

## CV

PEKKA AULA

Doctor of Social Science (DSocSci)

Professor of Communication  
Media and Communication Sciences  
University of Helsinki, Finland

Professor of Innovation Communication  
Lappeenranta School of Technology, Finland

### PERSONAL DETAILS

Pekka Sakari Aula

Born 1967 in Helsinki, Finland

Finnish Citizen

Current Residence: Helsinki

Married, two children

### CONTACT

Phone: +358 407030952  
Email : pekka.aula@lut.fi, pekka.aula@helsinki.fi  
Skype: pekka.aula  
Twitter: pekka\_aula  
Web: www.aula.fi

### DEGREES, DATES AND PLACES, MAJOR SUBJECT, TOPIC OF DOCTORAL DISSERTATION

Degree: Doctor in Social Sciences  
Institution: University of Helsinki, Faculty of Social Sciences  
Subject: Communication  
Grade: Dissertation: Eximia Cum Laude Approbatur  
Topic : Organisaation kaaos vai kaaoksen organisaatio? Dynaamisen organisaatioviestinnän teoria [Chaotic organization or organizing chaos? The theory of dynamic organizational communication]  
Date: 1.6.1999

Degree: Licentiate in Social Sciences  
Institution: University of Helsinki, Faculty of Social Sciences  
Subject: Communication  
Grade: Licentiate thesis: Eximia Cum Laude Approbatur  
Date: 19.5.1995

Degree: Master of Social Sciences  
Institution: University of Helsinki, Faculty of Social Sciences

Subject: Communication  
Grade: Master's thesis: Laudatur<sup>1</sup>  
Date: 23.5.1993

Degree: Matriculation examination, Sibelius-lukio 1986

#### **ADJUNCT PROFESSORSHIPS, UNIVERSITIES, YEARS OF APPOINTMENT**

Adjunct professor (Title of Docent), Department of Communication, Helsinki University, Finland 2002

Adjunct professor (Title of Docent), Department of Communication, University of Jyväskylä, Finland 2001

#### **OTHER TRAINING**

National Defense Course, no. 191 (Valtakunnallinen maanpuolustuskurssi no. 191)

#### **PRESENT POST OR POSITION, INCLUDING STARTING AND ENDING DATES**

Professor (fixed-term), Media and communication studies, University of Helsinki, 1.8.2014–31.6.2015

Professor (part-time, fixed-term), Innovation communication, Lappeenranta University of Technology, Finland, 1.1.2014–31.12.2014

#### **PREVIOUS ACADEMIC POSITIONS**

Professor, University of Helsinki, Media and Communication Studies, full professorship, fixed-term, 2004–2013

Visiting Scholar, Stanford University, 1.8.2011–31.7.2012

Professor, University of Jyväskylä, Department of Communication, full professorship (chair), 2009–2010

Professor (acting), University of Helsinki, Department of Communication, 2003–2004

University lecturer, University of Helsinki, Department of Communication, 2002–2009 (leave of absence 2003–2008)

University Researcher, University of Helsinki, Department of Communication, 2003

Visiting Scholar, University of Amsterdam, The Netherlands, 2002–2003

Post-doctoral Research Fellow, Academy of Finland, 2001–2002

Professor (acting), University of Helsinki, Department of Communication, 2001

Researcher, University of Helsinki, Department of Communication, 1997–2000

#### **QUALIFICATIONS FOR PROFESSORSHIP**

BI Norwegian Business School, Norway (2013), Corporate communication, associate professorship

---

<sup>1</sup> The grading of the Master's Thesis and the Dissertation is the following, from the highest grade to the lowest: 1. Laudatur (highest), 2. Eximia cum laude approbatur, 3. Magna cum laude approbatur, 4. Cum laude approbatur, 5. Non sine laude approbatur, 6. Lubentur approbatur, 7. Approbatur, 8. Improbatur (fail). Laudatur is very seldom awarded and only for a very exceptional work (<http://www.valt.helsinki.fi/faculty/Studies/theses/index.htm>).

