

PEKKA SAKARI AULA

Professor
Head of Discipline
Media and Communication Studies
University of Helsinki, Finland

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
Date: 23.5.1993
Grade: Master's thesis: Laudatur¹

PRESENT POST OR POSITION, INCLUDING STARTING AND ENDING DATES

Professor, University of Helsinki, Finland, 1.1.2011-
Visiting Scholar, Stanford University, 1.8.2011-31.7.2012.

ACADEMIC POSITIONS

University of Helsinki, Department of Communication, professor, 2009
University of Jyväskylä, Department of Communication, professor (full), 2009–2010
University of Helsinki, Department of Communication, professor, 2004 –2008
University of Helsinki, Department of Communication, professor (acting), 2003–2004
University lecturer (full), University of Helsinki, Department of Communication, 2002–2009
University of Helsinki, Department of Communication, researcher, 2003–2003

¹ 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 Amsterdam, The Netherlands, Visiting scholar, 2002–2003
Academy of Finland, Post-doctoral Research Fellow, 2001–2002
University of Helsinki, Department of Communication, professor (acting), 2001
University of Helsinki, Department of Communication, researcher, 1997–2000

QUALIFICATIONS FOR PROFESSORSHIP

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

ADJUNCT PROFESSORSHIPS, UNIVERSITIES, YEARS OF APPOINTMENT

Adjunct professor (Docent), Department of Communication, Helsinki University, 2002
Adjunct professor (Docent), Department of Communication, University of Jyväskylä, 2001

HONORS AND GRANTS

Helsingin Sanomat Foundation Grant 2011
The Federation of the Finnish Media Industry Grant, 2011
Helsinki University teaching technology prize (member of the team), 2010
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
Foundation for Economic Education Grant, 2007
Pro Oeconomia literary contest winner 2006
WSOY Literary Fund Grant, 2005, 2002, 2001
The Best Dissertation of the Year Award, Finnish Academy of Science and Letters, 2000
The Academy of Finland Grant, 2000, 1994
Pro Oeconomia literary contest finalist 2000
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
The Best Master's Thesis of the Year Award, Faculty of Social Sciences, University of Helsinki, 1993

RESEARCH PROJECTS

Project manager, principal investigator
Media2: Future media dynamics, 1.1.2011– (in progress)
<http://media2project.wordpress.com/project-description/>
Project manager, principal investigator
DiRe: Digital Reputation, 1.1.2010– (in progress) <http://reputationproject.wordpress.com/>
Scientific manager
Project: OSVI – participative communication in organizations, 1.1.2010–31.12.2012
Project manager, principal investigator

Project: Mapping Media and Communication Research in the U.S; 2007
<http://blogit.helsinki.fi/commstudy/>
Project manager, principal investigator
Project: Information and communication technology in organization; 2005–2007
Project manager, principal investigator
Project: [City Reputation: A study of the structure of the reputation of cities and of factors influencing it](#); 2005–2007
Scientific manager
Project: Verkkoviestinnän osaamisalusta [Project on Online Communication, 2004–2007]
Scientific supervisor
Project: Meditalo 2015 [The Future Media House]

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, visiting scholar, The Netherlands,
1.10.2002–15.1.2003
University of Southern California, Annenberg School for Communication, visiting scholar, 1.9.–
31.12.1996

MONOGRAPHS

Aula, P. & Heinonen, J. (2011) *Maineen uusi aalto [Reputation: The New Wave]*. Helsinki: Talentum.
Won the second prize for the best marketing communication or public relations book for 2010-2011.

Aula, P. & Mantere, S. (2008) *Strategic Reputation Management: Towards A Company of Good*. New York: Routledge.

Aula, P. (2008, ed.) *Kivi vai katedraali: organisaatioviestintä teoriasta käytäntöön [Organisational communication: From theory to practice]*, Helsinki: Infor.

Aula, P., Matikainen, J. & Villi, M. (2006, eds.) *Verkkoviestintäkirja [Network communication]*
Helsinki: Yliopistopaino.

Matikainen, J., Aula, P. & Villi, M. (2006, eds.) *Tutkielmatkatka verkkoviestintään [Investigations into Online Communications]* Helsinki: Yliopistopaino.

