

CURRICULUM VITAE

PERSONAL DATA

Name Ulla Marketta Hakala
Address Sepänkatu 1 A 24
Telephone +358 50 3079 250
E-mail ulla.hakala@utu.fi

EDUCATION

Turku School of Economics	D.Sc. (Econ. & Bus. Adm.) 2006 Lic.Sc. (Econ. & Bus. Adm.) 2005
University of Tampere	M. Sc. (Econ. & Bus. Adm.) 1983 B. Sc. (Econ. & Bus. Adm.) 1981
Upper Secondary School, Toijala	Matriculation exam 1977
Oakdale High School, USA	Diploma 1975

WORK HISTORY

<i>Senior advisor</i> 1.12.2022–	Turku School of Economics, University of Turku
<i>Senior Lecturer</i> 1.8.2011–30.11.2022	Turku School of Economics, University of Turku
<i>Associate Professor</i> 17.11.2015–	University of Jyväskylä
<i>Assistant Professor</i>	Turku School of Economics
1.1.2006–31.7.2011	
<i>Researcher</i>	Turku School of Economics
1.6.–31.12.2005	
<i>Fulbright grantee</i>	California State University Stanislaus, USA
1.1.–29.5.2005	
<i>Researcher</i>	Turku School of Economics
1.1.2004–31.12.2004	
<i>Lecturer of Marketing</i>	Turku School of Economics
1.1.2000–31.12.2003	
<i>Senior Research Associate</i>	Turku School of Economics
1.4.–31.12.1999	
<i>Research Associate</i>	Turku School of Economics
1.1.–31.3.1999	
<i>Lecturer of Marketing</i>	University of Applied Sciences, Seinäjoki
1988–1998	
<i>Lecturer of Business Studies</i>	Rauma School of Economics
1987–1988	
<i>Lecturer</i> (various subjects)	Pori Business School
1984–1985	

LANGUAGE SKILLS

Finnish, native
English, excellent
Cambridge Advanced Certificate 2001 (grade A)
Swedish, good
German, satisfactory
Russian, satisfactory

INTERNATIONAL ACTIVITIES

External examiner at Bournemouth University June 2019 (PhD candidate Jill Quest: To explore the tangible attributes contributing to Brand Meaning. A study of local food brands)

Academic visit (conducting research) in 01–02/2009 (California State University Stanislaus)

Fulbright scholarship (MCPD grant) in Spring 2005 (California State University Stanislaus) (five months)

PEDAGOGICAL QUALIFICATIONS

Qualified business-school teacher (1988)

OTHER ACADEMIC ACTIVITIES

Supervision and evaluation of theses

- First supervisor of Doctoral student Katariina Pajuranta, M.A., at Turku School of Economics 2019–2022
- Second supervisor of Doctoral student Mari Hartemo, M.Sc., at Turku School of Economics 2014–2023
- Opponent of Ari-Matti Erjansola, University of Helsinki, April 2023.
- Opponent of Riina Iloranta, University of Eastern Finland, December 2021.
- Pre-examiner of the doctoral dissertation of Kati Koivunen, University of Oulu, March 2023.
- Pre-examiner of the doctoral dissertation of Ritva Pyykkönen, University of Jyväskylä, Finland, 2014
- Pre-examiner of the doctoral dissertation of Holly Cooper, Griffith University, Australia, 2015
- Pre-examiner of the doctoral dissertation of Henna Konu, University of Eastern Finland 2016
- Pre-examiner of the doctoral dissertation of Muhammad Anees-ur-Rehman, University of Oulu, Finland, 2017
- Pre-examiner and opponent of the doctoral dissertation of Riina Iloranta, University of Eastern Finland, 2021
- Opponent in a licentiate seminar of Arja Lemmetyinen (Turku School of Economics) in 2004.
- As to Bachelor and Master level studies, altogether I have supervised over 130 master theses and the same amount bachelor theses at Turku School of Economics.