University of Helsinki (2010), Online communications, full professorship  
University of Jyväskylä (2009), Organizational communication and PR, full professorship  
Helsinki School of Economics (2009), Business communication, full professorship  
University of Helsinki (2004), Communication, especially online communication, full professorship  
University of Jyväskylä (2001), Organizational communication and PR, full professorship

#### **MOST IMPORTANT FOREIGN VISITS**

Stanford University, H-Star Institute, USA, visiting scholar, 1.8.2011–31.7.2012  
The Amsterdam School of Communication Research ASCoR, The Netherlands, visiting scholar, 1.10.2002–15.1.2003  
University of Southern California, Annenberg School for Communication, visiting scholar, 1.9.1996–31.12.1996

#### **AWARDS, PRIZES, HONORS AND GRANTS**

Helsinki University Teaching Technology Prize 2010  
The Second Prize For The Best Marketing Communication Or Public Relations Book In Finland 2011  
The Third Best Paper Presented In A Round Table Session at the 14th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Rio Janeiro, Brazil, 2010  
Pro Oeconomia Literary Contest Winner 2006  
The Best Dissertation of the Year Award, Finnish Academy of Science and Letters 2000  
Pro Oeconomia Literary Contest Finalist 2000  
The Best Master's Thesis of the Year Award, Faculty of Social Sciences, University of Helsinki 1993

Helsingin Sanomat Foundation Grant 2011  
The Federation of the Finnish Media Industry Grant, 2011  
Foundation for Economic Education Grant, 2007  
WSOY Literary Fund Grant, 2005, 2002, 2001  
The Academy of Finland Grant, 2000, 1994  
Jenny and Antti Wihuri Foundation Grant, 2000  
University of Helsinki Grant, 1999, 1996  
Finnish Cultural Foundation Grant, 1997  
Väinö Tanner Foundation Grant, 1995  
Finnish Cultural Foundation Grant, 1994

#### **SUPERVISED DOCTORAL DISSERTATIONS**

Teleconfession: Interacting in Digital Worlds, Karoliina Talvitie-Lamberg, (public defense 2014)  
Conflict Communication, Kalle Siira, (public defense 2013)  
Public relations and corporate social responsibility, Karoliina Malmelin, (public defense 2011)  
Communicative and Anticipatory Decision-Making Supported by Bayesian Networks, Pertti Kuokkanen (public defense 2009)

Reputation online, Salla Laaksonen, in progress  
Organizational creativity - Petro Poutanen, secondary supervisor, in progress  
Sanoista tekoihin: Johtamisviestinnän vaikuttavuuden arviointi oppimisprosessina, Harry Köhler, in progress.

#### **MOST IMPORTANT SCIENTIFIC POSITIONS OF TRUST AND ADMINISTRATION**

##### Head of Discipline

Media and Communication Studies, University of Helsinki 1.9.2012–31.12.2013

##### Member of the Department Board

Department of Social Studies, University of Helsinki 2012–2013

##### Member of the Board

The International Master's Degree Programme in Media and Global Communication (MGC), [www.helsinki.fi/globalmedia/index.html](http://www.helsinki.fi/globalmedia/index.html)

##### Member of the Board

Minor Subject Programme in Leadership and Management Studies (JOS), Faculty of Social Sciences, University of Helsinki

##### Editorial board member

Corporate Communications, An International Journal

##### Ad hoc reviewer and assessor

E.g. Journal of Public Relations Research, Journal of Brand Management, Corporate Communications, Social Sciences and Humanities Research Council of Canada (SSHRC)