Aula, P. & Mantere, S. (2005) *Hyvä yritys: strateginen maineenhallinta [Strategic Reputation Management]*. Helsinki: WSOY. *Won the 20.000€ Pro Oeconomia prize for best Finnish business book for 2005-2006.*

Aula, P. & Heinonen, J. (2002) *Maine: menestystekijä [Reputation]* Helsinki: WSOY.

Aula, P. (2000) *Johtamisen kaaos vai kaaoksen johtaminen? [Chaos in management or managing chaos?]* Helsinki: WSOY. *Pro Oeconomia literature content finalist.*

Aula, P. & Hakala, S. (2000, ed.) *Kolmet kasvot: Näkökulmia organisaatioviestintään [Perspectives on organizational communication]* Helsinki: Loki-kirjat.

Aula, P. & Oksanen, A. (2000) *eEpos: Suomalainen internet-unelma [Eepos: Finnish Internet Dream]* Helsinki: WSOY.

DISSERTATION

Aula, P. (1999) Organisaation kaaos vai kaaoksen organisaatio? Dynaamisen organisaatioviestinnän teoria [Chaotic organization or organizing chaos? A theory of dynamic organizational communication, dissertation], Helsinki: Loki-Kirjat. *Won the Best Dissertation of the Year Award by Finnish Academy of Science and Letters*

ARTICLES IN REFEREED SCIENTIFIC JOURNALS AND EDITED VOLUMES

- Laaksonen, S-M., Salminen, M., Falco, A., Aula, P. & Ravaja, N. (2013) Use of psychophysiological measurements in communication research: teachings from two studies of corporate reputation, Vol 6, No 1(11), 245–255.
- Aula, P. & Mantere, S. (2013). Making and Breaking Sense: An Inquiry into the Reputation Change, *Journal of Organizational Change Management*, 26(2), 340–352.
- Mantere, S. Aula, P. Schildt, H & Vaara, E. (2013). Narrative attributions of entrepreneurial failure, *Journal of Business Venturing*, 48(4), 459–473.
- Aula, P. & Åberg, L. (2012) Leimahtavat julkisuudet - organisaatioiden uusi haaste [Organizations and publicity]. In Karppinen, K. & Matikainen, J. (eds.) *Julkisuus ja demokratia – näkökulmia tutkimukseen ja politiikkaan*. Vastapaino.
- Aula, P. & Parviainen, O. (2011). Communicating connections: Social network view on innovation diffusion. In Melkas, H. & Harmaakorpi, V. (eds.) *"Practice-based Innovation: Insights, Applications and Policy Implications"*, Springer.
- Aula, P. (2011). Meshworked reputation: Publicists' views on the reputational impacts of online communication. *Public Relations Review*, 37, 28–36.
- Aula, P. (2010). Social media, reputation risk and ambient publicity management. *Strategy & Leadership*, 38(6), 43-49.
- Aula, P., & Siira, K. M. (2010). Organizational Communication and Conflict Management Systems: A Social Complexity Approach. *NORDICOM Review*, 31(1), 125-141.
- Aula, P. (2010). Kuntamaine: Maineen rakentuminen kohtaamisen näkökulmasta [Municipal Reputation]. In Saastamoinen, S. (ed.): *Julkinen kunta: Media, viestintä ja vuorovaikutus*
- Aula, P. (2009) Organisaatioiden maineriskit: kontekstina sosiaalinen media [Reputation Risks]. *Työ ja ihminen Journal*, Vol. 37/2009.
- 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.
- Aula, P. (2008) Kohti verkkomainetta: käsityksiä organisaation verkkoviestinnästä maineen rakentajana [Towards reputation management online] *Tiedotustutkimus Journal* 4, 2008.
- Aula, P. (2008) Käytäntölähtöinen innovaatiotoiminta alueellisen maineen näkökulmasta [Practice-based innovation from the perspective of the regional reputation]. In Vesa Harmaakorpi & Helinä Melkas (eds.) *Innovaatiopolitiikkaa järjestelmien välimaastossa*. Acta, Helsinki: Kuntaliitto.