PUBLICATIONS

ARTICLES IN SCIENTIFIC JOURNALS WITH REFEREE PRACTICE:

- Hakala, Ulla – Nygrén, Ulla (2010) Customer satisfaction and the strategic role of university libraries. *International Journal of Consumer Studies*, Vol. 34, No. 2, 204–211.
- Hakala, Ulla – Lemmetyinen, Arja (2011) Co-creating a nation brand “bottom up”. *Tourism Review*, Vol. 66, No. 3, 14–24.
- Hakala, Ulla – Lähti, Sonja – Sandberg, Birgitta (2011) Operationalising brand heritage and cultural heritage. *Journal of Product & Brand Management*, Vol. 20, No. 6, 447–456.
- Hakala, Ulla – Svensson, Johan – Vincze, Zsuzsanna (2012) Financial vs. consumer-based brand equity and TOMA. A cross-cultural perspective. *Journal of Product & Brand Management*, Vol. 21, No. 6, 439–451.
- Hakala, Ulla – Lemmetyinen, Arja – Kantola, Satu-Päivi (2013) Country image as a nation-branding tool. *Marketing Intelligence and Planning*, Vol. 31, No. 5, 538–556.
- Hakala, Ulla – Lemmetyinen, Arja (2013) Culture is the message. The status of Cultural Capital and its effect on a city’s brand equity. *Place Branding and Public Diplomacy*, Vol. 9, No. 1, 5–16.
- Hakala, Ulla – Öztürk, Sevgi (2013) One person can make a difference – although branding a place is not a one-man show. *Place Branding and Public Diplomacy*. Vol. 9, No. 3, 182–188. DOI: 10.1057/pb.2013.14
- Hakala, Ulla – Sjöblom, Paula – Kantola, Satu-Päivi (2015) Toponyms as carriers of heritage: Implications for Place Branding. *Journal of Product and Brand Management*. Vol. 24, No. 3, 263–275.

- Sjöblom, Paula – Hakala, Ulla (2018) Toponyms and place heritage as sources of place-brand value, *Onomastica Uralica* No. 10.
- Grénman, Miia – Hakala, Ulla – Mueller, Barbara (2019) Wellness branding: Insights into how American and Finnish consumers employ wellness as a means of self-branding, *Journal of Product and Brand Management*, Vol. 28, No. 4, 462–474.
- Zurawik, Marta – Hakala, Ulla – Sandberg, Birgitta (2019) Positive and negative emotional spirals in e-WOM of new recreational sports: a case study on Nordic walking, *International Journal of Leisure and Tourism Marketing*, Vol. 6, No. 3–4.
- Hakala, Ulla – Lemmetyinen, Arja – Nieminen, Lenita (2020) Rebranding a “rather strange, definitely unique” city via co-creation with its residents, *Place Branding and Public Diplomacy*, Vol. 16, No. 4, 316–325.
- Hakala, Ulla (2021) The voice of dwellers – developing a place brand by listening to its residents, *Journal of Place Management and Development*, Vol. 14, No. 3, 277–300. <https://www.emerald.com/insight/1753-8335.htm>.
- Ainiala, Terhi – Sjöblom, Paula – Hakala, Ulla (2022) Kommunens namn i kommunsloganer: perspektiv från lingvistik och marknadsföring. – Nordisk tidskrift för socioonomastik / *Nordic Journal of Socio-Onomastics* 2, 5–17. <https://kgaabokorder.se/sv-SE/download/cf0369db-8ddb-4ac7-8cec-c72a5407087d>
- Grénman Miia, Hakala Ulla, Mueller Barbara, Uusitalo Outi (2023) Generation Z's perceptions of a good life beyond consumerism: Insights from the United States and Finland, *International Journal of Consumer Studies*, <https://doi.org/10.1111/ijcs.12994>.
- Hakala Ulla, Sjöblom Paula, Ainiala Terhi (2023) Place Branding in Finland: A Discourse Analysis of Municipal Slogans, *Journal of Business, Communication & Technology*, Vol. 3
- Voutilainen Eero, Visakko Tomi, Sjöblom Paula, Hakala Ulla, Ainiala Terhi (2024) Place branding and translocal chronotopes in Finnish municipality slogans, *Language & Communication*, Vol. 94, 56–68.
- Hakala, Ulla (2024) Using AI in creating municipality slogans. *Place Branding and Public Diplomacy*, DOI <https://doi.org/10.1057/s41254-024-00347-4>.