##### Assessor for professorship

University of Vaasa, 2014

##### Opponent (of doctoral dissertations)

University of Turku, Faculty of Humanities, 2008

##### Assessor for docentships (adjunct professorship)

Tampere University of Technology, 2010

National Defence University, 2006

University of Vaasa, Faculty of Humanities, 2005

##### Pre-examiner of doctoral dissertations

University of Turku, Faculty of Humanities, 2008

University of Jyväskylä, Faculty of Sport and Health Sciences, 2007

##### Partner representative

Network of Excellence DEMO-net funded under the European Commission's sixth framework programme: Information Society Technologies IST (FP6-2004-27219) 2006–2010

##### Member of scientific committee

The PRELUDE Challenge (IST, 5th FP), Scientific Committee for Innovation and Research, 2002–2004

##### Memberships

The Finnish Union of University Professors (FUUP)

EUPRERA The European Public Relations Education and Research Association  
Reputation Institute  
The Finnish Association of Non-fiction Writers  
Helsinki Writes Association

## **POSITIONS OF TRUST IN SOCIETY AND OTHER SOCIETAL MERITS**

### Head of Advisory Board

Professional Development Education Program in Online Communication WerCom  
(Verkkoviestinnän opintokokonaisuus), University of Helsinki, Palmenia Centre  
for Continuing Education, 2006–2007

Professional Development Education Program in Online Communication Werdi  
(Verkkoviestinnän Diploma-koulutus), Palmenia Centre for Continuing  
Education, 2006–2008

Professional Development Education Program in Communications Management  
Comma 2 (Viestinnän johtamisen koulutusohjelma Comma 2), Palmenia Centre  
for Continuing Education, 2006–2007

Professional Development Education Program in Communications Management  
Comma 3 (Viestinnän johtamisen koulutusohjelma Comma 3), Palmenia Centre  
for Continuing Education 2008–2009

### Member of Advisory Board

Reputation Research Center REPMAN, Istanbul, Turkey, 2011–

Metsähallituksen luontopalvelujen tieteellinen neuvottelukunta (TNK) 2008–2011

The Foundation for Municipal Development, member of scientific advisory board.  
2010–

Sosiaalinen ja perinteinen media verkossa – motiivit ja luottamus (Social Media vs.  
Traditional Media Project), Communication Research Centre, University of  
Helsinki

Verkkoviestinnän muuntokoulutus hanke Wermu (Upgrading Education Program in  
Online Communication), Palmenia Centre for Continuing Education, 2002–2006

Lahden seudun Tietoyhteiskuntavisio 2010, (Lahti Region's Information Society  
Strategy 2010), 2005–2007

Lahti University of Applied Sciences, Degree Programme in Information Technology,  
information Security, 2007–2013

STRADA program, Helsinki University of Technology, Department of Industrial  
Engineering and Management 2005–2011

Member of Communication and Marketing Commission, Finnish Athletics Federation,  
2014–

Member of Marketing and Communications Commission, Finnish Olympic  
Committee, 2007–2013

Member of The Board Of Directors, Satama Interactive Plc., 2005–2006

Member of The Board Of Directors, Communication Consultancy Pohjoisranta Oy,  
2003–2012

Member of the jury

- The Best Corporate Blog Award, The Finnish Association of Marketing Communication Agencies MTL, 2014
- The Best Annual Report Award, The Finnish Association of Professional Communication ProCom, 2009
- The Best Responsible Communication Act of The Year Award. YVY Yhteiskuntaviestinnän yhdistys, 2008
- The Communication Act of The Year Award, The Finnish Association of Professional Communication ProCom, 2002
- The Best Marketing Communication Or Public Relations Book Award. Trade Industry Body for Ad & Communication Agencies, 2005

**SCIENTIFIC AND SOCIETAL IMPACT OF RESEARCH**

I have all together close to one hundred publications, of which about 50 is considered to be academic. My H-index is 15 and g-index is 32 according to Harzing's Publish or Perish (Query date: 26.9.2014) based on 44 publications<sup>2</sup>. These 44 publications have been cited over 1000 times.

I have also published multiple texts popularizing science, and been interviewed in all the main daily newspapers and financial magazines in the Finnish-speaking world, as well been featured a number of times in national TV and radio. In addition to the scientific seminars, I have been a regular speaker in non-academic conferences.

