Europe* by Kirpalani, M., Garbarski, L. and Kaynak, E. Routledge, New York.
- Kleymann, B. and Seristö, H. (2008): Levels of Airline Alliance Membership: Balancing Risks and Benefits. In Lawton, T.: *Strategic Management in Aviation*. Ashgate Publishing, Aldershot, U.K. (forthcoming)
- Paukku, M. and Seristö, H. (2008) *Coopetition Amongst Friends: Social capital and risk reduction in strategic alliances*, Conference paper presented at the European Institute for Advanced Studies in Management (EIASM) 3rd Workshop on 'Coopetition' Strategy 2008– February 7-8, Madrid, Spain.
- Vauhkonen, S. and Seristö, H. (2008): A Geographical Approach to Alliance Networks in the Airline Industry. *Proceedings of the Air Transport Research Society Annual Conference*, University of the Aegean, Athens.
- Seristö, H. (2008): Book review on *Airline Choices for the Future: from Alliances to Mergers* by Iatrou, K. and Oretti, M. *Journal of Air Transport Management* 14 (2008), Elsevier.
- Patten, R. and Seristö, H. (2008): Familiar experiences in another culture, or, it isn't what I thought it would be: the Hesburger case. *Conference Proceedings of the World Association for Case Method Research & Application Annual Conference*, Munich, Germany.
- Ilva, T. and Seristö, H. (2007): The Role and Value of Customer Relationship Management in Low Cost Airline Operations. *Conference Proceedings of the Air Transport Research Society Annual Conference*, University of California, Berkeley.
- Darling, J., Gabrielsson, M. and Seristö, H. (2007): Enhancing contemporary entrepreneurship: a focus on management leadership. *European Business Review*, Vol. 19 (1), 2007, pp. 4-22. (This article won the "2008 Outstanding Paper Award" of the Emerald Group Publishing, as the best article in *European Business Review*.)
- Seristö, H. (2006): Kansainvälinen liiketoimintaosaaminen osana suomalaista kilpailukykyä. (International business competence as part of Finnish competitiveness) In Lehtinen U. & Mittilä T. (Eds.): *Liiketoimintaosaaminen kilpailukykykymme keskiössä*. Kauppätieteellinen yhdistys, pp: 216-223.
- Seristö, H. and Ronkainen, I. (2006): Polar-adidas –case. In Czinkota, M. & Ronkainen, I., *International Marketing*, 8th ed. Thomson Publishing, pp. 308-312.

PUBLICATIONS

- Darling, J., Seristö, H. and Gabrielsson, M. (2005): Anatomy of Crisis Management: A Case Focusing on a Major Cross-Cultural Clash within DaimlerChrysler. *The Finnish Journal of Business Economics*, 3/2005, pp. 343-360.