CHAPTER IN A BOOK:

- Hakala, Ulla – Lemmetyinen, Arja – Gnoth, Juergen (2010) Companies as vectors of nation branding: The role of Nokia in branding Finland. In: Go, F. and Govers, R. (eds) *International Place Branding Yearbook 2010. Place branding in the new age of innovation*, Palgrave Macmillan: Hampshire, 48–59.
- Hakala, Ulla – Sjöblom, Paula (2013) The touchy subject of the place name. Branding a place after a consolidation. In: Terhi Ainiala, Ulla Hakala & Paula Sjöblom (eds), *Names in the Economy: Cultural Prospects*, 152–172. Cambridge Scholars Publishing, Newcastle.
- Hakala, Ulla (2014) Tracing for one voice - the 5Cs of communication in place branding. In: Go, Frank - Lemmetyinen, Arja - Hakala, Ulla (Eds.) *Harnessing place branding through cultural entrepreneurship*, Palgrave MacMillan. 229–242.
- Hakala, Ulla – Hurmerinta, Leila (2018) Henkilöbrändi Rami [Rami, a personal brand] In: Piha, Samuel – Ojala Petteri (eds.) *Miten menee, markkinointitiede? Professori Rami Olkkosen juhlakirja*, 147–160. [Where is marketing science heading?]
- Grénman, M. – Hakala, U. – Mueller, B. – Chan, K. (2023) Wellness among Gen Zs in Western and Eastern Cultures during COVID-19. In: Alexandra Vignolles and Martin K.J. Waiguny (Eds): *Advances in Advertising Research*, Vol. XII, Chapter 4.
- Hakala, U. (2024) Co-branding, In: Klement Podnar (Ed.) *Elgar Encyclopedia of Corporate Communication*, 149–153.
- Hakala, U. (2024) Rebranding, In: Klement Podnar (Ed.) *Elgar Encyclopedia of Corporate Communication*, 154-159.
- Pajuranta, Katariina – Hakala, Ulla – Ahonen, Jarmo (2024) An Eye-Tracking Analysis of Visual Attention in the Emotionally Appealing Commercial, In: Alexandra

Vignolles and Martin K. J. Waiguny (Eds.) *Advances in Advertising Research XIV*, 179–187.

MONOGRAPHS:

- Hakala, Ulla – Saastamoinen, Kaisa (2000) *Turkulaiset mainostoimistot 1990-luvulla*. Empiirinen tutkimus liikeideoiden muutoksesta. [An empirical study of changes within advertising agencies in Turku area in 1990s] Publications of Turku School of Economics, Series: Discussion and Working Papers
- Hakala, Ulla (2003) *Quantitative and Qualitative Methods of Analysing Advertising: Content Analysis and Semiotics*. Publications of Turku School of Economics, Series: Discussion and Working Papers
- Licentiate thesis: Hakala, Ulla (2005) *Yesterday's breadwinners in today's mixed salad – representations of masculinity in advertising*. Publications of Turku School of Economics, Series D.
- Doctoral dissertation: *Adam in ads – A thirty-year look at mediated masculinities in advertising in Finland and the United States*. Publications of Turku School of Economics, Series A-5:2006.

CASE STUDIES WRITTEN:

- Vincze, Zsuzsanna – Hakala, Ulla (2009) Raisio plc – growth with a new brand portfolio. *International business and marketing cases*. Zsuzsanna Vincze (ed.). Publications of Turku School of Economics, B-1:2009.
- Hakala, Ulla – Lemmetyinen, Arja (2011) Country image as a nation branding tool. *Keeping up the legacy - interactive teaching in marketing and international business. Cases in honour of lecturer Martti Salo*. Niina Nummela (ed.). Publications of Turku School of Economics, C-1:2011

REFEREED CONFERENCE ARTICLES:

- Conference on Corporate and Marketing Communications (CMC) 22–23.5.2000
Conference proceedings: *Adam in Ads Body Image Attitudes in Particular European Countries and in the United States from a Semiotic Point-of-view*
- Conference on Corporate and Marketing Communications (CMC) 7–8.4.2003
Conference proceedings: *Content Analysis - the Only Option for Objective and Systematic Analysis of Advertising?*
- Conference on gender and power at Helsinki School of Economics 15–16.5.2003:
Conference proceedings: *'Mediated masculinities – representations of men in print advertising in Finland and the United States'* <http://www.hkkk.fi/gender-power/Hakala.pdf>
- Conference on Industry, Engineering, and Management Systems (IEMS) 14–16.3.2005
Conference proceedings: *Representations of masculinity in Finland and the United States – preliminary findings of four focus group discussions*.
- Conference on Corporate and Marketing Communications (CMC) 21–22.4.2006.
Conference proceedings: *Cultural representations of masculinity in advertising: findings based on focus group discussions in Finland and the United States*.
- Academy of Marketing (AM) Conference London 4–6.7.2006. Conference proceedings: *Ads as paradigmatic and syntagmatic sign relations – constructing a framework for analyzing masculinity in ads*.
- Conference on Corporate and Marketing Communications (CMC) 16–17.4.2007.
Conference proceedings: *Hands up! Getting a grip on CQ in advertising*, a joint article together with PhD Michael Berry (Turku School of Economics)

- EMAC Conference 22–26.5.2007. Conference proceedings: *A thirty-year look at mediated masculinities in US and Finnish print advertising.*
- IMDA (International Management Development Association) Conference 4–8.7.2007. Conference proceedings: *Brand equity and culture. A multinational study.* A joint article with Professor Erdener Kaynak (Pennsylvania State University at Harrisburg) and D.Sc. Zsuzsanna Vincze (Turku School of Economics)
- Conference on Corporate and Marketing Communications (CMC) 24–26.4.2008. Conference proceedings: *The 5 P's of advertising: Gender differences in designing and preferred readings of ads.*
- The World Association for Case Method Research and Application (WACRA) 2008 - 25th International Conference hosted by Napier University Business School Edinburgh, Scotland 29.6.–2.7.2008. Conference proceedings: *Case Raisio Group: Growth with a new brand portfolio.* A joint article with D.Sc. Zsuzsanna Vincze (Turku School of Economics, Finland/Umeå University, Sweden).
- Hakala, Ulla (2009) *What makes a man in ads? Discussing the representations of masculinity in Finland and the US.* Conference on Corporate and Marketing Communications (CMC) 23–24.4.2009, University of Nicosia. Conference proceedings
- Consumer09, International Consumer Sciences Research Conference 24–26.6.2009. Conference proceedings: *Listening to the customers' voice at a university library.* A joint paper with MA Ulla Nygrén (Director of Library and Information Services, Turku School of Economics).
- Hakala, Ulla (2009) *Places – the 2000's target for branding.* Academy of Marketing, 5th International Conference on Brand, Identity and Corporate Reputation SIG 1–3.9.2009. Conference proceedings
- Hakala, Ulla – Terho, Harri – Kärkkäinen, Jenny (2010) *The spillover effects of co-branding on partner brands' brand equity.* EMAC Conference 1–4.6.2010
- Lätti, Sonja – Sandberg, Birgitta – Hakala, Ulla (2010) *Heritage chameleons. Utilisation of brand heritage in international companies.* Abstract published, Academy of Marketing SIG on Brand, Identity and Corporate Reputation 9-11.4.2010
- Hakala, Ulla – Lemmetyinen, Arja (2011) *Co-creating a nation brand.* 1st International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR) Zurich, Switzerland, February 15-16, 2011. Abstract published in the Conference proceedings.
- Hakala, Ulla – Vincze, Zsuzsanna (2011) *Financial vs. consumer-based brand equity. A cross-cultural perspective.* 7th Global Brand Conference of the AM's Brand, Corporate Identity and Reputation SIG.
- Hakala, Ulla – Lemmetyinen, Arja (2011) *"Culture is the message" The status of cultural capital and its effect on a city's brand equity.* 61st AIEST Conference, Barcelona, Spain 28.8.–1.9.2011
- Hakala, Ulla – Sandberg, Birgitta (2011) *Creating a successful brand on mobile. Case Angry Birds.* Conference proceedings: IABE conference, Las Vegas 16–18.10.2011
- Hakala, Ulla – Sjöblom, Paula (2012) *Branding a place after a name change.* Names in the Economy 4, Turku 14–16 June, 2012.
- Suomi, Kati – Hakala, Ulla – Lemmetyinen, Arja (2012) *Revealing possibilities for co-branding – focusing on Finnish higher education of creative economy.* AMS (Academy of Marketing Science) conference in Atlanta on 29 August, 2012.
- Hakala, Ulla – Sjöblom, Paula (2013) *What happens if the name changes? The meaning of the place name to residents and SME-companies in a place merger.* 8th Global Brand Conference, Porto, Portugal 3–5.4.2013.
- Hakala, Ulla – Lemmetyinen, Arja (2013) *Creating two-way linking value in branding.* 8th Global Brand Conference, Porto, Portugal 3–5.4.2013.
- Suomi, Kati – Lemmetyinen, Arja – Hakala, Ulla (2013) *The role of networks in building a higher education brand.* 8th Global Brand Conference, Porto, Portugal 3.–5.4.2013.