- Aula, P. & Siira, K. (2007) Towards Social Complexity View on Conflict, Communication and Leadership. In James K. Hazy, Jeffrey A. Goldstein & Benyamin B. Lichtenstein (eds.) Complex Systems Leadership Theory. Boston, MA: ISCE Publishing.
- Aula, P. & Harmaakorpi, V. (2006) Innovatiivinen miljö: näkökulmia Lahden kaupunkiseudun maineen rakentamiseen [Perspectives on regional reputation building: the case of the city of Lahti]. In Inkinen, T. & Jauhiainen, J. (eds.) Tietoyhteiskunnan maantiede, Helsinki: Gaudeamus.
- Matikainen, J. & Aula, P. (2005) Tutkielman ohjaus verkossa [Online guidance of the master's thesis]. In Nummenmaa et al. (eds.) Ohjaus yliopiston oppimisympäristöissä. Tampere: Tampere University Press 2005, 201-215.
- Mantere, S. & Aula, P. (2004) Stories of Strategy Failures. Laboratory of Work Psychology and Leadership, working Paper No 2004/2, electronic.
- Aula, P. (1999) Chaos, Communication and Cultural Change: Beyond the Management of Organization. In Lissack, M. & Gunz, H. (eds.) Managing Complexity in Organizations. Westport, CT.: Quorum Books.
- Aula, P. (1996) Chaos and the Double Function of Communication. In Sulis, W. and Combs, A. (eds.) Nonlinear Dynamics in Human Behaviour. London: World Scientific Publishing.
- Aula, P. (1995) Illuusio paradigmasta? Kaaosteoria - uusi näkökulma viestintätutkimuksen ongelmiin [Chaos theory and communication research]. Tiedotustutkimus, 1/1994.
- Aula, P. & Rosenblad, L. (1994) Äänestäjät ja EU-julkisuus. In P. Pesonen (ed.): The 1994 EU Referendum in Finland; A Report on Voter Opinions and Behavior. Ministry of Foreign Affairs, Information on European Integration Unit, 1994.
- Aula, P. (1994) Media or Social Interaction or Both? The Integrative Model of the Public Issue Priority. Interim report 2: the EU question, the citizen and publicity. Helsinki: University of Helsinki.

RESEARCH REPORTS

- Pekkola, P., Pedak, M. & Aula, P. (2013) Hyvinvointiviestintä [Wellbeing communication in organizations], University of Helsinki, Communication Research Centre, Research reports, 1/2013.
- Laaksonen, S-M. , Falco, A. , Salminen, M. , Aula, P. , Ravaja, N. , Ainamo, A. & Neiglick, S. (2012) Digital Reputation: Characterizing and measuring reputation, reputation risk, and emotional responses to reputation in digital publicity. University of Helsinki, Communication Research Centre, Research reports, 2/2012.
- Aula, P. & Jokinen, K. (2007) Organisaatioiden verkkoelämä: viestintäteknologianäkemykset ja organisaatioviestintä [Organization's digital life: Information and communication technology and organizational communication], University of Helsinki: Palmenia.
- Aula, P., Vehkalahti, K. & Äikäs, T. A. (2007) Kaupunkimaine: tutkimus kaupunkien maineen rakenteesta ja siihen vaikuttavista tekijöistä [City reputation: an investigation into the structure and relevant factors impacting on the reputation of cities] Acta nro 193, Helsinki: Kuntaliitto.
- Aslama, M., Siira, K., Rice, R. & Aula, P. (2007) Mapping Media and Communication Research in the U.S. Research Reports 2/2007. Communication Research Centre. University of Helsinki.

ARTICLES IN BOOKS AND JOURNALS (NON-REFeree)