Below is a sample of publications describing the scientific and/or societal impact of my work. They also represent my diverse capabilities in conduction both theoretical and methodological research. I have mainly selected pieces, which covers my varied work in the area of reputation studies.

Mantere, S. **Aula, P.** Schildt, H & Vaara, E. (2013). Narrative attributions of entrepreneurial failure, *Journal of Business Venturing*, 48(4), 459–473 (IF 3.265). The article is a joint adventure between researcher from three different universities. We applied narrative analysis to study the failure of start-up firms in IT-sector. *Journal of Business Venturing* is in the respected list of 45 journals used in Financial Times Research Rank.

**Aula, P.** & Mantere, S. (2013). Making and Breaking Sense: An Inquiry into the Reputation change, *Journal of Organizational Change Management*, Vol. 26 Iss: 2, pp.340–352. (IF 0.744). This piece is among the first studies to present the organizational reputation from the vantage point of social constructivism.

**Aula, P.** (2011). Meshworked reputation: Publicists' views on the reputational impacts of online communication. *Public Relations Review*, 37, 28–36. (IF 0.755). In this article I used structural equation modelling (SEM) in order to study the attitudes of organizations information officers towards organizational reputation and online communications.

---

<sup>2</sup> Hirsch's h-index aims to provide a robust single-number metric of an academic's impact, combining quality with quantity. Egghe's g-index aims to improve on the h-index by giving more weight to highly-cited articles. Source: Harzing, A.W. (2007) Publish or Perish, available from <http://www.harzing.com/pop.htm>

**Aula, P.** (2010). Social media, reputation risk and ambient publicity management, *Strategy & Leadership*, 38(6), 43–49. This article has gained a lot of attention among the researches world wide, even though the journal has no impact factor. It was among the first that studied the social media, publicity, and organizational reputation risks. It has been cited 92 times since publication according to Publish or Perish (Query date: 26.9.2014).

**Aula, P.** & Harmaakorpi, V. (2008) An innovative milieu - a view on regional reputation building: Case study of the Lahti urban region. *Regional Studies*, Volume 42(4), 523–538. (IF 1.756) The article examines regional innovation strategies and their relationships in building regional reputation. The article studies whether it is possible for a region to build its reputation as an innovative milieu squeezed in-between the large urban regions with universities, and how such a reputation can be further enhanced. At the same time, an opinion is expressed as to how the concept of reputation can be adapted in the framework of cities' image or attraction factors.

**Aula, P.** & Mantere, S. (2008) *Strategic Reputation Management: Towards A Company of Good*. New York: Routledge. As a social scientist I still believe in books. This book examines the ways in which organizations achieve "goodness" through reputation, reputation management and reputation strategies. It presents a contemporary model of strategic reputation management, helping organizations and stakeholders to analyze the business environment as a communicative field of symbols and meanings in which the organization is built or destroyed.

**Aula, P.** & Heinonen, J. (2002) *Maine: menestystekijä [Reputation]* Helsinki: WSOY. I'm very proud of this book. It was the first book in Finnish popularizing reputation research. It also presents the findings of our first national survey on organizational reputation. It sold close to 4000 copies, has been cited over 250 times, and has been required reading in Finnish universities, universities of applied sciences and other educational institutions over ten years.

## **TEACHING (EXAMPLES)**

Research seminar (2012-13), Master's studies

Practicum in organizational communication (2013), Undergraduate

Communication analysis (2011), Undergraduate

Reputation management (2008), Master's studies

Theories of reputation (2006, 2007), Master's studies

Special issues in reputation management (2003), Master's studies

Research seminar (2000, 2001, 2003, 2004, 2005, 2007, 2010), Master's studies

Perspectives on organizational online communications (2004), Master's studies

Communication management (2003), Undergraduate

Theories of organizational communication (2003), Master's studies

Organizational communication (1999), Undergraduate