- Sjöblom, Paula – Hakala, Ulla – Kantola, Satu-Päivi (2013) *Municipality names and mergers: attitudes towards the changing name*. Trends in Toponymy 6, Heidelberg 7–10.10.2013.
- Hakala, Ulla – Sjöblom, Paula – Kantola, Satu-Päivi (2014) *The name of the place as a carrier of the place heritage*. 9th Global Brand Conference. Hatfield, UK April 9, 2014.
- Hakala, Ulla – Sjöblom, Paula (2014) *Building the place brand on the heritage*. 4th International symposium on corporate heritage, corporate heritage brands and identities, history and nostalgia. Hanken, Helsinki June 5–6, 2014.
- Sjöblom, Paula – Hakala, Ulla – Kantola, Satu-Päivi (2014) *Municipality names in consolidations: What happens to place branding?* 25th ICOS ICOS (International Congress of Onomastic Sciences). Glasgow August 25–29, 2014.
- Hakala, Ulla: *Sport-based CSR – a tool in building a better society?* CSRCOM Conference, Ljubljana, Slovenia 17–19.9.2015.
- Hakala, Ulla: *CSR and city branding*. 11th Global Brand Conference, University of Bradford, 27–29.4.2016.
- Hakala, Ulla – Mueller, Barbara: *Operationalizing corporate brand heritage*. EMAC conference, Norwegian Business School, 24–27.5.2016.
- Hakala, Ulla – Mueller, Barbara: *Building corporate brand heritage: towards an operationalization of the concept*. ICORIA Conference, University of Ljubljana, 30.6.–2.7.2016.
- Hakala, Ulla – Grénman, Miia – Mueller, Barbara: *Wellness as a means of personal branding – Identifying the cultural differences among the US and Finnish consumers*. 12th Global Brand Conference, Linnaeus University, Kalmar, Sweden, 26–28.4.2017.
- Hakala, Ulla – Grénman, Miia – Mueller, Barbara: *Branded wellness – Cultural and generational differences in perceptions of wellness and wellness-related products and services*, 16th ICORIA Conference, University of Ghent, Belgium, 29.6.–1.7.2017.
- Roper, Stuart – Hakala, Ulla: *The power of social media in enabling brand engagement and co-creation: Myth and reality*, 13th Global Brand Conference, University of Newcastle, 2–4.5.2018.
- Hakala, Ulla – Hurmerinta, Leila – Paulamäki, Ida: *Chained to the history – Conceptualization of a chained crisis in design industry – implications for brand management*, 13th Global Brand Conference, University of Newcastle, 2–4.5.2018.
- Hakala, Ulla – Mueller, Barbara: *Operationalizing corporate brand heritage*, 20th ICIG Symposium, Gozd Martuljek, Slovenia, 5–7.6.2018.
- Hakala, Ulla: *Voice of Dwellers – Developing the place brand by listening to its residents*, 14th Global Brand Conference, 8-10.5.2019, Berlin School of Economics and Law.
- Hakala, Ulla - Grénman, Miia – Mueller, Barbara: *Aiming at one's best self – Wellness as a new means for self-branding*, EMAC Conference, University of Hamburg, 28-31.5.2019.
- Hakala, Ulla – Lassila, Heidi – Suomi, Kati: *Brand hate through negative word of mouth (NWOM) in social media online communities*, 15th Global Brand Conference, 4–6.5.2022, Sheffield Hallam University, UK.
- Pajuranta, Katariina - Hakala, Ulla: *Emotional branding in advertising – Localization as a competitive advantage*, 15th Global Brand Conference, 4–6.5.2022, Sheffield Hallam University, UK.
- Mueller, Sophia – Johnson, Benjamin – Hakala, Ulla: *Modern Dad, Modern Ad: Testing Cross-Cultural Effects of Fatherhood Depictions on Brand Attitudes and Identification*, Hybrid 72nd Annual ICA (International Communication Association) Conference, 26-30 May 2022, Paris, France.