- Aula, P. & Mantere S, (2011). Strategiasolarium: Organisaatioviestintä strategian toteuttajana [Organizational communication as strategy]. In Mantere, S., Suominen, K. & Vaara, E. (eds.) Toisinajattelua strategisesta johtamisesta. Helsinki: WSOYpro.
- Aula, P. (2009) Altered Images. Communication Director 02/09.
- Aula, P. (2008) Organisaatioviestinnän merkitys: Tuleeko hyvä käytäntö aina hyvästä teoriasta? [On the theories of organizational communication], In Pekka Aula (ed.) Kivi vai katedraali: Organisaatioviestintä teoriasta käytäntöön. Helsinki: Infor.
- Mantere, S. & Aula, P. (2007) What is a Company of Good? Profile 2/07.
- Aula, P., Matikainen, J. & Villi, M. (2006) Verkko yhteiskunnallisena tilana [The net as societal space]. In Aula, P., Matikainen, J. & Villi, M. (toim.) Verkkoviestintäkirja. Helsinki: Yliopistopaino.
- Aula, P. & Vapaa, P. (2006) Yrityksen merkeissä: internet markkinasuhteisena merkitysympäristönä [Internet as a market based context of meaning]. In Aula, P., Matikainen, J. & Villi, M. (toim.) Verkkoviestintäkirja. Helsinki: Yliopistopaino.
- Aula, P. & Mantere, S. (2006) Puolustusvoimien mainestrategia: Hyökkäys vai puolustus? [Reputation strategy of the Military: Attack or defense?] In Huhtinen, A. & Rantapelkonen, J. (eds.) Sirpaleita sotilaskulttuurin rajoilta. Maanpuolustuskorkeakoulu, Johtamisen laitos.
- Jokinen, K., Aula, P. & Matikainen, J. (2006) Näkökulmia organisaatioiden verkkoviestintään [Perspectives on the organizational online communication]. In Aula, P., Matikainen, J. & Villi, M. (toim.) Verkkoviestintäkirja. Helsinki: Yliopistopaino
- Aula, P. (2004) Keeping Your Eyes Open. Frontline 01/04.
- Aula, P. (2003) The @-conditions for Organizational Communication and PR. European PR News. Vol. 2. 01/03.
- Aula, P. (2002) Good Guys – Views on Corporate Social Responsibility. European PR News. Vol. 1. 01/02.
- Aula, P. & Miller, P. (2002) Generating fresh insights for corporate brand management. Insights Quarterly, issue 3, July/02.
- Aula, P. (2000) Dynaaminen duo: Organisaation kulttuurit ja viestintä [Organizational communication and cultures]. In P. Aula & S. Hakala (eds.) Kolmet kasvat: Näkökulmia organisaatioviestintään. Helsinki: Loki-kirjat.
- Aula, P. & Hakala, S. (2000) Kasvokuva[Introduction]. In P. Aula & S. Hakala (eds.) Kolmet kasvat: Näkökulmia organisaatioviestintään. Helsinki: Loki-kirjat.
- Aula, P. (1996) Mediasta verkkoihin, detaljeista metateemoihin: Kansalaisten mediakäsitykset ja viestintäverkot. In Kivikuru, U. M. (Ed.) Kansa euromyllyssä; Journalismi, kampanjat ja kansalaisten mediamaisema Suomen EU-jäsenyyssprosessissa. Helsinki: Helsinki University Press.

CONFERENCE PAPERS, PRESENTATIONS, AND TALKS (INTERNATIONAL)

- Aula, P, Alessio Falco, Salla Laaksonen, Niklas Ravaja & Mikko Salminen (2013) Measuring the Emotional Response to Reputational Information Online. The 17th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, 5-7.6.2013, Barcelona, Spain.
- Aula, P. (2012) Emotional experiences: the use of psychophysiological measurements in media and communication studies. H-Star Open, Stanford University.

