

Competitive selection for an academic teaching position participant's profile

Full name: Johanna Frösén

Position held, part of regular rate of pay: Assistant Professor

Department: Marketing

Competition announcement date: 04.02.2016

1. Name of present employer (organization, position held): St. Peterburg State University, Graduate School of Management
2. Science degree (please indicate academic field): D.Sc. (Marketing)
3. Academic title Assistant Professor
4. Accumulated period of academia: 9 years
5. Total number of published works: 7
6. Research papers, learning and teaching materials, creative projects for the 5 last years or from the moment of the previous winning in competition:

№ п/п	Name of work / paper	Manuscript / printed	Name of the publishing company, magazine (number, year) / copyright certificate number	Number of printed sheets or pages	Co-author's name
1	2	3	4	5	6
1.	What Counts Vs. What Can Be Counted: The Complex Interplay of Market Orientation and Marketing Performance Measurement in Organizational Configurations	Article	Journal of Marketing (2016)	In print	Luoma, J.; Jaakkola, M.; Aspara, J.; Tikkanen, H.
2.	Reviving Heritage Brands – The Case of Petrodvorets Watch Factory	Teaching case	Emerald Emerging Markets Case Studies (2016)	In print	Laukkanen, M.
3.	Effective Forms of Market Orientation across the Business Cycle: A Longitudinal Analysis of Business-to-Business Firms	Article	Industrial Marketing Management (2016), 52 (1)	91-99	Jaakkola, M.; Churakova, I.; Tikkanen, H.
4.	Various Forms of Value-Based Selling Capability - Commentary on 'Value-Based Selling: An Organizational	Article	Industrial Marketing Management (2015), 45 (Special Issue)	113-114	Jaakkola, M.; Tikkanen, H.

Сведения, содержащиеся в п. 1-14 настоящей анкеты, публикуются на официальном сайте СПбГУ и представляются членам Ученого совета Факультета (Ученого совета СПбГУ) в соответствии с п. 3.3. Положения о конкурсе на замещение должностей профессорско-преподавательского состава СПбГУ от 06.07.2012

	Capability Perspective				
5.	Market Orientation, Innovation Capability and Business Performance: Insights from the Global Financial Crisis	Article	Baltic Journal of Management (2014), 9 (2)	134-152	Huhtala, J.-P.; Sihvonen, A.; Jaakkola, M.; Tikkanen, H.

7. Major projects over the previous years (at your option):

№ п/п	Name of work / paper	Manuscript / printed	Name of the publishing company, magazine (number, year) / copyright certificate number	Number of printed sheets or pages	Co-author's name
1	2	3	4	5	6
1.	Does More Capability Always Benefit Firm Performance? Market Orientation, Core Business Process Capabilities, and Business Environment	Manuscript	Journal of Marketing Management (conditionally accepted for publication)		Jaakkola, M.; Aspara, J.; Tikkanen, H.; Vassinen, A.; Parvinen, P.
2.	Development and Impact of Strategic Marketing in a Nordic Country - A Longitudinal Study 2008-2014	Manuscript	European Journal of Marketing (under second round of review)		Tikkanen, H.
3.	Does Listening to the Customer Pay Off? Customer Orientation - Performance Links in Developed vs. Emerging Markets	Manuscript	International Journal of Research in Marketing (to be submitted in 2016)		Smirnova, M.; Rebiyazina, V.; Tikkanen, H.

8. Number of publications in data bases:
 Russian Science Citation Index -, Hirsch index -
 Web of Science 2, Hirsch index 1
 Scopus 4, Hirsch index 2
 Google Scholar 5, Hirsch index 3

9. Information on the Ph.D. students being supervised by you and passed Ph.D. defense

Number of Ph.D. students / Doctoral students	Topic of Thesis research	Academic field	Date of Thesis defence
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Ph.D. Thesis			
Doctoral Thesis			

10. Participation in research projects, programs and grants the 5 last years or from the moment of the previous winning in competition:
- Project "Methodology of interfirm cooperation on creation and commercialization of innovations", project code: 16.23.1694.2014, project duration: 2014-2015
 - Project "Creating sustainable advantage in the context of an emerging market: organizational, networking and marketing capabilities of Russian firms", project code 16.23.1846.2015, project duration: 2015-2016
11. Expert activities (which includes membership in Dissertation Council, Expert Council of the State Commission for Academic Degrees and Titles, scientific councils of Russian Academy of Sciences and etc.: Pre-examiner, DBA Dissertation by Elina Kukkonen / Aalto University Executive Education
12. Membership in scientific review editorial boards, organizing committees of international conferences: ad hoc reviewer in European Journal of Marketing, Industrial Marketing Management, Journal of Business and Industrial Marketing, Baltic Journal of Management.
13. Honorary academic degrees, international, state, academic or other prizes, winnings in international competitions and All-Russian competitions: 2015 Highly Commended Paper Award/Emerald literati network, Baltic Journal of Management
14. Other information on educational and research or creative activities (at your option): -