- Hakala, Ulla – Sjöblom, Paula – Ainiala, Terhi: *Semantic features in municipality slogans and their use in place branding*. ATINER 10th Annual International Colloquium on Branding, 25-28 July 2022, Athens, Greece
- Hakala, Ulla – Pajuranta, Katariina (2023) Eye tracking emotions in TV commercials, 16th Global Brand Conference at the University of Bergamo, Italy, 3rd to 5th May 2023.
- Hakala, Ulla (2023) Using AI in the creation of municipality slogans, 7th Annual Conference of the International Place Branding Association (IPBA), 18-20 October 2023 at Lund University Campus in Helsingborg Sweden.
- Pajuranta, Katariina – Ahonen, Jarmo J. – Hakala, Ulla (2024) *Could AI eliminate the need for human eye-tracking testing in advert evaluation?* ICORIA (the 22nd International Conference on Research in Advertising, Thessaloniki, Greece, 27–29 June, 2024.
- Pajuranta, Katariina – Ahonen, Jarmo J. – Lehtinen, Liisa –, Kulju, Eija – Hakala, Ulla (2024) *Liking and not liking – understanding the package preference with eye-tracking*. ICORIA (the 22nd International Conference on Research in Advertising, Thessaloniki, Greece, 27–29 June, 2024.

Acting as a reviewer

Thus far, I have reviewed over 250 international research and conference papers as well as manuscripts of journal articles. In August 2019, I was chosen as an Outstanding Reviewer for *Journal of Research in Interactive Marketing* in the 2019 Emerald Literati Awards.

Memberships in scientific and corporate affiliations

- Conference Chair of the 10th *Global Brand Conference*, Academy of Marketing's Brand, Identity and Corporate Reputation Special Interest Group (SIG), Turku April 27–29, 2015.
- A member in the scientific committee of *Names in the Economy conference* (NITE, organized at Turku School of Economics in June 2012) as well as of *Cultural Entrepreneurship Conference* (CEC, organized in December 2012 by Turku School of Economics, Rotterdam School of Management and Copenhagen Business School).
- A member in the Editorial Advisory Board of the *Journal of Research in Interactive Marketing* 2013–
- A member in the Committee for Research and Teaching in 09/2007–12/2009 and the Committee for Educational Development between 01/2010–07/2012, Committee for Doctoral Degree Ceremonies in 2009–2010 as well as a member in the Committee for Master Degree Ceremonies (2012). As to corporate affiliations, I was a board member in the Marketing Association of Finland, Turku unit for several years, until 2013.

Honours

Order of the White Rose of Finland, February 28, 2020

Best marketing course of the year (2021-2022) at the University of Jyväskylä

Teaching

I have lectured in various bachelor- and master-level courses from Marketing Management, Marketing Communications, Services Marketing, Advertising planning and Branding to Research Methods in marketing, both in Finnish and in English. In addition, I have given lectures on Brand management in the eMBA education in English. I hold an Associate Professorship at the University of Jyväskylä where I annually lecture a 6-credit advanced course on Brand management.

RESEARCH GRANTS

Personal scholarships from the Fulbright Foundation, Foundation for Economic Education, Wihuri Foundation, Foundation for Municipal Development, Wallenberg Foundation, City of Turku and the Turku School of Economics Support Foundation. Research-group funding from Foundation for Economic Education.

VISITING LECTURES

A number of visiting lectures on *Marketing Communications, Semiotics and the Analysis of Advertising, Quantitative and Qualitative Methods of Analysing Advertising* as well as *Branding* at the University of Turku (various units) and at Aalto University, Helsinki School of Economics, University of Helsinki as well as University of Tartu.

Turku August 14, 2024

Ulla Hakala