- Aula, P. (2012) Corporate Applications of the Peace Innovation Engagement Framework. Business & Businesses: Firms and the Peace Innovation & Social Sustainability Perspective. Stanford University.
- Laaksonen, S-M & Aula, P. (2012) Reputation as frame: studying corporate associations behind reader expectations in media consumption. Paper presented at ECREA 2012 4th European Communication Conference, Mimar Sinan Fine Arts University, Istanbul, Turkey.
- Aula, P. (2011) Touching reputation: Emotional and motivational processes associated with corporate digital reputation. Presentation at Colloquium, Department of Communication, UC Santa Barbara.
- Reputation as emotional experiences – the use of psychophysiological measurements in corporate reputation research (with Laaksonen, S-M., Falco, A., Salminen, M., Ravaja, N., Ainamo, A. & Näsi, M., NordMedia 2011 Conference in Akureyri, Iceland, August 11th – 13th 2011.
- Reputation Management: The New Wave. TLÜ Kommunikatsiooni Instituudi, Tallin, Estonia, 10.5.2011.
- Social network view on innovation diffusion (with Parviainen, O.). Practice-based innovation Symposium at Lahti, Finland 23.11.2010.
- Innovation as Communication: Visualizing Tacit Knowledge to Nourish Innovations in Organizations (with Pässilä, A. & Mellanen, L.) SCOS - Standing Conference on Organizational Symbolism. Lille, France , 7.-10.7.2010.
- Wired Reputation: the psychophysiology of interpretations (with Laaksonen, S-M., Falco, A., Salminen, M., Ravaja, N., Ainamo, A.), The 14th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, 19-21.5.2010, Rio Janeiro, Brazil.
- Reputational risk and digital publicity (with Laaksonen, S., Neiglick, S.) EUPRERA congress 23.-25.9.2010, Jyväskylä, Finland.
- Reputational risk in digital publicity (with Laaksonen, S.), Viestinnän tutkimuksen päivät, 12.-13.2.2010, University of Tampere, Finland
- Strategy-as-tragedy? Narrative Construction of Strategy failure (with Mantere, S.). EGOS: European Group for Organization Studies Colloquium in Bergen, July 2006.
- Stories of Strategy Failure (with Mantere, S.) Academy of Management, 6.-11.8.2004, New Orleans, USA
- Benchmarking Corporate Reputation Performance: The Latest Profiling and Mapping Techniques. Corporate Reputation Management -conference. European Networking Group, 20, 21.9.2001, Amsterdam.
- The @-environment for Organizational Communication: From Sending Information to Telling Stories. EUPRIO 2001 Conference, 14. – 17.6.2001, Rovaniemi.
- Negotiating Reputations: Organizational Communication and the Arenas of Reputation Representations (with Rapo, H-M Rapo). 5th Global Conference on Corporate Reputation, Paris, France, May 19th 2001.
- Beyond Management: Chaos, Communication, and Change in Organizational Culture Structure. International Communication Association convention. San Francisco, USA 1999.
- Chaos Theory, Communication and the Management of Organizational Change. An annual Colloquium on Complex Systems and the Management of Organizations. Toronto, Kanada 1998.
- The Role of the Mass Media in the Finnish EU Referendum (with Mörä, T.). The conference of the International Association for Mass Communication Research IAMCR, Portoroz, Slovenia 1995.
- Chaos - The New Paradigm of Communication Research? The Annual Conference of the Society for Chaos theory in Psychology and Life Sciences. Baltimore, USA 1994.

Media or Social Interaction or Both? The Integrative Model of the Public Issue Priority. The Second seminar of Nordic EU-researchers, Tampere, Finland, 1994.

RESEARCH IN PROGRESS

Psychophysiological responses to digital reputation (with Laaksonen, S-M., Falco, A., Salminen, M., Ravaja, N., Ainamo, A.), *article under review*

The risk of being known: Wandering on the dark side of corporate reputation (with Ainamo, A. & Laaksonen, S.)

Building, destroying and redeeming firm reputation: Narrative genres as resources in discursive struggles (with Mantere, S. & Vaara, E.)

Linking creativity and organizational communication: new insights and conceptualizations (with Poutanen, P.)

SUPERVISED DOCTORAL DISSERTATIONS (AS SUPERVISOR APPOINTED BY A UNIVERSITY)

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

Teleconfession – Interacting in Digital Worlds, Karoliina Talvitie-Lamberg, in progress.

Conflict Communication, Kalle Siira, in progress.

Sanoista tekoihin: Johtamisviestinnän vaikuttavuuden arviointi oppimisprosessina, Harry Köhler, in progress.

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

MOST IMPORTANT SCIENTIFIC POSITIONS OF TRUST AND ADMINISTRATION

Head of Discipline, Media and Communication Studies, University of Helsinki 1.9.2012-

Opponent

University of Turku, Faculty of Humanities, 2008.

Assessor (for docentships)

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)

Member of committee

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

Head of Advisory Board

Verkkoviestinnän opintokokonaisuus WerCom, (Professional Development Education Program in Online Communication), Palmenia Centre for Continuing Education, 2006–2007
Verkkoviestinnän Diploma-koulutus Werdi (Professional Development Education Program in Online Communication), Palmenia Centre for Continuing Education, 2006–2008
Viestinnän johtamisen koulutusohjelma Comma 2 (Professional Development Education Program in Communications Management), Palmenia Centre for Continuing Education, 2006–2007
Viestinnän johtamisen koulutusohjelma Comma 3 (Professional Development Education Program in Communications Management), Palmenia Centre for Continuing Education 2008–2009

Member of Advisory Board

Metsähallituksen luontopalvelujentieteellinen neuvottelukunta (TNK) 2008–2011
Kunnallissalan kehittämissäätiön (KAKS) tieteellinen neuvottelukunta 2010–2012; 2013–2015
Sosiaalinen ja perinteinen media verkossa – motiivit ja luottamus (Social media vs. traditional media), 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–
STRADA program, Helsinki University of Technology, Department of Industrial Engineering and Management

Memberships

Member of the Marketing and Communications Commission, Finnish Olympic Committee, 2007–
Member of the Board of directors, Satama Interactive Plc., 2005–2006
Member of the board, [Communication Consultancy Pohjoisranta](#) Oy, present

Member of The Finnish Union of University Professors (FUUP)
Member, EUPRERA The European Public Relations Education and Research Association
Member, Reputation Institute

Member of the jury

Vuoden 2002 viestintäteko -contest. ProCom The Finnish Association of Professional Communication

Kultasulka 2005 –contest. MTL: Trade Industry Body for Ad & Communication Agencies

Vuoden yhteiskuntaviestintäteko 2008 -contest. YVY Yhteiskuntaviestinnän yhdistys

Member of the jury, Vuosikertomuskatselmus 2009, ProCom

SHORT BIO

Dr. Pekka Aula is a professor of communication in Department of Social Research, University of Helsinki, Finland. He received his M.A. (1993) and doctorate (1999) in organizational communication from Helsinki University. In addition Aula is an adjunct professor of communication (Helsinki University) and organizational communication and PR (University of Jyväskylä). Previously he held a position as a professor (2003-2008) at the Department of Communication, University of Helsinki. Before the fix-term professorship he was a visiting scholar at the Amsterdam School of Communication Research ASCoR (2002) and post-doctoral research fellow appointed by the Academy of Finland (2001-2003). In 2001 Aula was a acting professor (one semester) at the Department of Communication, University of Helsinki. During that period he acted as the head of the Department. In 2011-2012 he worked as a visiting scholar at Stanford University in the US.

Aula has taught various courses in the field of reputation management and organizational communication at Helsinki University at the bachelor's and master's levels. He has also chaired research seminars and supervised PhD students. Furthermore, he has taught courses on reputation management, organizational communication theories, and communication management and has given various guest lectures in other universities such as University of Jyväskylä, Helsinki University of Technology, and Helsinki School of Economics. He is also popular lecturer at businesses, continuing education seminars and practice-oriented conferences. In 2003-2006 he was in charge of master's degree studies (WERMU I and II) offered by the upgrading education program in online communication (in cooperation with the Department of Communication and the Palmenia Centre for Research and Continuing Education at the University of Helsinki).

Aula has published and edited several books and research reports as well as published articles in edited volumes and journals such as Journal of Business Venturing, Public Relations Review, and Regional Studies. Aula has also published multiple texts, and been interviewed in, all the main daily newspapers and economic magazines in the Finnish-speaking world, as well been featured a number of times in national TV and radio. Aula is a member of the board of directors in Reputation Management Consultancy Pohjoisranta (www.pohjoisranta.fi), and a developer of the company's RepMap™ reputation measurement concept. He is also a member of the Finnish Olympic Committee's Marketing and Communications Commission. During 2001-2008 Aula acted as an editor-in-chief in Maine-magazine (Reputation Magazine) for organizational communication professionals. During 2005-2006 he was a member of the board of directors in an internet consultancy firm Satama Interactive Plc. Aula has co-authored five monographs about reputation management and conducted several reputation related research projects. He has also conducted research and published in organizational communication, online communications, and complexity and chaos theories related to different organizational aspects.

WEB

home: www.aula.fi